





Resurgence

#### Who said this?

"Don't seem the experts like the poor."

A survivor of:

- A. Fukushima nuclear disaster
- B. Hurricane Katrina
- C. Haiti earthquake

#### Where is this about?

"In terms of communicating this to the public, I don't think it will happen unless there is an imminent risk that the dam is going to break any second."

- A. China
- B. USA
- C. Iraq







Resurgence









# What are the obstacles and how can we overcome them to communicate risk effectively?

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## different-knowledge-sources

uncertainty maladaptation reliability

onflict-situations trust accountability

upscaling upscaling cross-scalar

low-levels-of-scientific-literacy social

communicating-risk misunderstanding timeframes unfit pilot uncertainty-freedom-of-expression

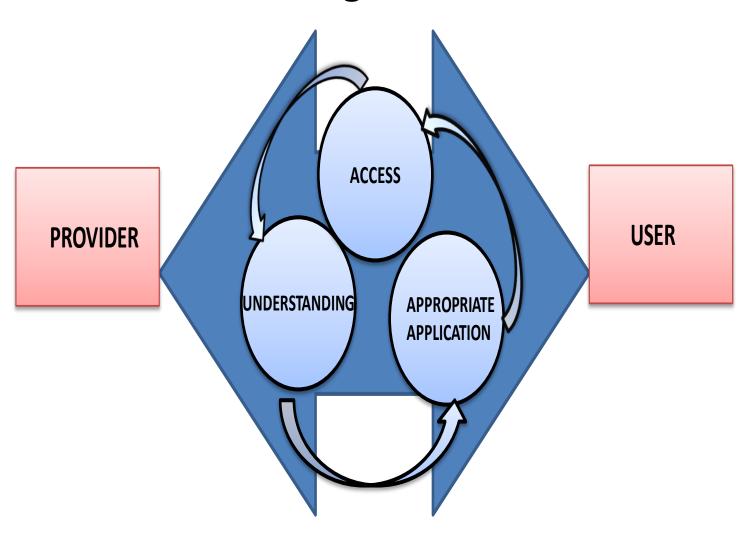
urban-rural

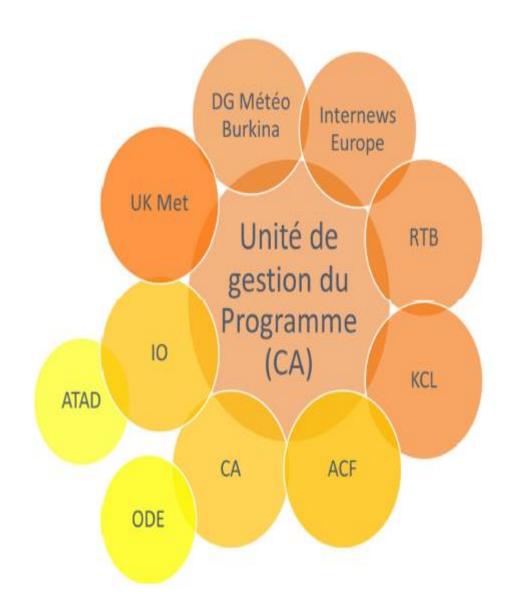
trust

ownership

credibility irrelevant accountability one-way timeframes

## Who are the users and who are the providers? Whose knowledge counts?







#### Link to BRACED film

#### Index

CA Christian Aid
ACF Action Contre la Faim
Burkina Burkina Meteo
IO Oxfam Intermon
Television du Burkina

Internews Europe DG Meteo

**RTB-Radio** 



### What it demands of each of the actors?

#### **Providers**

- **Mandates**
- Risk communication and accountability
- Respecting different knowledge sources and capacities to use probabilistic information

#### **Users**

Ability and resources to systematically act on risk information

Image and Link to **WMO GFCS** Arame Tall film here affected a seat at

#### **Enablers**

- Thinking across sectors, timeframes, decision making levels and disciplines
- **Budgetising and** business plans
- Allowing those the 'research agenda' table

