



## Information channels to be used to communicate information about disaster preparedness

Regarding the different ways information about disaster preparedness may be provided/received, a number of participants referred to the, in their opinion most “simple”, form of awareness improvement measure - paper brochures: “You receive so much unnecessary advertising material at home. It would make much more sense to receive such important information instead” (G2-P4). Others suggested reinforcing knowledge through the omnipresence of information: “There should be a permanent poster on the wall in every classroom to look at from time to time” (G2-P9) a suggestion which could also be taken up for workplaces. Again other suggestions included a somewhat mandatory exposure to information: “In planes, there are always safety instructions before take-off. There are both leaflets and brief audio-visual presentations. And you are not even asked whether you want to hear it, you have to listen to it” (G9-P3), which could be implemented in public or semi-public spaces such as busses, waiting halls, entrance areas of sports stadiums, shopping centres, or concert halls, but also in private spaces such as cinemas or hotel lobbies. Finally, a considerable number of particularly middle-aged and older participants expressed how they would appreciate television as a regular information source either via “a TV commercial that doesn't have to be too serious and scare people“ (G8-P6), or as some form of a TV series, e.g. a documentary or talk show: “I would wish for some kind of disaster preparedness measures to be talked about on TV. All day long there is so much content on TV that no one really needs. However, something useful like this is nowhere to be found. Disaster preparedness measures, what to do in case of a disasters, useful telephone numbers. If something like this ran once every three months a lot of people would want to watch this” (G9-P11).

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Customs/traditions/rituals](#), [Worldviews](#), [Communication](#)

Disaster Phases: [Preparedness](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Government](#), [Media](#), [Healthcare and emergency services](#)

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

### Recommendations:

- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [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 D5.6 "Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)" \(page 28\)](#)



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