

Learning from Experiences in Communicating Risk

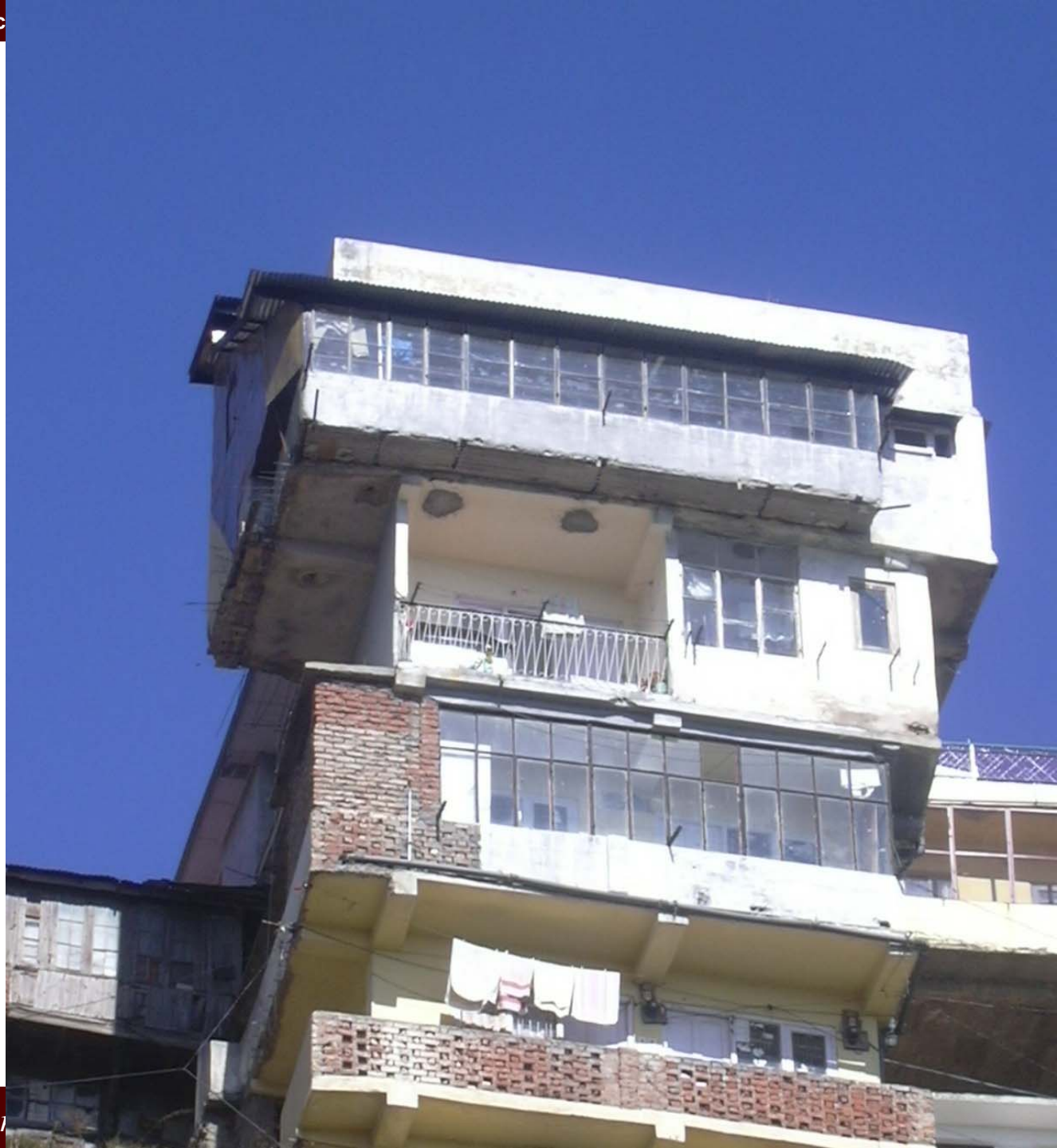
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The issue

- From 1994-2004 we witnessed "disaster management" was accepted and promoted as a subject of study.
- Technological advancements in risk reduction potentially led to fewer lives being lost











Conclusion

- The state of art knowledge is “sitting” in our institutes, it is yet to reach the people who are at greatest risk to disasters

The Challenges

Understanding

- local risk perception & coping strategies
- differential affect of disasters on the community.

