



Developing a strategy for communication with communities

A communication with communities strategy requires an in-depth knowledge and understanding of: (1) the key features of the relevant natural hazards and disaster risks; (2) the behaviour and perception changes that the strategy is aimed at inducing in the target audiences (e.g., the type of risk reduction measures that can be adopted at different levels of government and society); and, (3) the most appropriate tools and methods to convey the information and to educate stakeholders and induce action.

Applicable to:

Stakeholders: [Communication](#)

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

Types of Actors Concerned: [Non-active citizens](#), [Media](#)

Hazards: [Natural hazards](#)

Source

[Deliverable D7.1 "Report on literature review" \(page 44\)](#)

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