

Polis – Reporting Risk

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Two gruesome stories caught my morbid eye today. Two Britons have died while [cross-country ski-ing](#) in Norway. A risky thing to do but it made a dramatic story because one of the party was rescued thanks to a complete fluke. Ski-ing, of course, is responsible for an epidemic of injuries and deaths that must cost the NHS a fortune. The other story was of the death of a recreational diver in a [quarry](#) that has claimed 20 lives in as many years. Anything else that had killed that many people in such a period would have been banned, shut down and made illegal long ago.

Compare that to the days of outrage and investigation that followed the recent [Cumbrian train crash](#) in which one unfortunate old lady perished. No doubt, millions will be spent to make sure 'it can never happen again.'

I know all the arguments why one story makes headlines and another is down page but there are consequences.

Look at how MMR took off from a minor theoretical scare story into a national panic.

POLIS is planning an event looking at Reporting Risk – get in touch if you are interested.

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