**Scientists** 

Directlyimpacted
Decision
akers

Shared understanding. Regular spaces for dialogue and learning

Policy makers





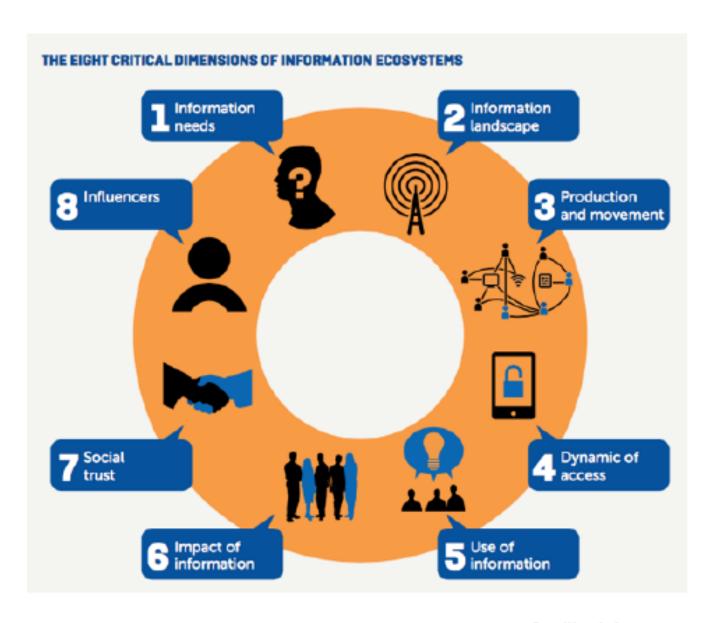






Resurgence

#### The Information Ecosystems Framework



Credit: Internews

#### Dysfunctional Information Ecosystems

Low Production and Movement of Risk Information

Srinagar, Kashmir, 2014

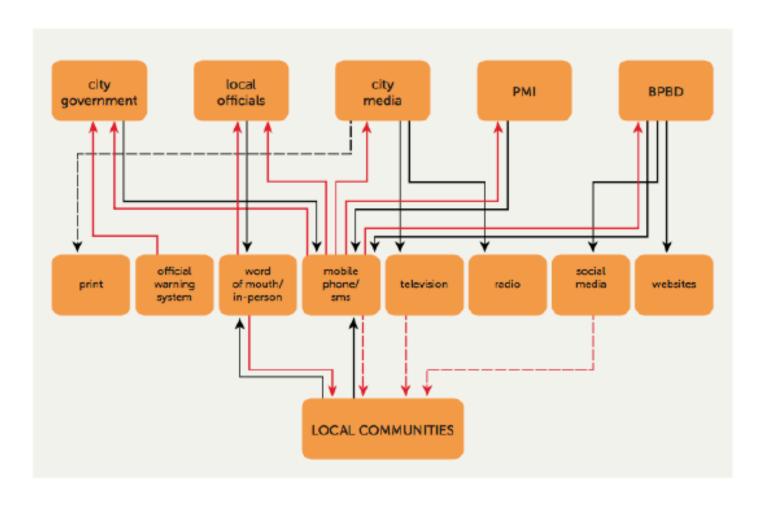




Myanmar Delta 2008



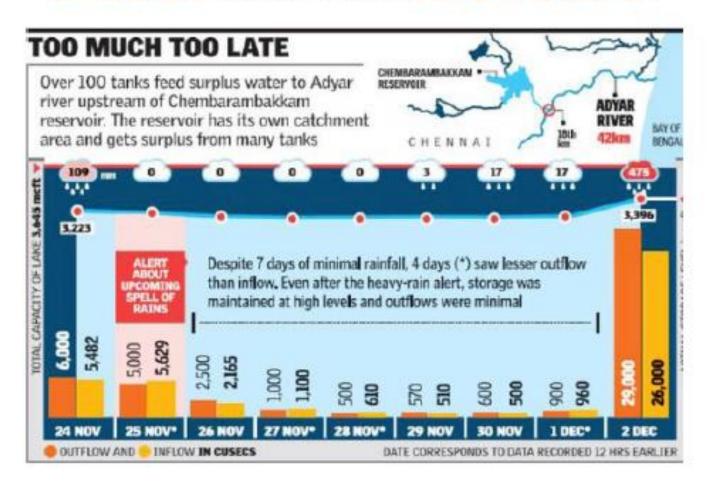
## Information Ecosystems Mapping Tools Jakarta Flooding Information 2013/4



