

Presenter Information

Peter M. Sandman, PhD



Creator of the “Risk = Hazard + Outrage” formula for risk communication, Dr. Peter M. Sandman is a preeminent risk communication speaker and consultant in the United States and around the world. Dr. Sandman founded the Environmental Communication Research Program at Rutgers University in 1986, and was its Director until 1992, when he left academia to become a full-time consultant. After 9/11, Dr. Sandman reoriented his work to focus more on the crises of terrorism, bioterrorism, and natural epidemics. He was key in developing a new emergency risk communication CD-ROM with the U.S. Centers for Disease Control and Prevention. Dr. Sandman has addressed a wide range of government entities and emergency response agencies on Chemical/Biological Terrorism and Crisis Communication. He has published over 80 articles and books on various aspects of risk communication. For more information about Dr. Sandman’s approach to risk communication and crisis communication, visit www.psandman.com

Jody Lanard, MD



Jody Lanard, MD, a psychiatrist by training, is a risk communication consultant and writer who, since 9/11, increasingly specializes in public health crisis communication. She has spoken at homeland security, science communication, bioterrorism, and environmental public health tracking conferences in the U.S. and Europe. Since the 2003 SARS outbreaks began, Dr. Lanard has advised the World Health Organization on communicating with the public. Dr. Lanard has worked on a wide range of risk communication issues with her husband and colleague, Peter Sandman, for almost twenty years. Dr. Lanard received her MD from the University of Pennsylvania Medical School, and did her psychiatric residency at Harvard. Dr. Lanard’s writing on crisis communication can also be found on Dr. Sandman’s website, www.psandman.com.

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Consulting, Training, and Research in Risk Communication

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