



The role of radio channels in disaster communication

Globally, the radio is being recognized as one of the most accessible means of communication. It allows two-way dialogue (which means that the citizens have the possibility to directly address questions or issues to the beneficiaries and receive an answer in real time) and it can overcome problems regarding the level of literacy of the citizens. On July 14, 2010, the program Radyo Kwa Wouj, was been launched which transmitted from the IFCR base from Port-au-Prince, through the Radio 1 network. Since then, more than 60 such programs were launched, providing their listeners with practical and useful information, citizens being able to call and to receive answers to questions asked on air. The format of the show is familiar with the listeners, therefore it has generated a high number of loyal listeners.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Communication](#)

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

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

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

Recommendations:

- [The use of new technologies \(e.g. Bluetooth\) can improve communication strategies in disaster management situations](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D8.1 "Report on risk communication models and best practices" \(page 76\)](#)

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