Surmounting

- Constraints of Illiteracy & poverty
- Mindsets

The opportunities

- Wider options available in communicating risk with lower costs.
- Multi-stakeholder participation in risk reduction.
- Occurrence, record and reporting of large natural hazards that have received wide media attention.

Our Experiences

- Safe Building Practices
- Targeting women & children
- Water Harvesting
- Open learning

Shake Table Test

पर्वत यात्रा 2012
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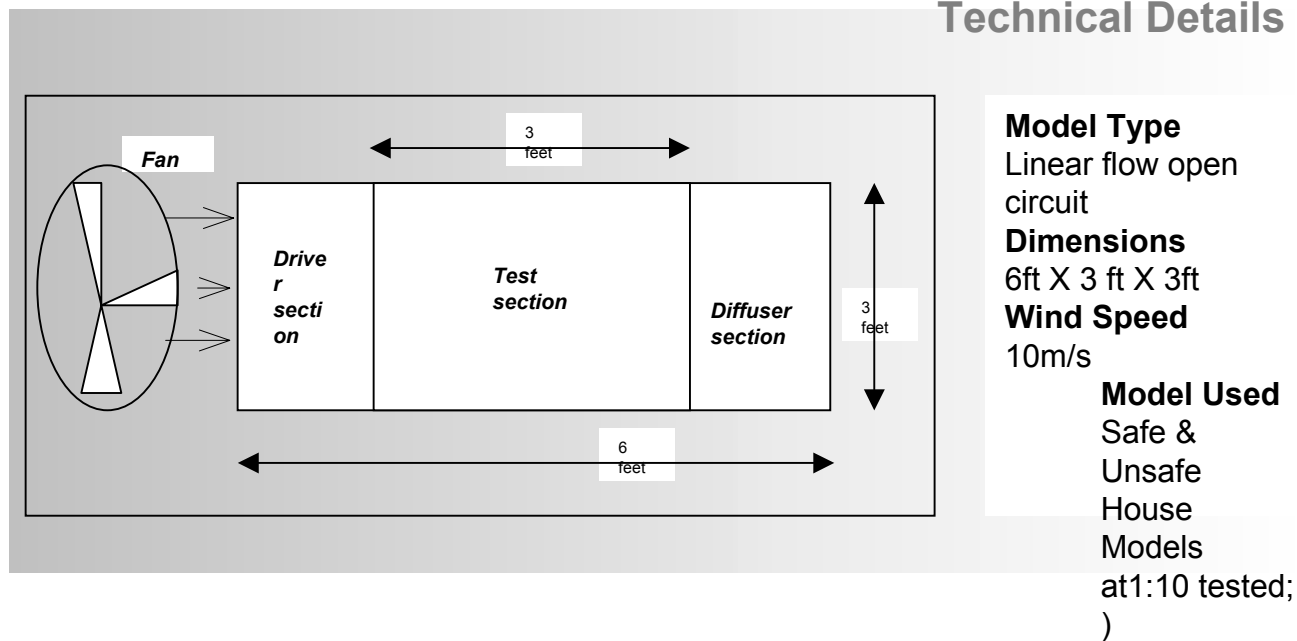






