



NGO roles in disaster management

An NGO involved in managing disasters could conduct awareness campaigns, highlight vulnerabilities and participate in drilling the population through preparedness measures. It could also encourage the creation of task forces that can efficiently respond to disasters, minimizing the number of victims. After the disaster management process, it could assist the public institutions in their effort to develop a disaster management plan, adapted to the critical points noticed during the emergency situation (Lundgren, McMakin, 237-239). A partnership between the public and private sector during disaster is strongly recommended, not only because of the clear message delivered by this approach to public opinion (a transparent and coordinated approach in crisis situations indicates an efficient administration) but also because of the benefits brought by the private sector, namely their close connection with civil society, trust, credibility and capability to generate social changes. These items enable NGOs to conduct successful awareness campaigns within targeted populations before and after the disaster and also to efficiently manage the hazardous situation (Covello et al. 146).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#), [Attitudes toward authorities](#)

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

Types of Actors Concerned: [Local authorities](#), [National civil protection body](#), [Non-active citizens](#), [Active citizens](#), [NGOs](#)

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

Recommendations:

- [Develop culturally aware disaster preparedness and response training](#)
- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)
- [Inform citizens about the risk they may face and about possible actions and measures, they can take to reduce vulnerability and better prepare themselves](#)
- [Improve disaster management processes through better networking and cooperation between public and private actors and a better understanding of the role which each of these actors plays in the different disaster management stages](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D8.2 "Report on the role of the media in disaster risk communication" \(page 95\)](#)

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