National Workshop for Media Officials on
RISK-INFORMED COMMUNICATION FOR REPORTING ON EMERGENCIES AND DISASTER RISK REDUCTION

13 June 2023

09:00 – 17:00 | Mongolia (GMT+ 8)
10:00 – 18:00 | Seoul (GMT+ 9)
21:00 – 05:00 | New York (GMT-4)

Photo: NAOG

Risk-informed Communication:
Strategies, challenges, and policy measures for managing multi-faceted crises, DRR, and Climate Action

Samuel Danaa

Associate Capacity Development Expert,
United Nations Project Office on Governance (UNPOG)
Division for Public Institutions and Digital Government (DPIDG)
UN Department of Economic and Social Affairs (UN DESA)

United Nations | Department of Economic and Social Affairs

• **Risk-informed Communication**

▪ *It **involves effective communication** of relevant information, such as **warnings**, **forecasts**, and **risk assessments**, to support decision-making and **facilitate action to reduce risks and increase resilience.***

▪ *Is fundamental to **disaster risk reduction (DRR)** and **climate action** and plays a crucial role in **preparing for, responding to, and recovering from disasters**, as well as in **promoting resilience** .*

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• **Importance of Strengthening Risk-informed Communication**

- *The **Sendai Framework for DRR -** emphasizes **timely**, **clear**, and **relevant** communication.*
- ***Spread of misinformation** & **disinformation calls** for **risk-informed communication**.*
- *Essential for reducing **uncertainty, promoting prevention, preparedness, response**, and **recovery***
- ***UNDRR emphasizes the importance of risk-informed communication** in crises management*
- ***Important to promote***
  - ✓ ***informed decision-making**,*
  - ✓ ***fosters community engagement**,*
  - ✓ ***coordination**, and **effective risk management strategies**.*
- *A **critical tool for building public awareness**, **trust**, and **social cohesion***
- *Promoting **behavioral change** and **adoption of sustainable practices** .*

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• **The Role of Media in Risk-informed Communication**

The media plays a critical role in risk-informed communication

- They are **essential sources of information** for the public.
- **Influence public perception** and understanding of risks.
- However, media reporting can be **sensationalized**, **inaccurate**, and **biased**, leading **to misinformation** and **disinformation**.
- To promote risk-informed communication, **media reporting should** be **evidence-based**, **balanced**, **accurate**, **timely**, **transparent**, and **culturally sensitive**.
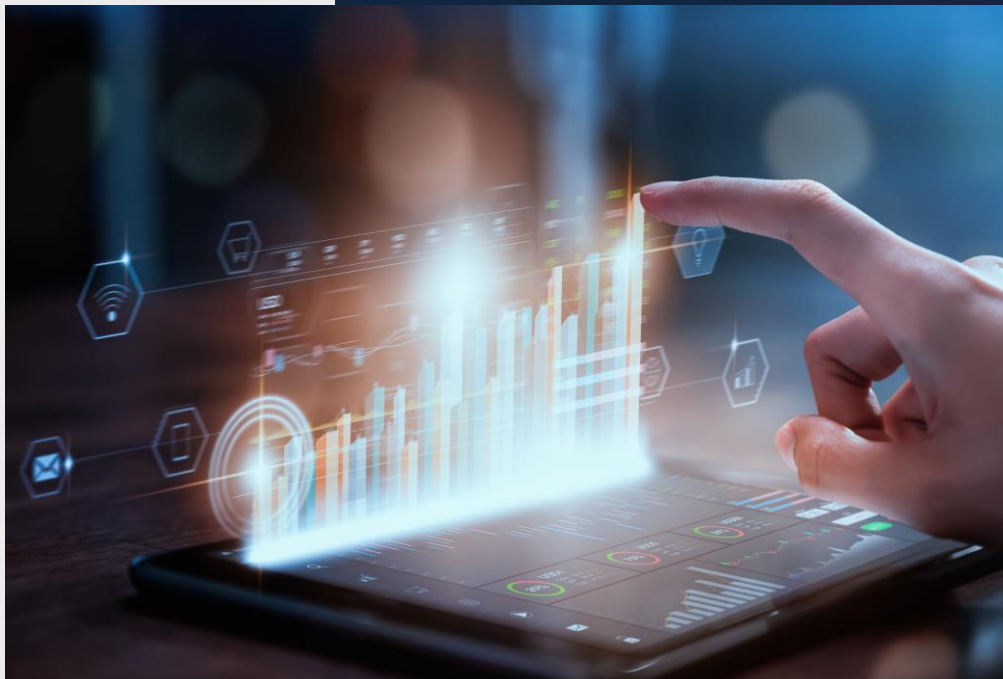
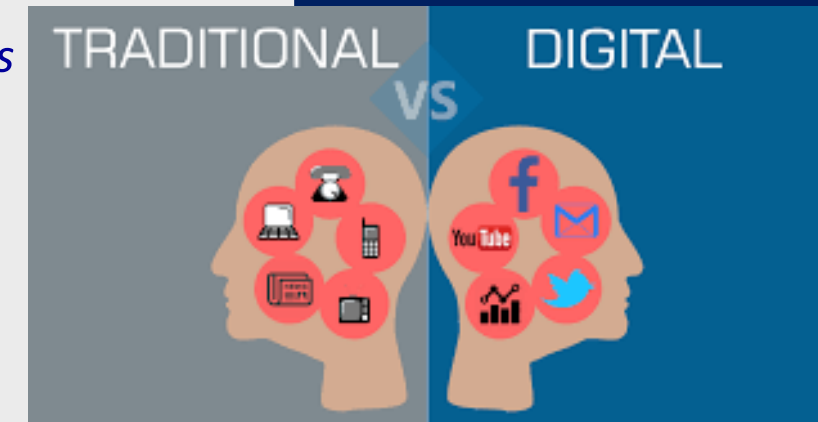- **Guiding Principles Risk-informed Communication**

