

Risk Communication and Community Outrage

Why is 1080 so scary?

Dale Williams

Land Management Officer

Bay of Plenty Regional Council

The Benefits of Actively Involving the Community in Pest Control Operations

Dale Williams

Kaharoa Kokako Trust



Department of Conservation
Te Papa Atawhai



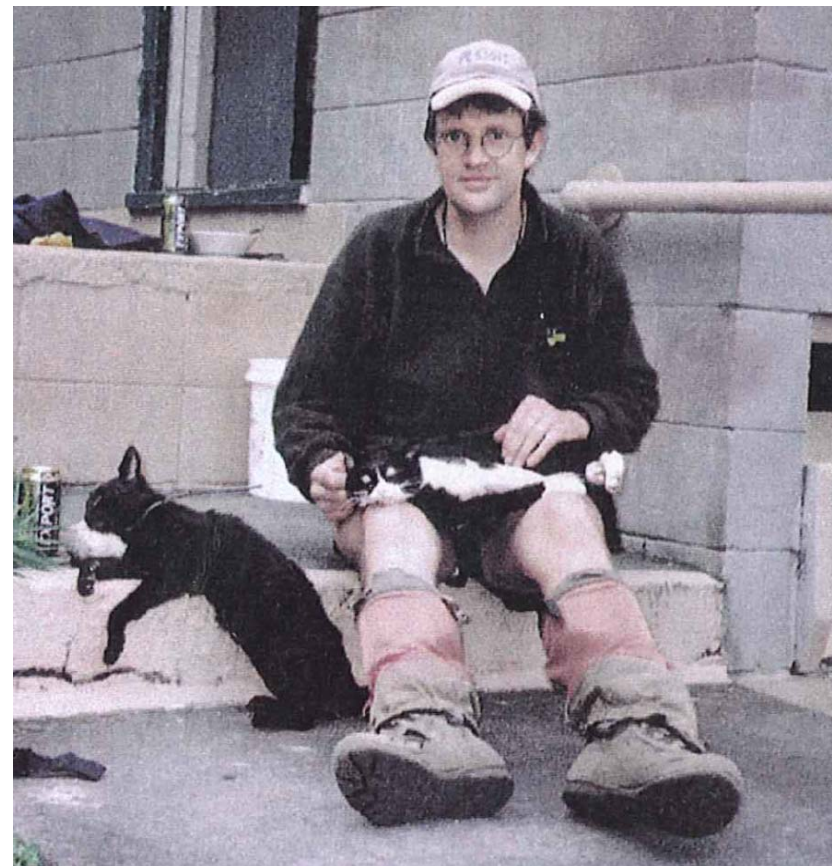
Government Research Technician 1980 - 1993

- I worked mostly on indigenous forest ecology, threatened species management and pest animal management.



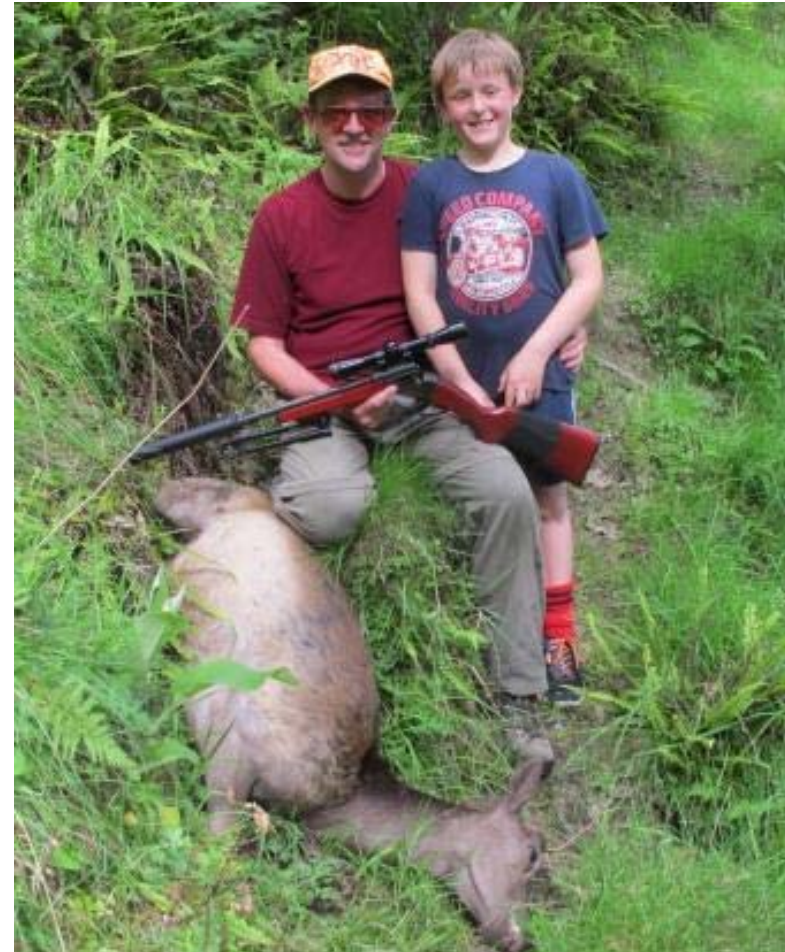
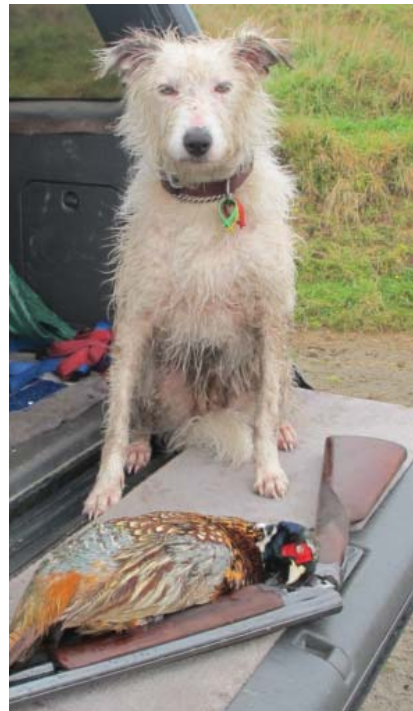
Department of Conservation 1993 - 2010

- Technical advisor specialised in pest animal management
- Biodiversity management training facilitator.



