

## **“I’m shouting, but no-one is listening.” How to talk to people about wireless radiation so they can hear...and care.**

*By Rachel Gaunt*

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Why is it that our earnest explanations about the dangers of wireless radiation so often fall on deaf ears? Why in the face of so much science are people not rushing to protect themselves?

I have long been an observer of humans and how they behave, and have spent a long time puzzling the resistance and denial that conversations about wireless radiation can generate. Recently, a meeting with behavior expert, Matthew Wilcox, author of [The Business of Choice](#)<sup>1</sup>, helped to provide the final pieces of the puzzle.

When you look at the way humans make decisions, it turns out that there are three major factors working against us when it comes to shifting beliefs about wireless radiation.

### **Three factors working against us**

First and foremost there is the “It will never happen to me,” response to anything bad that may happen to us in the future. This is especially true among young people.

“It will never happen to me. I am never going to die. It might happen to someone else but not to me.”

This human response explains why the anti smoking campaigns were so unsuccessful for so long. They kept trying to persuade young people to stop smoking by showing them cadaverous examples of what happens to long-term smokers.....with little success. The breakthrough came when the anti smoking campaign worked out that young people hate to be manipulated and lied to. The resulting adverts about Big Tobacco plotting to get them hooked was a turning point. To stop smoking now made young people look smart and clever. (To stop smoking before would have admitted weakness – something which humans are deeply averse to.)

The second thing working against us is the principle of perceived loss. ‘Don’t take away the things I love.’ In this case the things I love include my iphone, and access to wifi. At worst EMF activists can feel like police about to take away their object of love. It is no surprise that they resist. To make matters more complicated, there is more than just love at stake. There is addiction too. We now know for sure that

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<sup>1</sup> <https://www.amazon.com/Business-Choice-Marketing-Consumers-Instincts/dp/0134053451>

dopamine addiction among smart phone users is real. The daily hits of dopamine we get from the endless texts and alerts create a habit that is hard to break.

People do not want to be separated from their smart phones. Try taking away the bottle of booze from an alcoholic and you get a glimpse of what we're up against.

The third factor working against the spread of information is the desire to present oneself as strong - not weak. If EHS sufferers are seen as weak, then why would people want to associate with them?

"I am strong. I am not like them. I am not affected by this so-called wireless radiation. I am immune. And you are wasting your time talking to me."

It will never happen to me, fear of loss, and desire to be perceived as strong - these are the three main defense mechanisms we have to understand and navigate if we are to be successful.

To make matters worse there are things that we as educators do that inadvertently make matters worse. Here are four common pitfalls...I know because I have fallen into them myself, many times.

#### **Four things we do that make matters worse.**

The first thing we do is try to tell people everything. All the information we have learned over months or years. In the space of a few minutes we try and catch them up, using jargon and short cuts and assume that they will follow. They won't. One thing at a time is much more effective. Preferably something that is relevant to them specifically.

If we sense people are turning away we make the second mistake - which is getting too emotional. We start to sound more desperate - shrill even.

"Surely you must understand the imminent danger that they and the whole planet are in."

You have probably noticed that this strategy rarely works. We only end up sounding deranged, terrified and mad - the very things they are trying to avoid.

The third mistake we make is inadvertently using tactics that make our audience feel guilty, or bad; guilty of not protecting their children; bad parents because they let their kids have ipads. And iphones. "Oh no!" our body language says. Too late, we have already suggested that they might be harming their kids, let alone themselves. And they feel judged.....another strong reason why they switch off and turn away.

The last thing we do to make it worse is to try and convert people who are not ready to hear. With a subject like wireless radiation it is a waste of time talking to people

who are miles away from changing behavior. We are much better served conserving precious energy and saving it for the people who are ready to listen.

But who is ready to listen?

And when we find them, how should we talk to them?

### **Four approaches that work.**

Having covered how not to approach people, here are some things that I believe do work, things that can help us navigate the terrain.

1. Choose a group that you know are open and interested, or are likely to be open and interested. For example: Waldorf parents or pregnant women.

Parents of Waldorf School children are well versed in nutrition, sleep, emotional development and healthy rhythms. They are clear about the power of nature and spend extra time and effort to protect their children from toxins and harsh environments. Pregnant women are another interesting group - they are very focussed on the new human about to be born. They are motivated to do everything they can to protect this new little being.

Once you have chosen a group, stick with it. A small focussed group is much easier to reach and influence than a wide range of people, (tempting as it is to try and reach everyone). Focussing on one particular group allows you to understand their motivations and reservations and to craft a message that is meaningful.

2. Build on things that this group already does. "You eat organic, avoid GMO's, and plastics," you say, acknowledging their education and their desire to protect their children. Suggesting that they add wireless radiation to that list is not a big stretch. Protection from wireless radiation therefore becomes a logical extension of their current behavior, and therefore normal and logical.

3. Make any changes they have to make seem small, incremental and easy to accomplish – and emphasize the benefits.

4. Make the changes seem modern and hip and clever, part of the new order. They are getting something, not giving it up. Make them feel clever and smart for being ahead of the curve

Take heart! Understanding the three built-in defense mechanisms gives us a compass to navigate by. Carefully choosing who to approach and how to talk to them means that there is a path through the rocky terrain. Movements are started by small, fierce, like-minded groups, motivated to take action and spread the word. Consider Mothers Against Drunk Drivers. A small, grass roots movement started by passionate women to protect our children – and generally recognized as being one

of the most successful movements in recent history. I am taking my inspiration from them and moving forward!

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*About Rachel Gaunt:* A native of England, Rachel has over 20 years experience in advertising, activism and communication. Working in London and San Francisco, with a wide range of clients, she is an expert at understanding how to create messages that connect with people. Once a renowned national speaker about "Advertising's Distorted Image of Women" Rachel has now turned her attention to the challenge of waking people up about wireless.

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