  - *Timeliness*
  - *Clarity*
  - *Accessibility*
  - *Relevance*
  - *Consistency and Coherence*
  - *Transparency*
  - *Participation*

- **Challenges associated with traditional communication approaches**

  - *Often inadequate, failing to adequately address the complex nature of crises*
  - *Limited resources*
  - *Information overload*
  - *Cultural and linguistic barriers.*
  - *Limited access to information and time and resource constraints*
  - *Limited capacity to interpret information*
  - *Limited trust in sources of information*
  - *Complexity and Uncertainty*
  - *Often one-size-fits-all approach, providing generic information*
  - *Different levels of awareness and language barrier*
  - *Fragmented communication*
  - *Misinformation and Disinformation*
  - *Insufficient policy and legal framework*

- **Tools for Enhancing and Promoting Risk-informed Communication**

- Social Media Platforms
- Mass Media
- Mobile Applications
- Infographics and Visual Aids
- Community Meetings
- Use storytelling and narratives
- Information and communication technologies (ICTs)
- Geographic information systems (GIS):
- Risk Communication Plans
- Hotlines
- Surveys
- Public address systems sirens, and emergency alerts.

- **Risk-Informed Communication Strategies**

- ▪ *Simple, clear and timely messaging/communication*
- ▪ *Framing: use of language and images*
- ▪ *Tailored Messaging: - customized to the needs of audience.*
- ▪ *Appropriate and multi-channels of communication: e.g., social media etc.*
- ▪ *Trustworthy sources*
- ▪ *Two-way communication*
- ▪ *Partnership and Collaboration*
- ▪ *Building Trust and Credibility*
- ▪ *Evidence-based communication*
- ▪ *Leverage Innovative technology*
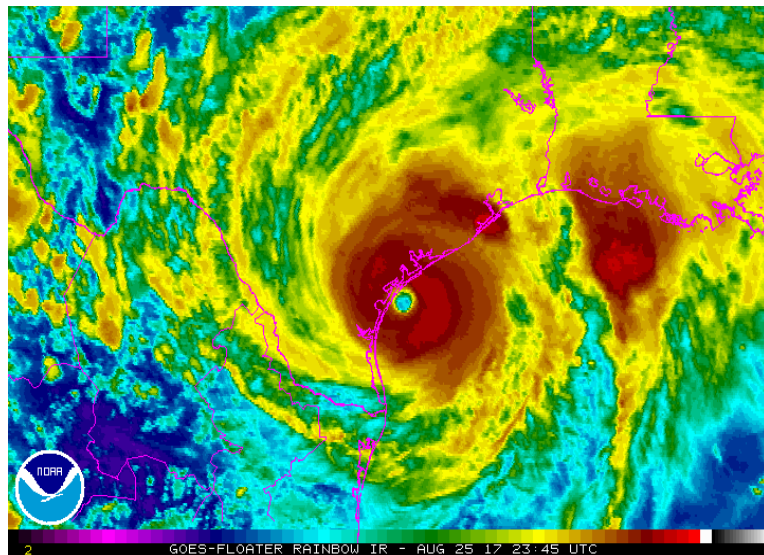- ▪ *Monitoring and Evaluation*
- ▪ *Empathy and Respect*

