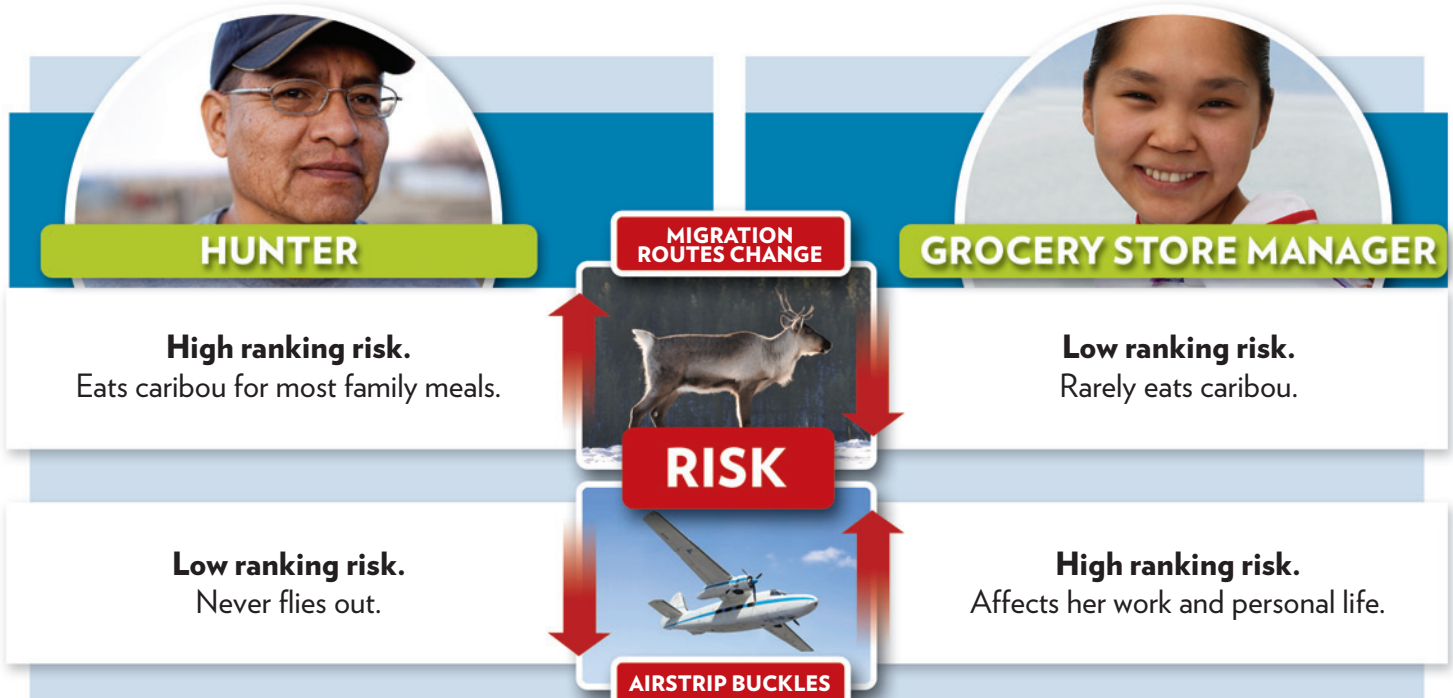


RISK PERCEPTIONS: A Visual Story

DIFFERENT PEOPLE VALUE DIFFERENT THINGS

If five people tell you a risk is not important, do not automatically rank it low. Before you make a decision, speak to all stakeholders and consider how the risk affects their needs and concerns.



Hunts caribou and gathers food to feed his family. Buys very little from the grocery store.



Buys food at the grocery store. Food arrives by plane.

Must buy more gas to travel far enough to secure food for the year.



Flies out to visit family at least twice a year.

Wife uses hide and bone to make clothing and souvenirs to sell to tourists.



Faces food shortages if planes can't land.

Safety is at risk when he travels to unfamiliar land and water.



Grandfather has a heart condition. Required emergency airlift last year.

Has fewer opportunities to pass on traditional knowledge to his son.



Job relies on air transport to bring in and move out business mail.