WELCOME TO THE PRESENTATION ON EFFECTIVE AND SUCCESSFUL RISK COMMUNICATION

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RISK = HAZARD \times \frac{VULNERABILITY}{CAPACITY}
CASE-STUDY OF HALIMA

- WIDOW
- VICTIM OF RIVER EROSIONS AND FLOOD
- LANDLESS
- 4 FAMILY MEMBERS
- DOMESTIC AID AND POULTRY REARING
- AVERAGE INCOME IS TK. 15 - 20 PER DAY
REDUCTION OF RISK THROUGH SUSTAINABLE LIVELIHOOD SUPPORT
COMMUNICATION

• TWO WAY PROCESS
• TRUST AND CONFIDENCE
TRUSTED PERSONS FOR COMMUNICATION
(IN ORDER OF PREFERENCE)

IMAMS OF MOSQUES
TEACHERS
TBAs
SOCIAL WORKERS
FOLK SINGERS
NGO GROUP LEADERS
LOCAL ELITES
COUNCIL MEMBERS
CHALLENGE

• CHANGING THE TRADITIONAL CONCEPT AND APPROACH OF EXPERTS (CONSULTANTS) TO DISASTER MANAGEMENT

• CHANGING THE TRADITIONAL CONCEPT AND APPROACH OF POLICY AND DECISION MAKERS

• INTEGRATION OF “EMPOWERMENT OF POOR” TO RISK MANAGEMENT AND DEVELOPMENT INITIATIVES
THANK YOU VERY MUCH

ありがとうございます