



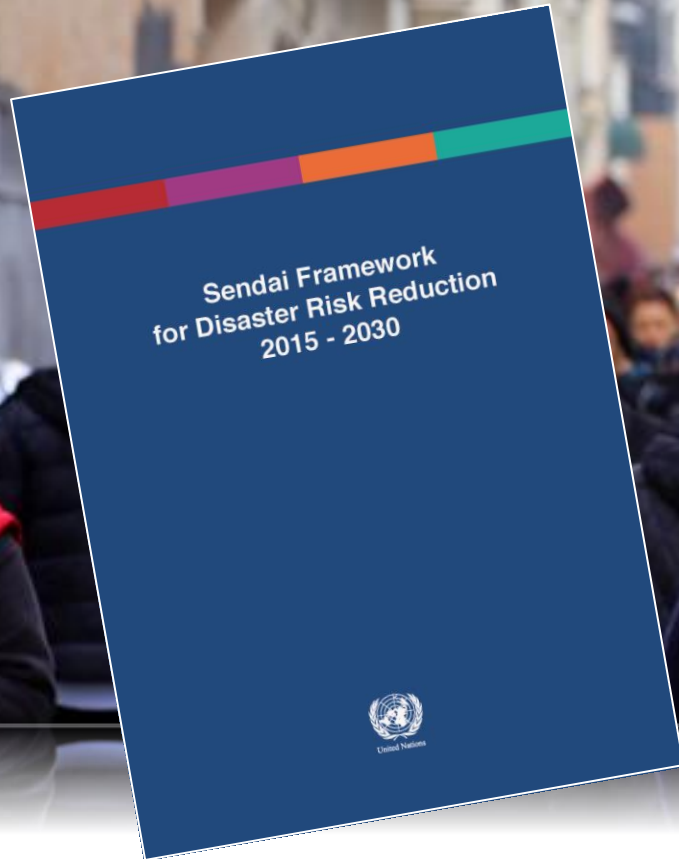
UNIVERSITY OF
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Communicating risk for action and engagement of communities in DRM policy making

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Stewart

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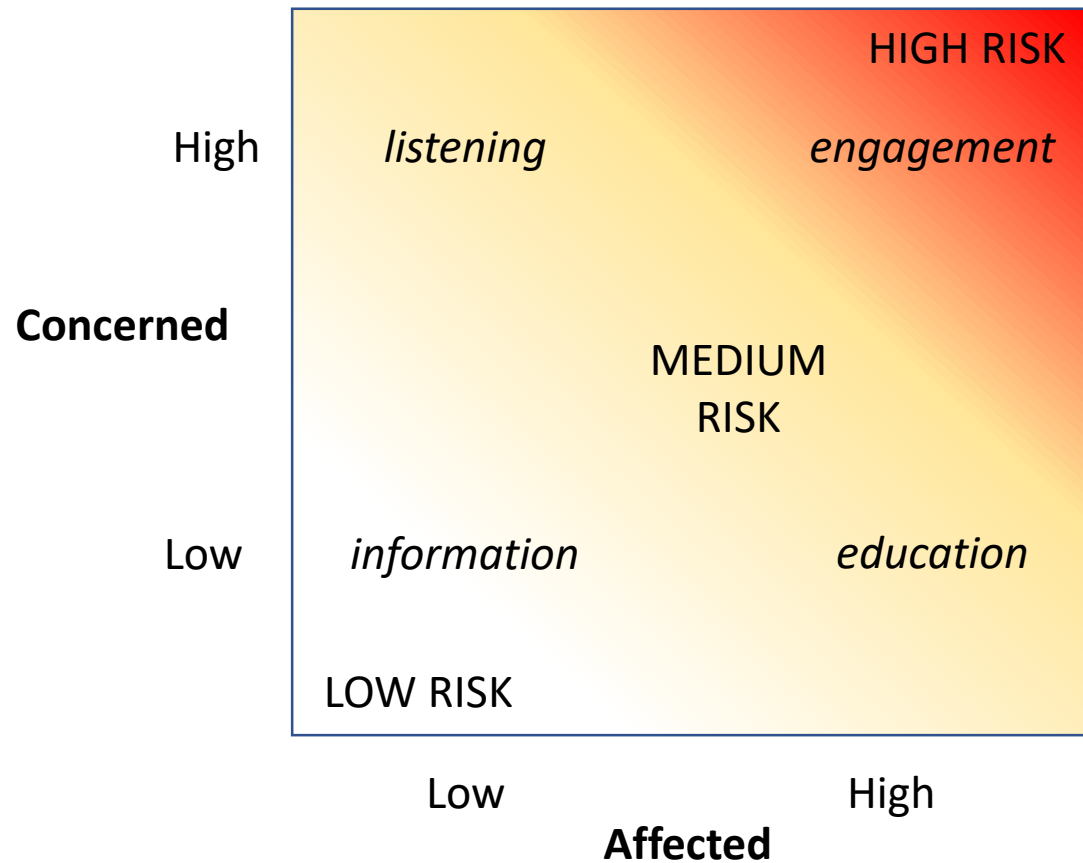
The DRR Communication Challenge

