Findings from the C4E Initiative

The findings from five pilot countries and key learning from implementing the C4E Initiative are synthesized and presented in the Global Report on Communication for Empowerment (2010). The findings from each of the five pilot countries reveal several issues that are common to more than one pilot country, some highlighting emerging trends, and others reinforcing existing knowledge and challenges. But all have important implications for designing appropriate program interventions to fill information and communication gaps. They include: The dominant role of radio, particularly community radio, as an information medium and potentially a strong communication channel for marginalized and vulnerable groups The limited confidence and capacity of many people to use media to communicate Differential access to the media by men and women The importance of mixing traditional and new information technologies in strategies designed to improve democratic governance and reduce poverty The importance of a safe public space in providing support and expanding opportunities for communication and participation in decision-making process The growing importance of mobile telephony The importance of a supportive legal and regulatory environment for the media.

Note: See source document for full reference.

Applicable to:

Stakeholders: Communication

Disaster Phases: Prevention, Preparedness, Response, Recovery, All disaster phases

Types of Actors Concerned: All types of actors, Local authorities, Active citizens, Entrepreneurs, Media, Government, National research bodies, Red Cross, NGOs, Military, Law enforcement agencies, European Civil Protection Mechanism, UN and other international organisations, National civil protection body, Non-active citizens, Healthcare and emergency services

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
- Foster the adoption of a culture of disaster prevention and resilience by informing and motivating citizens to take action
- Use cultural factors to improve the effectiveness of disaster communication

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Source

Deliverable D7.1 "Report on literature review" (page 33)