Credit: Internews

### Developing Risk Literacy in Media









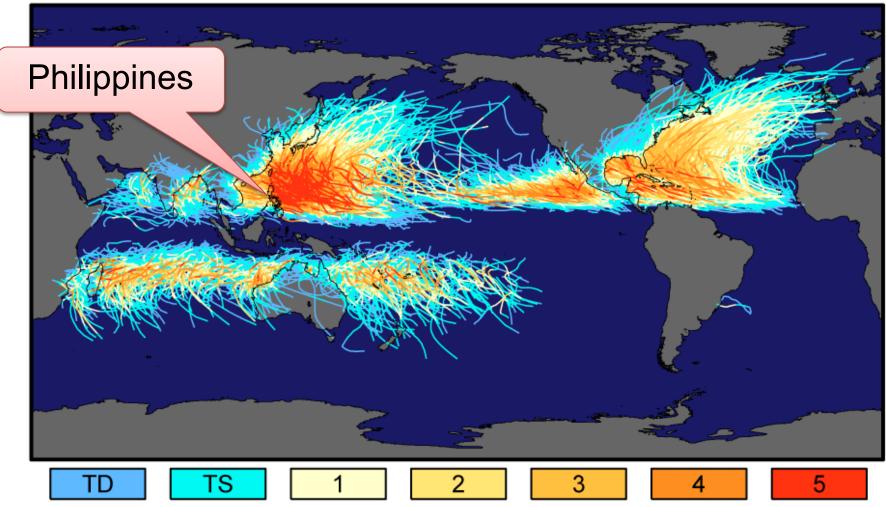


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### Communicating Risks

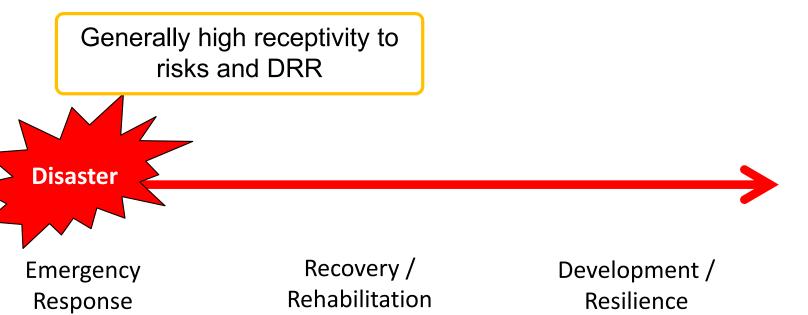
Experience of Christian Aid in the Philippines in urban resilience and in Linking Preparedness,
Response and Resilience

#### Tracks and Intensity of All Tropical Storms



Saffir-Simpson Hurricane Intensity Scale

Image by Robert A. Rohde, Global Warming Art.



### The Urban DRR initiative was met with resistance by the urban poor sector several months after TS Ketsana



## Why don't they want to resettle to higher grounds to avoid the flood?



## Why don't they build durable houses to avoid the risk of fire?



The primary risk was eviction and demolition – and DRR is the legal catalyst for this.

To move forward, trust building was necessary.



