



NGO roles in the preparedness phase

The role of NGOs in the preparedness phase is crucial. In the preparedness phase, NGOs can complement or even supplant state institutions in their communication of risks. NGOs can spread the message more widely and in a more interactive and understandable fashion than public institutions. Furthermore, they can leverage media to discuss issues of preparedness and mitigation behaviour. However, NGOs can also act as watchdogs and criticize public institutions in cases of any dereliction of duty and suggest improvements. This must be done with care, since partnership with public institutions is crucial in the following two phases.

Applicable to:

Stakeholders: [Communication](#)

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

Types of Actors Concerned: [NGOs](#)

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" \(page 104\)](#)

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