

# Broomfield, CO — September 2014

## Participants

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# Finding 1

- The principles of risk communication are well understood. But not by astronomers. We need to learn!



# Finding 1, cont.

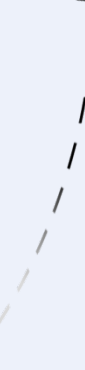
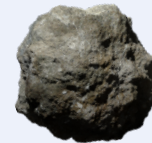
- There is no widespread agreement on standardised terms, which can be confusing to the public when they hear messages from various scientists.

HAZARD  $\neq$  THREAT

DEFLECTION  $\neq$  MITIGATION

# Finding 2

- IAWN must cultivate trust and operate around the clock. Can accomplish this by keeping messages consistent, being transparent and prepared for all scenarios. Should provide routine communications of flybys, etc. to increase NEO awareness.



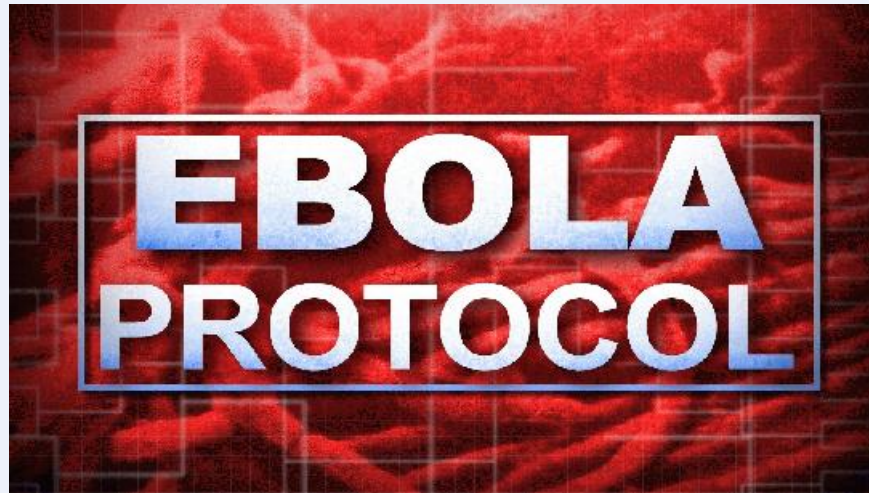
# Finding 3

- IAWN must be like McDonald's: Think Global, Act Local.



# Finding 3, cont.

- Responsibility for managing NEO impact effects will lie with local authorities. IAWN could play a role in promoting the development of national protocols.



# Finding 4

- The public doesn't understand probabilistic scales, so IAWN should create a simplified scale explaining the potential damage to be caused by an asteroid impact. Behold the Broomfield Hazard Scale:

Broomfield Hazard Scale				
Class	Object size*	Energy potential <sup>^</sup>	Impact hazard	Color scale
1	<10 m	<50 kt	Visible fireball	Green
2	10 – 30 m	50 kt – 1 Mt	Localized damage possible	Yellow
3	20 – 80 m	1 – 20 Mt	City-wide damage	Orange
4	60 – 230 m	20 – 500 Mt	Regional damage	Red
5	160 – 800 m	500 Mt – 20 Gt	Country-wide destruction	Dark Purple
6	>600 m	>20 Gt	Global destruction	Black

*\*Sizes (in meters) are indications only: given size range is based on 3g/cc, the velocity range 15-25km*

*<sup>^</sup>Energy potential expressed in tons of TNT equivalent*

# Finding 4, cont.

- IAWN also needs a simplified scale explaining the potential impact threat of individual asteroids because the public does not understand Italian scales either.





# Finding 5

- IAWN needs a unified online presence!
  - Options:
    - ~~IAWN.int~~
    - ~~IAWN.org~~
    - IAWN.net
    - IAWN.international
    - IAWN.global
- } Any preferences?

# Recommendations

- To achieve the aforementioned goals, it is recommended that IAWN:
  - Establish a 5-year plan and midterm actions for becoming the global trusted+credible source of NEO info, notification and warning.
  - Employ a full-time communications officer to oversee development of 5 year plan.
  - Create ASAP an IAWN website.
  - Employ a full-time webmaster to undertake website creation and upkeep.
  - Develop a new non-probabilistic scale for characterising the impact hazard and another for impact effects (Broomfield scale suggested).
  - Sponsor briefings and workshops for reporters to improve NEO education within mass media community.

# One Little Problem