## **Community Organizing** - a trust building process of empowerment where communicating risk can be integrated



Frame risks and DRR in the context of development and resilience

Recognize that disasters happen and are a part of life



Development / Resilience

Emergency Response Recovery / Rehabilitation

Development / Resilience

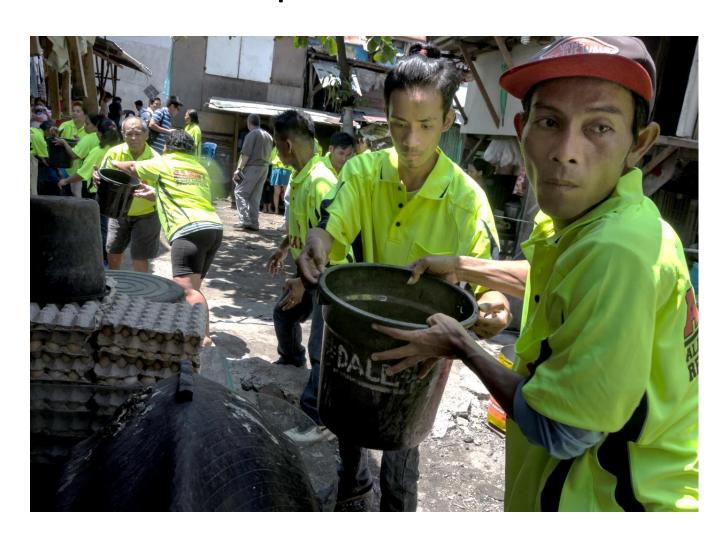
Thereafter, it was easier to conduct dialogue amongst urban poor sector, scientists and local government



#### Integrating risks into their People's Plan



## Formation of community-based Emergency Response Teams



Risk information integrated in selecting relocation sites.



### "Mahirap gisingin ang gising."

"It is difficult to wake up someone who is awake."