- **Innovative Cases on Risk-informed Communication for DRR**

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Risk-informed Communication for Crises Management in the US

- *Use of **social media during the 2017 Hurricane Harvey** in the US.*
- *Hurricane Harvey **was a Category 4 hurricane** that caused **catastrophic flooding** and more than **100 deaths**.*
- *The Harris County Sheriff's Office in Texas **utilized Twitter to provide real-time updates** on the storm's progression and share critical information such as **evacuation orders, shelter locations, and emergency contact information.***
- *This **enabled the dissemination of vital information** to audience, including those with limited access to traditional media channels .*

- **Innovative Cases on Risk-informed Communication for DRR**

Risk-informed Communication for Crises Management in Indonesia

- ▪ *The use of **WhatsApp during the 2018 earthquake in Indonesia**.*
- ▪ *On 28 Sept. 2018, an **earthquake led 4,340 dead; 10,679 injured; 667 missing; 70,821 evacuated; 206,524 made refugees***
- ▪ *The Indonesian **Red Cross Society used WhatsApp** to provide **regular updates** on the situation and **share information on how to prepare for earthquakes,** including tips on building earthquake-resistant structures and **emergency contact information**.*
- ▪ ***This approach proved effective** in reaching a broad audience and facilitating communication between responders and affected communities*

- **Innovative Cases on Risk-informed Communication for DRR**

Community Resilience Game in the Philippines

- *The **Community Resilience Game**, developed **by the Philippine Red Cross,** is a **board game that simulates various disaster scenarios**, including earthquakes, floods, and typhoons.*
- *The board game that **helps children to learn about multi-hazard disaster preparedness** and **prevention***
- *The **game aims to educate players on the importance of preparedness** and enable them to identify and mitigate risks in their communities*
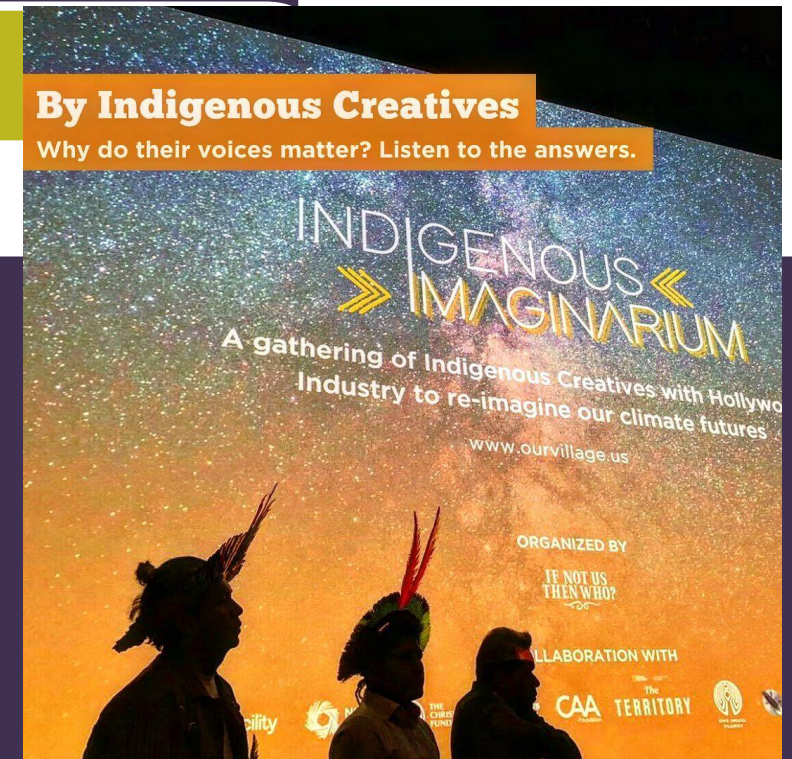
- **Innovative Cases on Risk-informed Communication for DRR**

