

E-learning course



Photo by Sumon Dhrubo

Disaster Risk Communication in the New Normal

1-19 March 2021

BACKGROUND & RATIONALE:

Risk information is critical for building disaster resilience in all phases of the Disaster Risk Management (DRM) cycle. It is equally as important for risk information to be communicated and understood for decision-making.

Disaster risk communication aims to raise public awareness on hazards and possible disasters in communities to encourage preparedness and resilience.

The primary challenge of risk communication is to improve communication at all levels to ensure that information flows freely and effectively across society (United Nations, 2019). Another recent challenge is that most countries experience a new wave of 'fake news' and misinformation during COVID-19.

COURSE GOALS & OUTLINE:

This fee-based course is designed to offer practical guidance and hands-on experience to participants on developing a disaster risk communication plan. By developing such a plan, participants will be able to improve their risk communication and contribute to effective risk-informed decisions at all levels.

This course explores risk communication from a natural hazard-induced disasters perspective (both rapid and slow onset) which includes epidemics such as COVID-19. The course also gives attention to multi-hazard and gender perspectives.



At the end of the course, participants will be able to:

- Increase awareness, knowledge and skills on effective disaster risk communication;
- Develop or enhance their draft disaster risk communication plan in the New Normal; and
- Identify initiatives and good practices on effective disaster risk communication in the New Normal for possible future replication.



Photo by ADPC

The course consists of 8 lessons that will be delivered over 3-4 weeks. It should be noted that all lessons are based on the New Normal scenario (i.e. during and post COVID-19).

Lesson 1. Course Overview

- Need for disaster risk communication plan.
- Course objectives, scope, content overview, methodology and schedule.

Lesson 2. Situation Analysis

- Concept of risk, risk information, risk perception and risk management options, risk perception factors.
- Participants conduct situation analysis based upon their specific needs or situations.

Lesson 3. Disaster Risk Communication Approaches

- Disaster risk communication approaches for rapid and slow onset disasters (natural hazard induced).
- Participants define and select approaches for their disaster risk communication plan.

Lesson 4. Understand your Audience

- Audience analysis and segmentation.
- Identifying additional stakeholders involved in communication.
- Developing audience analysis and segmentation for disaster risk communication plan.

Lesson 5. Establishing Goals/ Objectives

- Desired results of a disaster risk communication plan.
- Participants establish goals/objectives of their disaster risk communication plan.

Lesson 6. Developing Right Message

- 'What to say' and 'how to say' for disaster risk communication.
- How to talk about the hazard, 'what to do'
- Message delivery – style, tone, demeanour and accuracy.
- Participants develop right messages for their prioritized audiences.

Lesson 7. Delivering Right Message

- Tools for communicating risk to the public (i.e., traditional and modern).
- Participants identify and select tools for delivering their right messages.

Lesson 8. Return Demonstration

- Participants review and finalize their disaster risk communication plan.
- Participants present their final disaster risk communication plan for feedback.



COURSE DESIGN:

This course contains of following components:

• Interactive Power Point presentation (online)	• Community visit (online)
• Evaluation Quizzes (offline)	• Discussion Forums (online)
• Peer Group Work for assignments (online and offline)	• Additional Materials (offline)
• Course evaluations (offline)	• Coaching and Mentoring (online and offline)

RESOURCE PERSON PROFILE:

The course will be delivered by internationally recognized resource persons on disaster risk communication with a balance of technical and field experience; theory and practice; international, national and local knowledge; and disaster experience and training skills.

TARGET AUDIENCE:

The target audience for this course are those who deal with disaster risk communication; namely,

- a) Governments,
- b) Specialists/Researchers dealing with risk assessment, and
- c) Public, including local community, CBOs, and NGOs. Staff and personnel from disaster, public health, or any relevant sectors are encouraged to apply.

Motivated individuals who are interested in enhancing their knowledge and skills on disaster risk communication plan are also encouraged to take this course.

COURSE FEE:

USD 200



Enroll Now

Learn how to draft a disaster risk communication plan!

REGISTRATION:

Interested individuals and organizations can register online at www.adpc.net/apply

For more information about the course, you may also contact Ms. Thanyaphat Sirasakpureekul at academy@adpc.net and telephone numbers +66 22980681 to 92 loc. 134.

adpc

Asian Disaster Preparedness Center

SM Tower, 24th Floor, 979/66-70 Paholyothin Road, Phayathai, Bangkok 10400 Thailand

Tel: +66 2 298 0681-92

Fax: +66 2 298 0012

Email: academy@adpc.net