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.
SEEDS for disaster resilient communities

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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
Wind Tunnel Model

Technical Details

Model Type
Linear flow open circuit

Dimensions
6ft X 3 ft X 3ft

Wind Speed
10m/s

Model Used
Safe & Unsafe House Models at 1:10 tested;
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Group Discussion

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TALATI TRAINING COURSE

February, 2004
WCDR beyond:

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

Open Learning!

Community Level Activities

Source
Objective
Message
Receiver
Channel
Form
Destination
Disaster Management Cycle

“aimed at reducing impacts of disasters on communities”
RISK COMMUNICATION CYCLE
Successful community-level risk communication is the last lap for building a disaster resilient community

Thank you
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