

*Cet évènement du Département Santé Publique, du BPH, Bordeaux Population Health - UMR 1219 et de l'ISPED Institut de Santé Publique, d'Épidémiologie et de Développement est organisé dans le cadre des séminaires «Recherche et Pratique en Santé publique»*

# Communicating health risks and scientific uncertainty

**Jeudi 28 novembre 2019 - 17h30 à 18h30**

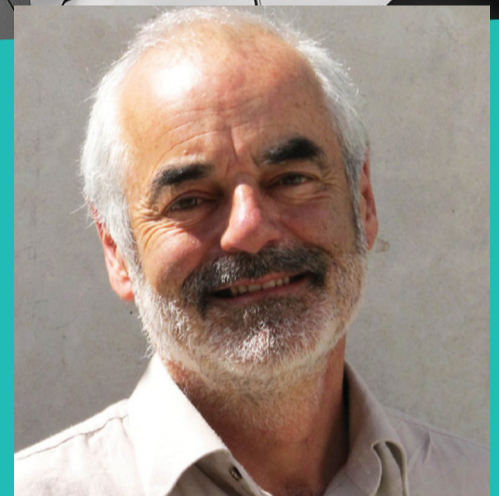
Amphi Pierre-Alexandre Louis - Campus Carreire

entrée libre, sans inscription - Conférence en anglais

## Abstract:

It is claimed we live in a 'post-truth' society in which emotional responses dominate balanced consideration of evidence. This presents a strong challenge to those who value quantitative and scientific evidence: how can we communicate risks and unavoidable scientific uncertainty in a transparent and trustworthy way?

I shall talk about formats for communicating quantifiable health risks using 'expected frequencies', and demonstrate user-friendly interfaces for predictions of the potential benefits and harms of treatments for breast or prostate cancer. But can we communicate deeper uncertainty about facts, numbers, or scientific hypotheses without losing trust and credibility? Randomised experiments suggest this may be possible, but there is still a challenge to adequately communicate the limitations in the underlying data.



**Professor Sir David Spiegelhalter**

Chair of the Winton Centre  
for Risk and Evidence  
Communication  
Centre for Mathematical  
Sciences  
University of Cambridge, UK