WIND TUNNEL MODEL DEMONSTRATION

Wind Tunnel Model









Group Discussion

















TALATI TRAINING COURSE

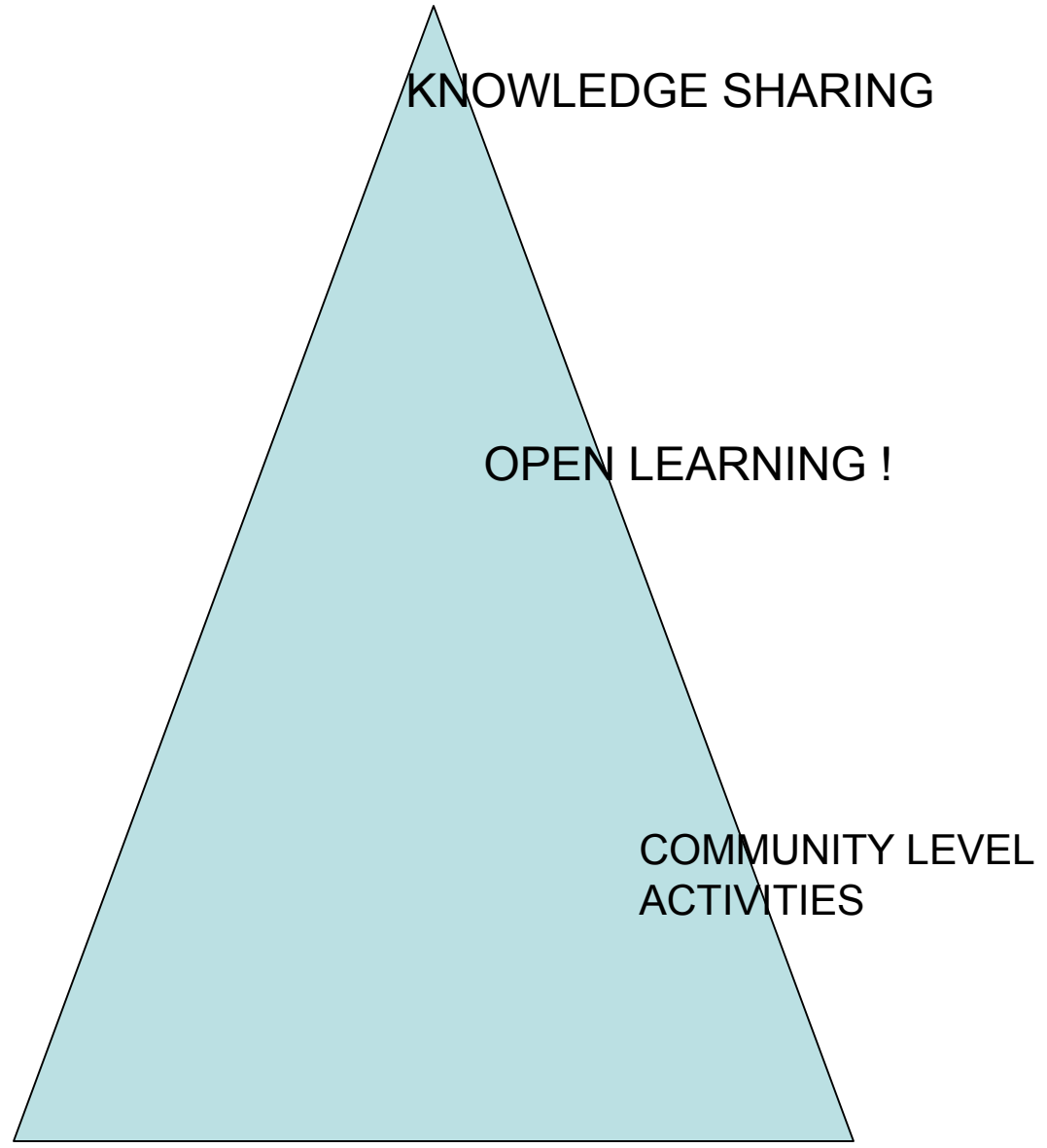
February, 2004

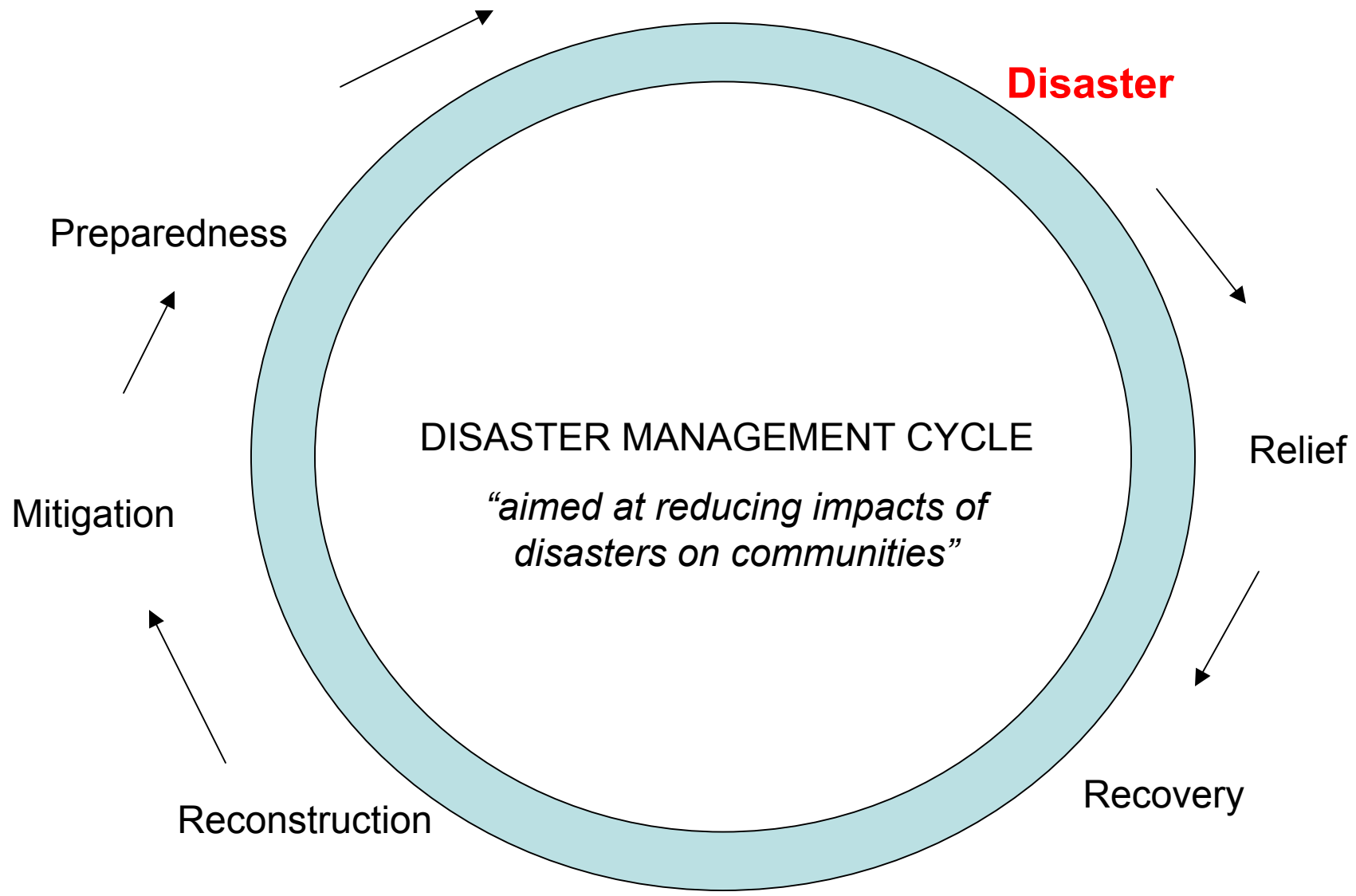