‘There has to be a broader and a more people-centred preventive approach to disaster risk.

Disaster risk reduction practices need to be multi-hazard and multi-sectoral, inclusive and accessible in order to be efficient and effective.’

The Risk Communication Landscape

Risk Communication Audiences

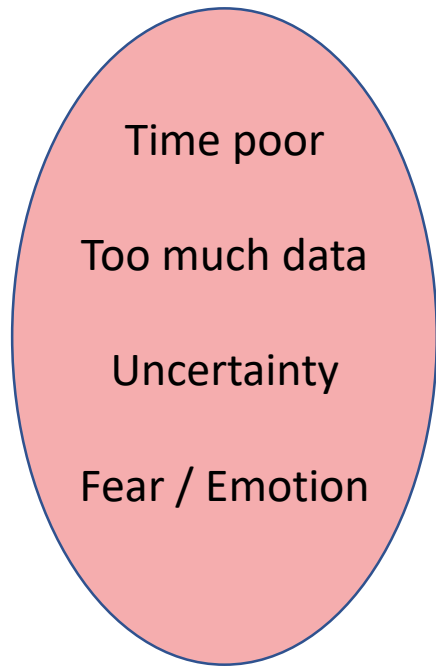


Science / Policy often meets the public in times of crisis

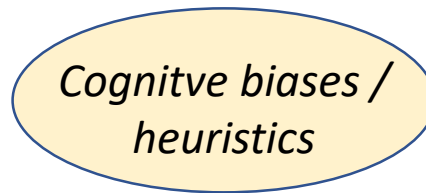


- Normal communication rules / practices don't often apply in risk communication scenarios

Myth #1: Information leads to action



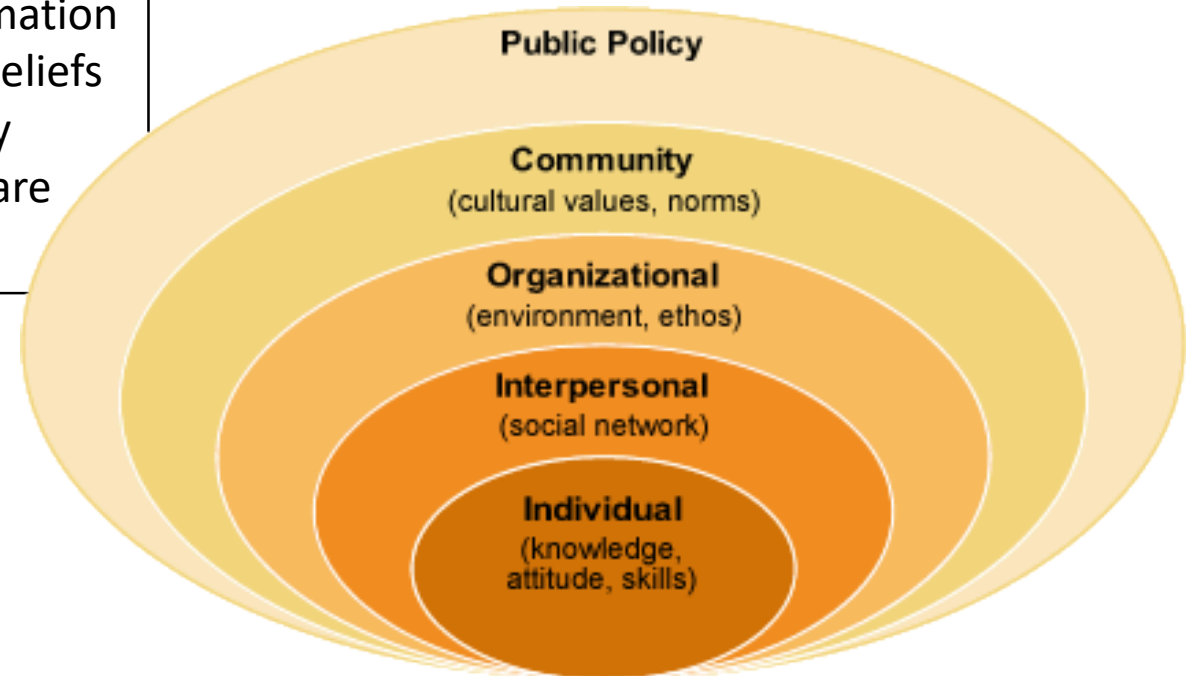
1 When information is complex, people make decisions based on their values and beliefs, not facts