The Climate Storytellers Project by UNDP

- *The Climate Storytellers Project, by the UNDP enables communities to share their stories of how climate change is affecting their lives and livelihoods.*
- *The project aims to raise awareness and promote action on climate change by providing a platform for communities to voice their concerns and engage with decision-makers*

- **Innovative Cases on Risk-informed Communication for DRR**

The 2019-2020 Australian bushfires

- *In 2019-2020, Australia experienced the worst bushfires in its history, resulting in significant environmental and economic impacts.*
- *The government implemented a risk-informed communication strategy to prepare and respond to the bushfires.*
- *The strategy included the use of social media, text messaging, and public meetings to share information about the bushfires and its potential impacts.*
- *Established a website to provide up-to-date information about the bushfires, including maps of the affected areas, evacuation orders, and safety instructions.*

- **Innovative Cases on Risk-informed Communication for DRR**

Community Radio called "Radio Gedeo" in Ethiopia

- *A **community radio has been used to enhance risk-informed communication** for DRR.*
- *The **Ethiopian Red Cross Society established a community radio station called "Radio Gedeo**" in the Gedeo zone, which is prone to droughts and floods.*
- *Radio Gedeo **provides real-time information on weather alerts, DRR measures**, and **emergency response procedures**.*
- *The radio station also broadcasts local music and cultural programs to engage with the community*

- **Innovative Cases on Risk-informed Communication for DRR**

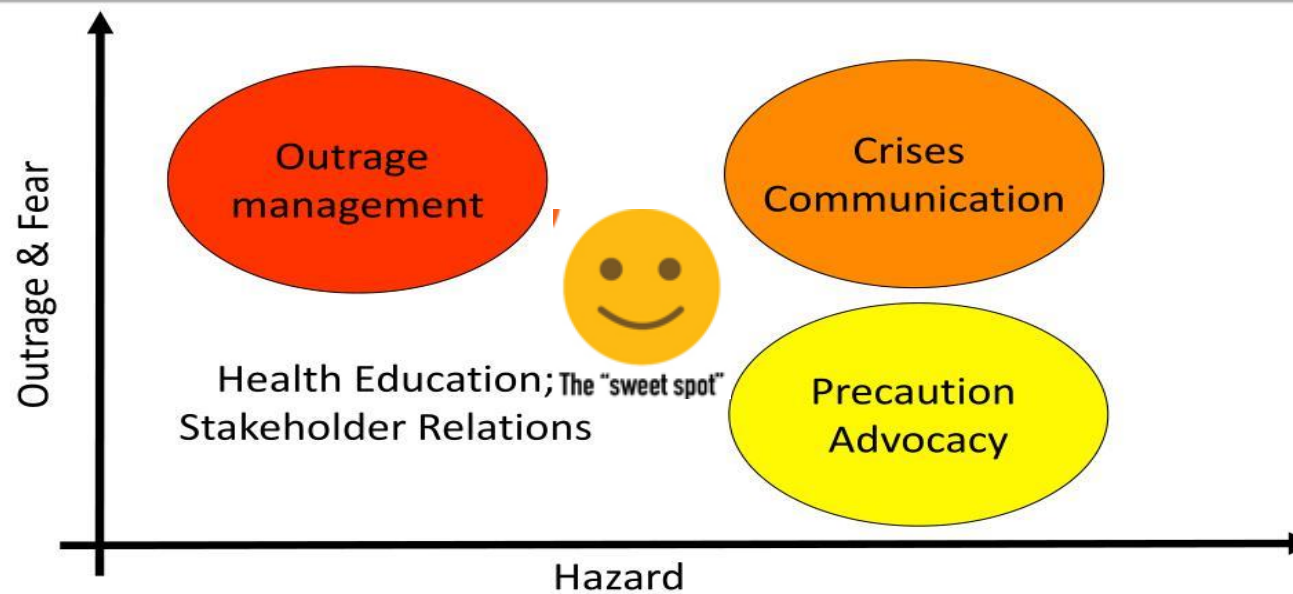**Community-Based Early Warning Systems (CBEWS) for Landslides in Nepal**
- *CBEWS use local knowledge to identify and respond to hazards such as landslides.*
- *CBEWS has been **used to reduce the impact of landslides and promote risk-informed communication**.*
- *The **system involves the installation of sensors to detect landslides** and alert the community. The system is managed by local volunteers who are trained to respond to alerts and provide information to the public.*
- *The CBEWS has been successful in reducing the impact of landslides and promoting risk-informed communication.*