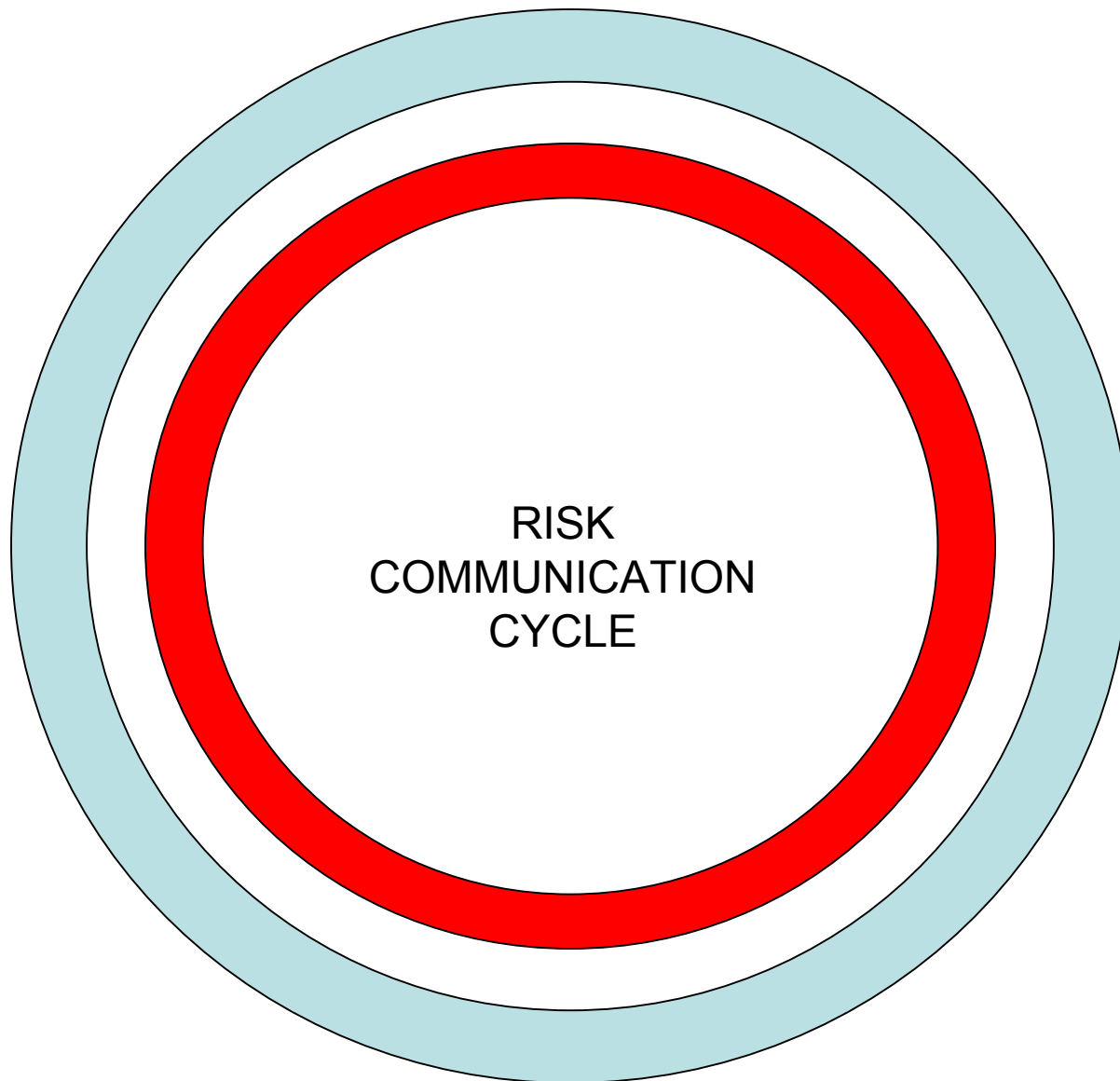
WCDR beyond :

“Education is the key for creating a risk-free environment at community level.”

SOURCE
OBJECTIVE
MESSAGE
RECEIVER
CHANNEL
FORM
DESTINATION







Successful community-level risk communication is the last lap for building a disaster resilient community

Thank you

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