2 People seek affirmation of their values / beliefs and will reject any information that are counter to them

3 People most trust those whose values mirror their own

4 Opinions that are not formed by logic or facts are not influenced by logical or factual arguments



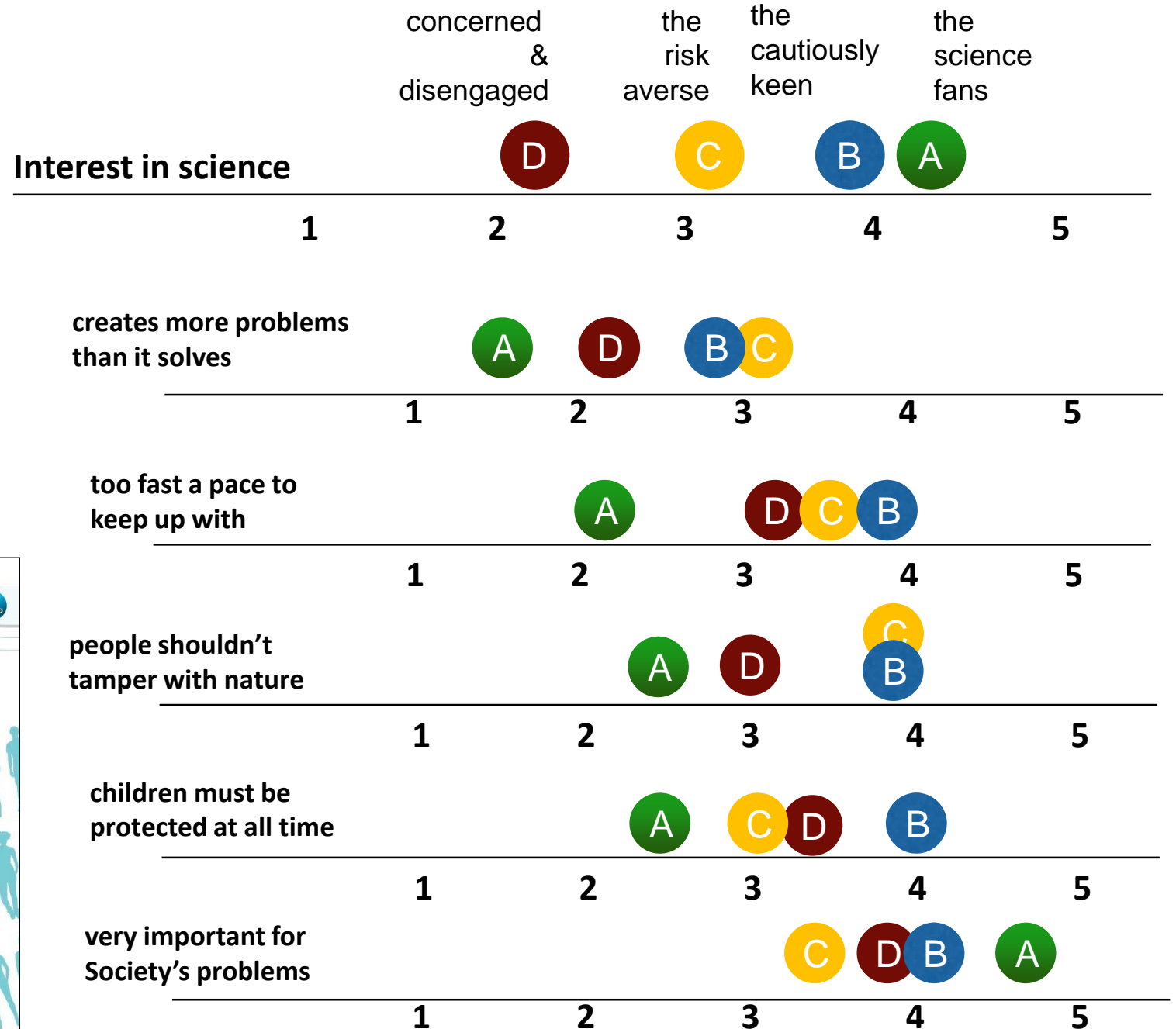
the socio-ecological risk context

A photograph of a narrow street in a residential area. On the left is a tall, blue corrugated metal fence. On the right are orange-painted buildings, some with balconies and satellite dishes. Two men are standing in the middle of the street, facing each other. In the background, a tall, pointed building is visible against a hazy sky. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Public concerns about
risk controversies are
almost never about
the science – so
scientific information
does little to influence
those concerns

Action #1: put the data away

Myth # 2: 'The public', 'the community'



People and their environments are complex, therefore invest in understanding them to make impact



Go beyond demographics into psychographics, the socio-political-economic context, and the media landscape.

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UNDERSTAND PEOPLE

FOR EFFECTIVE CHANGE

What are young Bangladeshis most worried about? Are rural Kenyans interested in politics? Do Palestinian women trust the media? Find the answers in our portal, which features reports and data from surveys conducted over five years in 13 countries.

[Read more](#)

