



Building effective communication mechanism between communities and DMAs

Many of the critical effectiveness factors of the system were directly related to enabling communities to work with DMAs. This was found to be the most effective mechanism to reach citizens and because of the value they bring to the process. They recommend that actor citizens and organisations can “bring the people’s needs and expectations into the preparedness planning process”; can be the bridge to reach out to local citizens; can “accelerat[e] the development of tsunami preparedness and early warning at the local level” through advocacy and project work, particularly when local government is inadequate; and, in general, can increase credibility, and influence and provide access to the wider community, bring new ideas and contribute to sustainable preparedness efforts. As such, the authors were advocating the empowerment of the community.

Applicable to:

Stakeholders: [Norms/values](#), [Customs/traditions/rituals](#), [Communication](#), [Social networks](#)

Disaster Phases: [Preparedness](#), [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Non-active citizens](#), [Active citizens](#), [Government](#), [Red Cross](#), [NGOs](#), [Military](#), [Law enforcement agencies](#), [Healthcare and emergency services](#), [European Civil Protection Mechanism](#), [UN and other international organisations](#)

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

Recommendations:

- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)
- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)

Source

[Deliverable D7.3 "Report on cultural factors and citizen empowerment" \(page 34\)](#)

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