Bay of Plenty Regional Council 2010 – to date

- Land Management Officer.
- Hunter
- Dog owner



1080 (Sodium monofluoroacetate)

Positive aspects

Broad spectrum pesticide

**Kills all pest animals
including predators**

Fast acting

Humane

**Registered for aerial
application**

Well researched

Negative aspects

Broad spectrum pesticide

**High risk to non-targets
particularly dogs & deer**

Fast acting

High risk of aversion

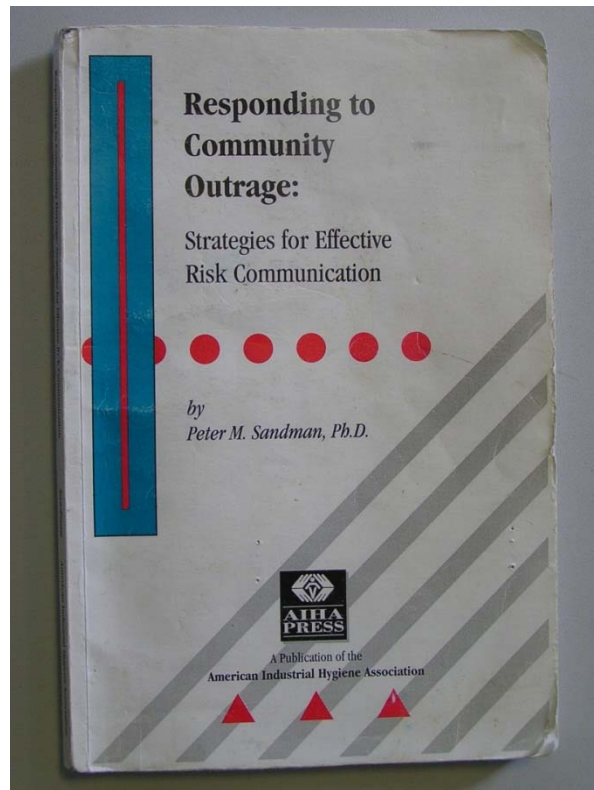
**Concern over method and
the chemical**

**Extremely high level of
community outrage!**

Community Outrage

Why is 1080 so scary?

Peter Sandman's book



Risk = Hazard + Outrage

“Outrage” is the anger the public feel with regard to risk

If Outrage is high people over estimate risk

If Outrage is low people under estimate risk

Components of Outrage

Fair
Natural
Chronic
Knowable
Not memorable
Not dreaded
Voluntary
Controlled by me
Can I trust you
Is the process responsive

or

Unfair?
Industrial?
Catastrophic?
not knowable?
memorable?
dreaded?
coerced?
others?
not?
unresponsive?

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The Kaharoa Kokako Trust

- 16 years controlling rats and possums.
- C. 30 kokako to 130 over the whole Reserve (in 2006).
- Little direct cost to DOC.
- The community has developed a strong sense of pride from actually making a difference.

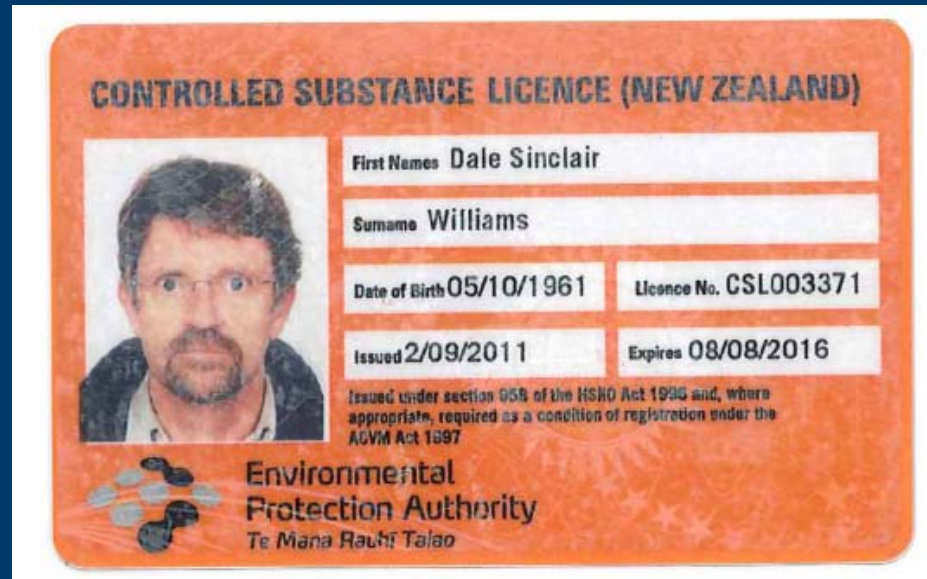


Tell me, I forgot.

Show me, I remember.

Involve me, I understand.

Thanks for listening



Dale Williams

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