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**COMMUNICATING ABOUT ASTEROID IMPACT HAZARDS:
LESSONS LEARNED, CHALLENGES TO MEET**

Linda Billings, Ph.D.

National Institute of Aerospace, Arlington, Virginia USA, Ph. 703-528-2334;

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ABSTRACT

The global community of scientists involved in finding and tracking asteroids, identifying potentially hazardous objects, and characterizing the possible effects of impacts is developing a growing awareness of the need to improve and expand efforts to communicate with policy makers, journalists, and citizens about the work they do.

The white paper on the 2013 Planetary Defense Conference included a number of observations and recommendations relating to communication across expert-non-expert boundaries, such as:

- The need for expanded efforts in communication.
- The need to characterize impact hazards, risks, and effects in ways that are meaningful to decision makers and other non-experts.
- The need for “a clear international chain of command for dealing with NEO risk” and a communication strategy that makes use of findings from experts in communication.
- The need for open and transparent communication of information about NEO hazards.
- The need for a common language to characterize NEO hazards and impact mitigation options.

I will address progress in communication about NEO hazards and impact risks since 2013. Among topics I will address are new recommendations from expert groups, guidelines for responsible communication about hazards and risks, scholarly research that can inform NEO communication strategy and planning, communication issues raised at joint NASA-Federal Emergency Management Agency NEO impact tabletop exercises in 2013 and 2014, and other relevant developments. I also will consider the sorts of communication challenges posed by the scenario for PDC 2015’s NEO-impact tabletop exercise.