EXPLORE DATA

BY COUNTRY

BY THEME

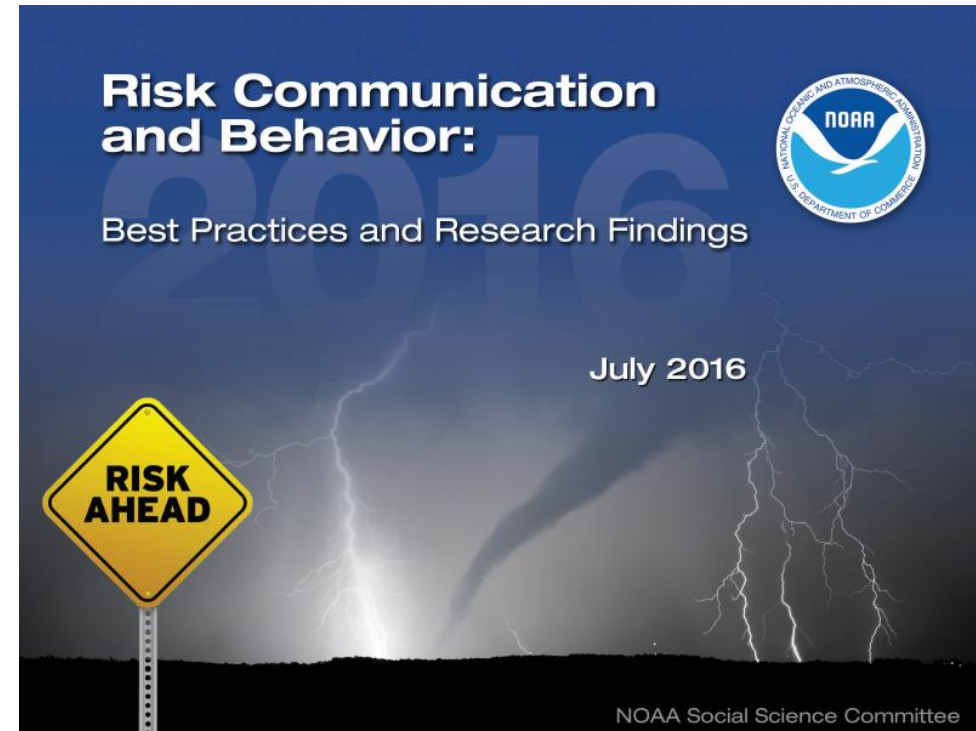
DESIGNED BY  Habitat for Humanity

*Action #2:
know your audience*

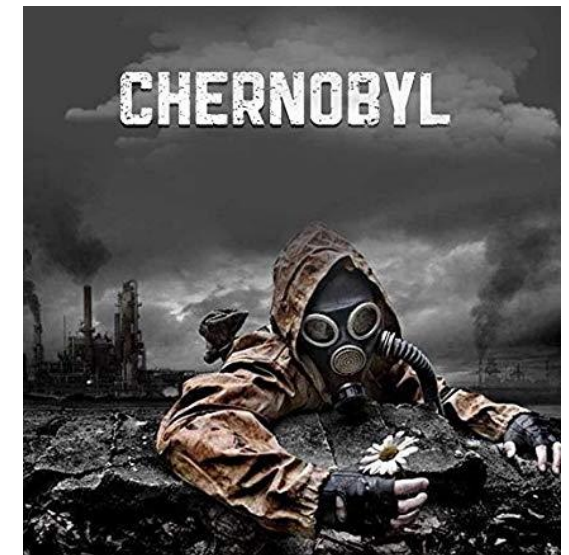


Myth #3: Use technology / create a clever product or tool

Don't create a communication product with no solid plan for change



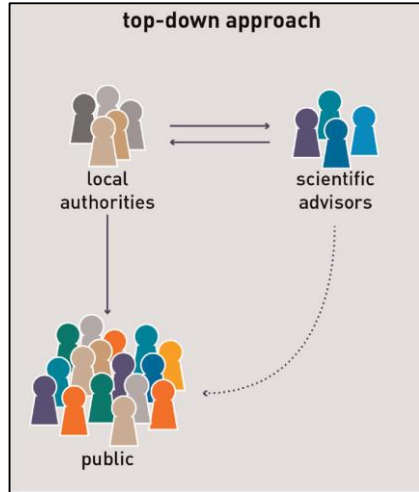
Communication is not a product, it's a process



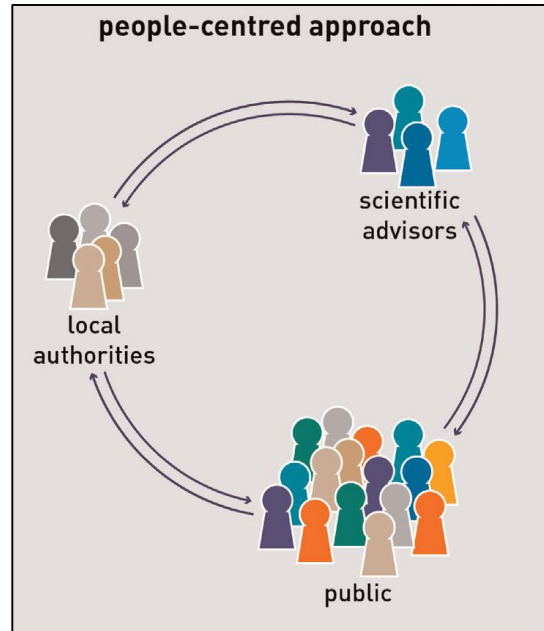
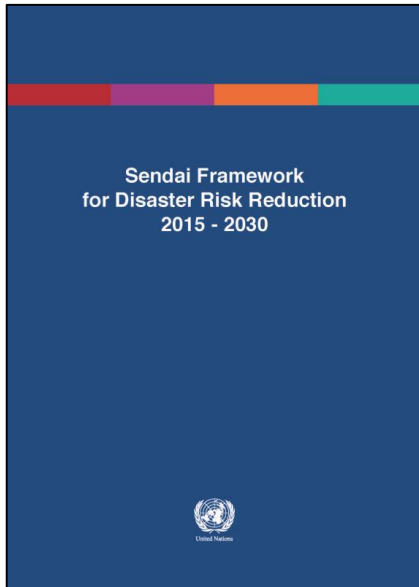
Radio programme in Nepal inspired young women to retrain as masons

*Action #3:
have a plan to
reach
engage
entertain
motivate*

Myth #4: Communication is a one-way process



- Foster conversation at 2 levels:
 - **1) Amongst people at risk** – Prompt *informed* conversations within families and communities to generate problem-solving and motivate action
 - **2) Between general public and decision-makers** – Prompt *informed* conversations that influence risk governance and develop trust





If you're not actively providing information through trusted sources, someone else will
– and you may not like what they're saying.