- **Risk Perception and Communication Model (RPCM) by Peter M. Sandman and Jody Lanard**

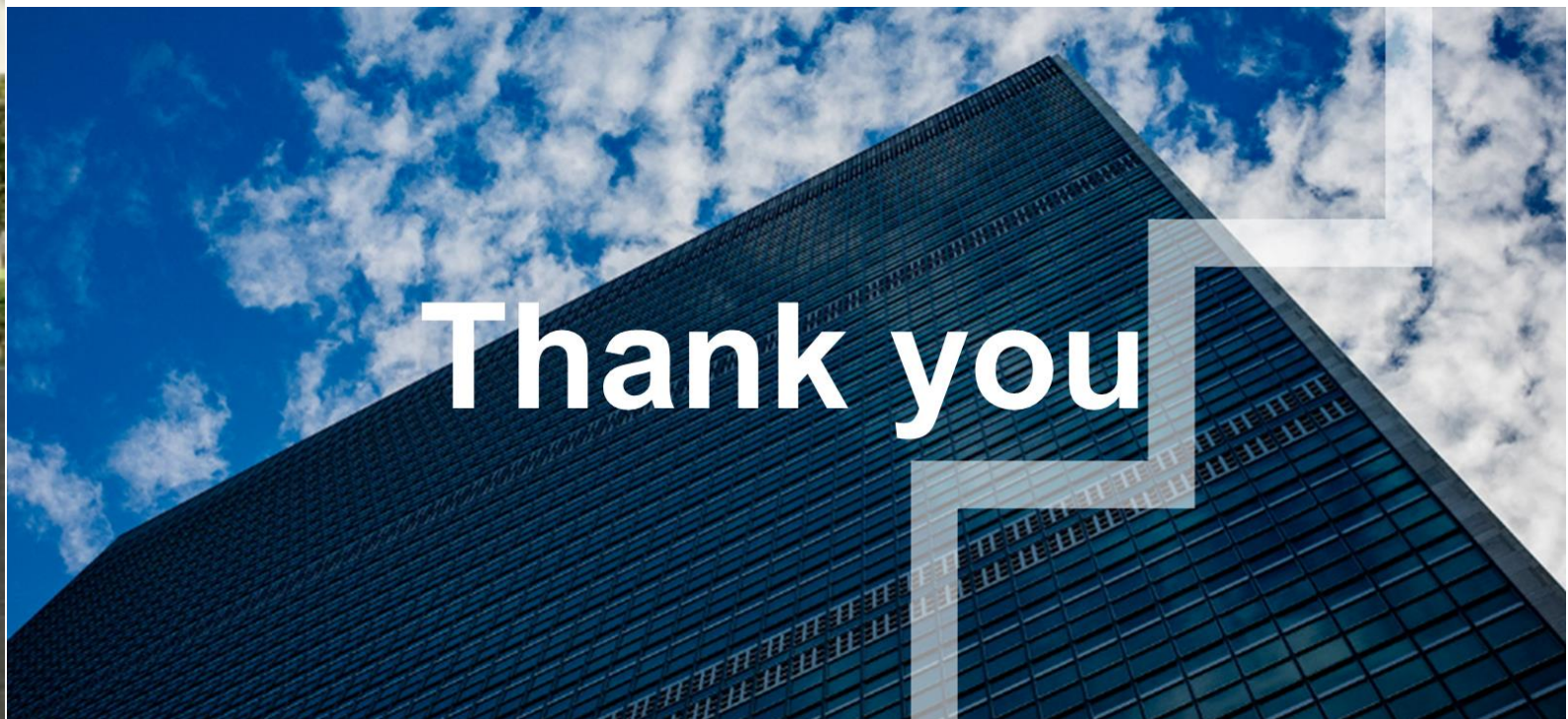- **Policy Recommendation for Risk-informed Communication**

- *Tailor communication to communities cultural and linguistic context*
- *Prioritize participation*
- *Build collaborative networks through multi-stakeholder engagement*
- *Enhance communication capacity*
- *Develop risk-informed communication strategies*
- *Empower local communities and invest in capacity building*
- *Leverage technology*
- *Develop clear and consistent messaging*
- *Build trust and credibility*

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Thank you