



## The importance of communication strategies for the preparedness and response phases

A communication strategy is important during the preparation and response phases of disaster management regarding issuing of warning or rescuing of victims because concerned communities should get the warning in a language they understand. Communications tools such as sign and special languages (for those who have health challenges) are equally relevant in public information dissemination relating to disasters. It is also common nowadays to use multiple communication channels (SMS, websites and apps) in multiple languages.

### Applicable to:

Stakeholders: [Communication](#), [Languages](#), [Customs/traditions/rituals](#), [Norms/values](#)

Disaster Phases: [Response](#), [Preparedness](#)

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

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

### Recommendations:

- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

### Source

[Deliverable D6.3 "Report on cultural issues as provided for within select European states and their relevance in disaster situations" \(page 29\)](#)

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