Action #4: start having risk conversations

Myth #5:

Communications should be technical, not emotional



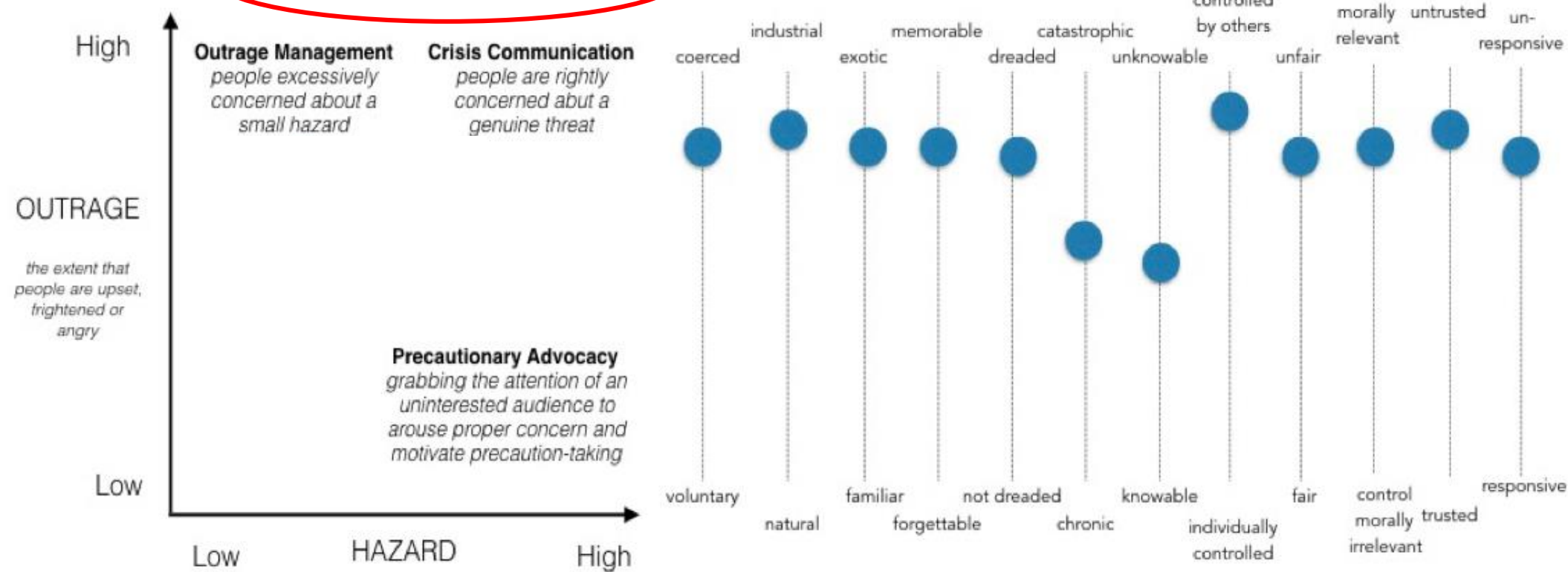
empathetic
risk communication

The public don't care what you know... they want to know that you care !



