



Citizen perception of risk linked to perceived frequency of disaster occurrences

The frequency of emergencies and disasters was also seen by practitioners as effecting how citizens perceived the risk of a disaster happening in the area they live in. If disasters were not seen as frequently occurring, practitioners felt that citizens lacked an accurate perception of risk: “We did this [providing information regarding risks of earthquakes] close to Latina, where there were about 3 small shakes, as the territory is not seismic, and the first time many people came to listen. But after a year from the shakes, people just walked by. Fear is what gets people closer but then they get away” (G1; R - see source document for full reference), “I insist they have a short memory. When things happen, we are all moved and involved... as soon as memory fades, we need to find so many motivations to make prevention that it becomes very hard” (G2; R), “in Florence the flood comes every 100 years, and in 100 years people not only forgot the flood, but as culture [of emergency] is missing, what should I tell you to do?” (G6; R1).

Applicable to:

Stakeholders: [Individual/collective memory](#)

Disaster Phases: [Preparedness](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#)

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

Recommendations:

- [Use local knowledge, collective memory and shared cultural values to improve disaster preparedness, response and recovery](#)
- [Develop risk assessments methodologies, which consider cultural factors, the manner in which people cognitively process information and which employ a gender perspective](#)

Source

[Deliverable D5.11 "Report on Stakeholder Assembly 2 \(Italy\)" \(page 16\)](#)

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