



## Dr. Michele Morrone

DATE	Monday February 13, 2012
TIME	10:30 a.m. - 12:00 noon
ROOM	TSH 112A (located on the first floor of Kenneth Taylor Hall)



Michele Morrone

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Author of *Junk Policy: Environmental Health Science and the Decision Making Process (2002)*, *Poisons on Our Plates: The Real Food Safety Problem in the Unit, Sound Science (2008)*, and *Mountains of Injustice: Case Studies in Environmental Equity (2011)*

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### **From Cancer to Diarrhea: The Moving Target of Public Concern about Environmental Health Risks**

Public concern about the environment can be unpredictable because it is influenced by numerous factors. Environmental health issues often emerge as important because the public is worried about their health especially when it comes to cancer. While fear of cancer will never dissipate, recent foodborne outbreaks are contributing to raising public awareness of the health effects from microbes. This presentation adds to the dialogue about the challenges of enhancing public understanding of environmental health issues. Internal factors, such as worry, that contribute to public outrage are sometimes more important than external factors such as the media. In addition, relying on the media to inform the public about imminent public health risks may be an ineffective approach to enhancing understanding. In the end, scientists and risk communicators are forced to compete with politicians who are often very effective at manipulating public understanding of risk.