



The potential of self-help / open source initiatives and citizen alert systems in disaster communication

Fast paced technology development and the almost instant circulation of digital information have also had enduring effects on communication patterns embraced by citizens across the world. Today, we are witnesses to increasing bidirectional communication between established authorities and citizens, between citizens and communities themselves as well as between communities situated continents apart. Grassroots initiatives get propagated with increasing speed while the creative commons generate open-source initiatives that everyone who wishes can contribute to. And though not yet a general trend of initiative, movements of self-help combined with open source initiative and citizen alert systems created ad-hoc via e.g. social media in the advent of e.g. a major earthquake or a terrorist attack, must be taken into consideration when designing communication strategies for risk, crisis and disaster management.

Applicable to:

Stakeholders: [Open-mindedness](#), [Worldviews](#), [Attitudes toward authorities](#)

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

Types of Actors Concerned: [Active citizens](#), [NGOs](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional 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 D8.1 "Report on risk communication models and best practices" \(page 49\)](#)

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