



## The importance of using multiple communication channels in disaster environments

To ensure an effective communication with citizens so that all citizens are aware of emergency and disasters practitioners state that multiple communication channels should be used in case one fails or citizens do not use one of the communication channels used: “The communication can be sent through but it needs other types of communication that are parallel, maybe someone will receive it twice. I think that it’s very complicated to be selective, sending a communication with Twitter or in another way. It’s better to proceed with systems that overlap one another” (G6; R1 - see source document for full reference). However, such overlapping may also be seen as a strength, given that cultural groups and cultural factors overlap as well. Accordingly, it may be preferable to use multi-channel communication to ensure that all cultural groups are reached, despite the risk of sending redundant information, perceiving social media and apps as complementary information tools.

### Applicable to:

Stakeholders: [Communication](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Media](#), [Government](#), [Red Cross](#), [NGOs](#), [Military](#), [Law enforcement agencies](#), [Healthcare and emergency services](#)

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

### Recommendations:

- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)

### Source

[Deliverable D5.11 "Report on Stakeholder Assembly 2 \(Italy\)" \(page 39\)](#)

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