



## The complementary nature of NGOs in disaster management

NGOs involved in disaster management have the ability to complement state efforts and to efficiently promote social mobilization and public awareness. To accomplish these major goals, their communicational efforts should be focused on three main dimensions: implementer, catalyst and partner. The implementer role is concerned with the mobilization of resources to provide goods and services to people who need them (in this particular case, information). The catalyst role can be defined as an NGO's ability to inspire, facilitate or contribute to improved thinking and action to promote social transformation. The role of the partner reflects the growing trend for NGOs to work with government, media and the private sector on joint activities (Lewis 1-2).

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: [Government](#), [NGOs](#), [Media](#)

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

### Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures. they can take to reduce vulnerability and better prepare themselves](#)
- [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" \(page 102\)](#)

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