

5 good stages

nothing more than false reassurance.
So what to do? Spiegelhalter admirably describes the five-stage approach of zoologist John Krebs, who as chair of the Food Standards Agency had to deal with the BSE crisis. The five steps are: tell people what you know, what you don't know, what you're doing to find out and what they can do in the meantime. Finally, remind them that the advice may change.
These are solid principles for communicating in an uncertain

Date: 2024-09-08
Words: 5
Time to read: 1 min

[Newer](#) [Older](#)

8 Sep 2024 That's a different number	7 Sep 2024 Words, wide night
---	---------------------------------