



## The role of celebrity leaders in mobilizing citizens and resources

Celebrity leaders can mobilize people and resources. The celebrity can be a leader if specialized resources are not sufficient, they can make the state aware of the seriousness of the situation and can calm and influence the public.

### Applicable to:

Stakeholders: [Communication](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

Types of Actors Concerned: [National civil protection body](#), [Media](#), [Government](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

### Recommendations:

- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

### Source

[Deliverable D5.10 "Report on Stakeholder Assembly 1 \(Romania\)" \(page 37\)](#)

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