



Risk communication

With diverse populations exposed to natural hazards, successful risk awareness programs should repeat their messages to each audience for maximum impact (OECD 2010).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Languages](#)

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

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

Hazards: [Natural 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 D7.1 "Report on literature review" \(page 44\)](#)

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<https://culturalmap.carismand.eu/a/7-1-33-risk-communication>