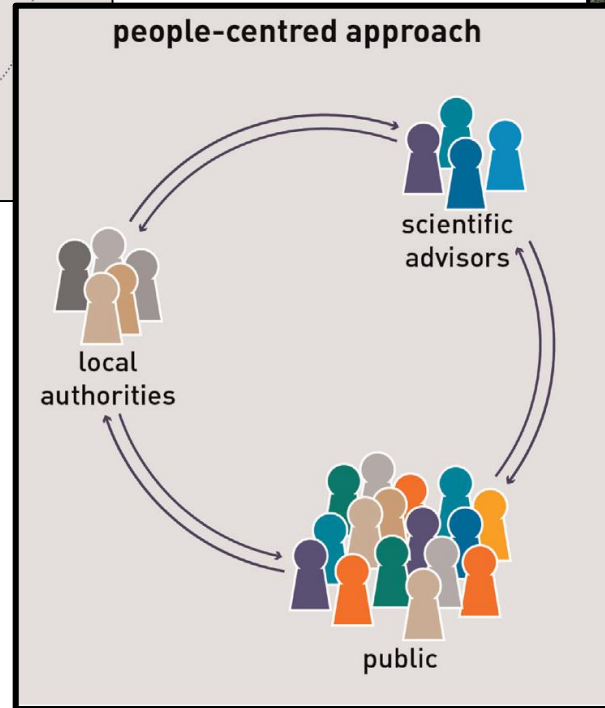
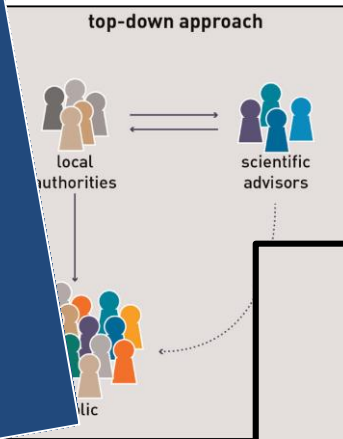
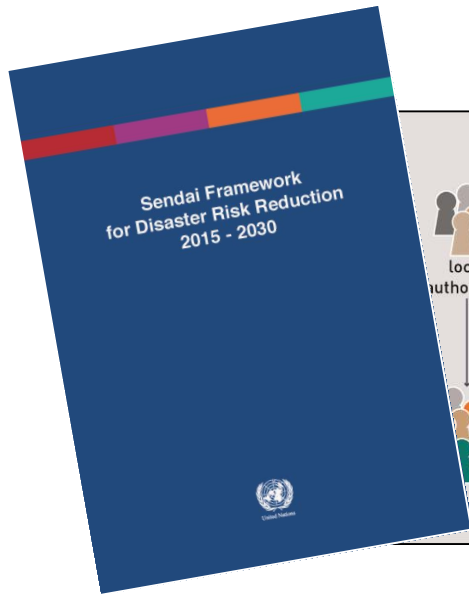
'RISK = HAZARD + OUTRAGE'

Primary components of outrage



the objective, technical aspect of the risk (probability, damage extent)

Trust, Equity and Control issues underlie most risk controversies



Action #5: ?



What specific challenges do scientists /
policy makers face in DRR communication?

Key Communication Challenges

Challenges shared by scientists and policy makers are:

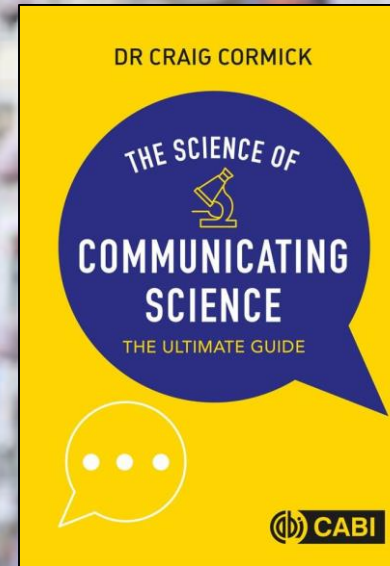
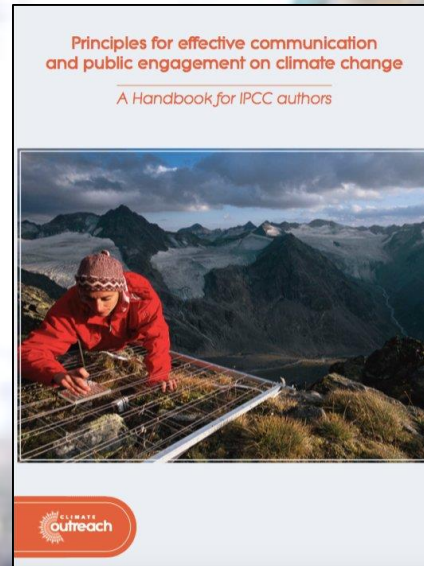


- Communicating uncertainties (to all, political representatives and the public)
- Dealing with low frequency/high impact threats
- How to sensitize the public opinion on something that is not perceived as a risk.
- How to engage the political level for them to invest in it.
- Long-term thinking: in policy making the expected results are often to be seen in the long term, which is difficult to communicate and to motivate for.
- Dealing with journalists / news media

**Putting it
together**

**The TV
interview**





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