



Differences in risk exposure due to gender roles

Research has shown that information about disasters, as well as warnings, need to be conveyed to women in a way that is suitable for them, to increase their chance of survival. For example, in Cambodia, warning signals and educational information about floods are transmitted through TV, radio, community leaders and other means. A study found that the information often did not reach women because, for example, their houses were in isolated locations, they did not hear or understand loudspeaker messages, they did not meet with community leaders or they were too busy to concentrate on radio broadcasts.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#), [Languages](#), [Attitudes toward the media](#), [Gender roles](#), [Educational system](#), [Social exclusion](#)

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

Types of Actors Concerned: [Non-active citizens](#), [Media](#)

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

Recommendations:

- [Consider vulnerable groups when designing and implementing disaster response measures](#)

Source

[Deliverable D7.3 "Report on cultural factors and citizen empowerment" \(page 63\)](#)

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<https://culturalmap.carismand.eu/a/7-3-99-differences-in-risk-exposure-due-to-gender-roles>