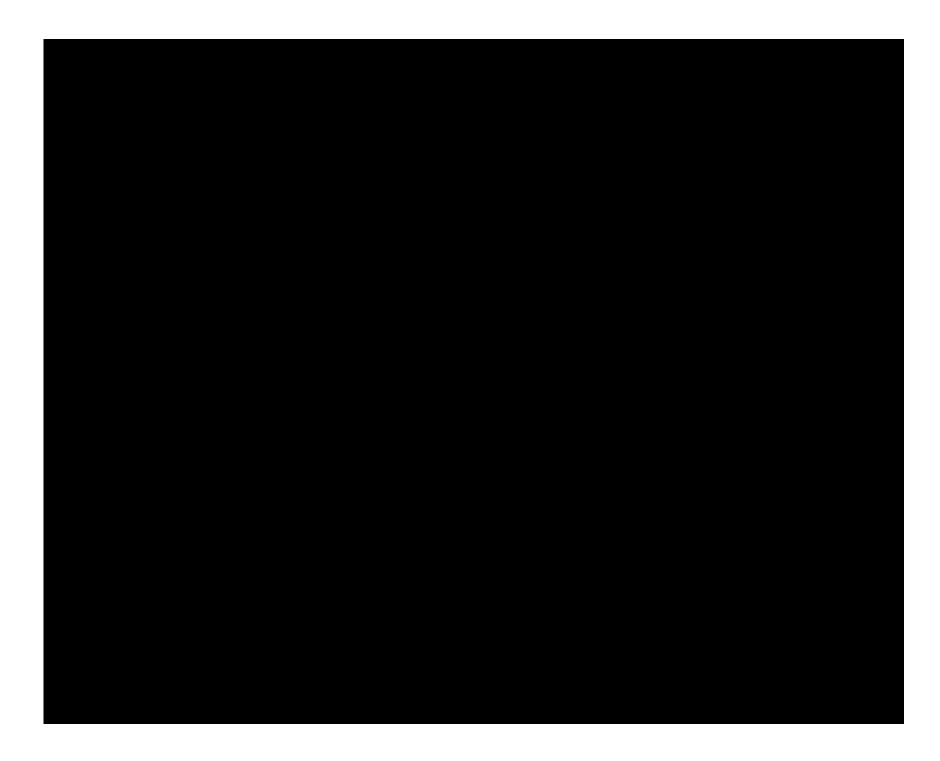


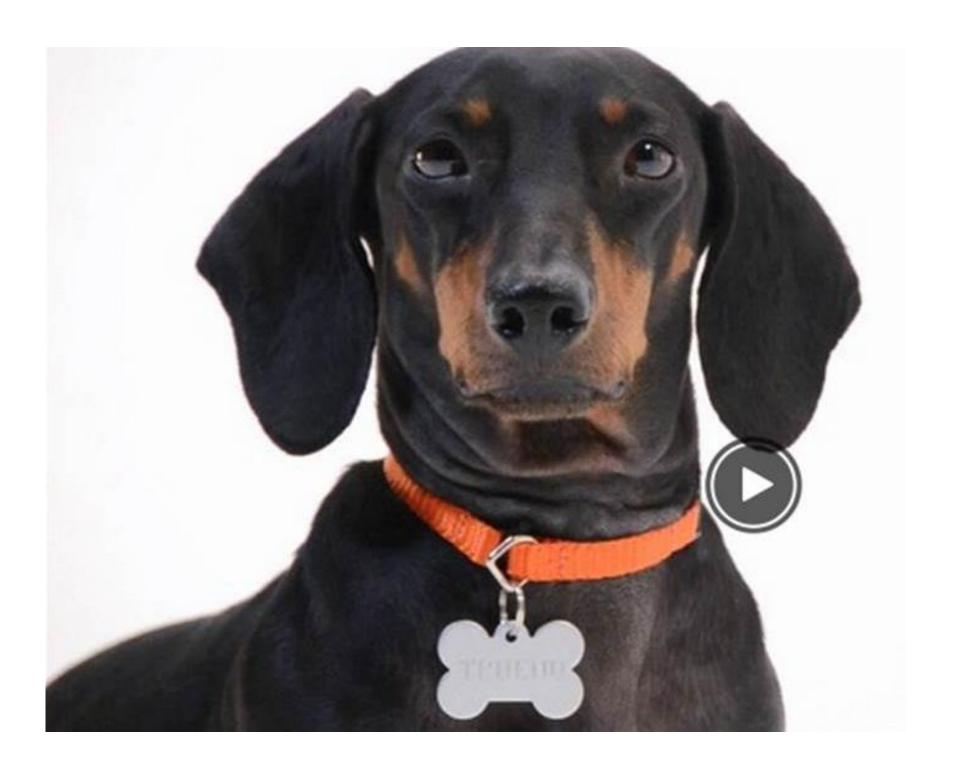


Resurgence

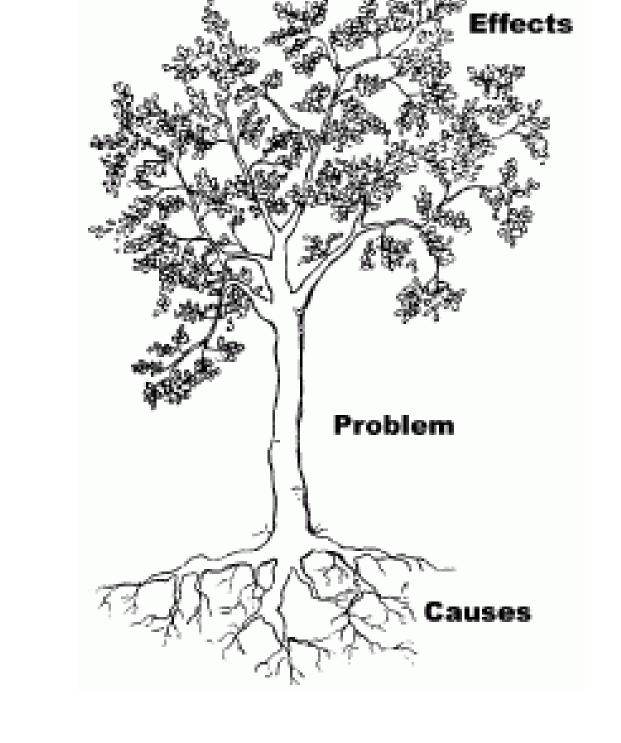




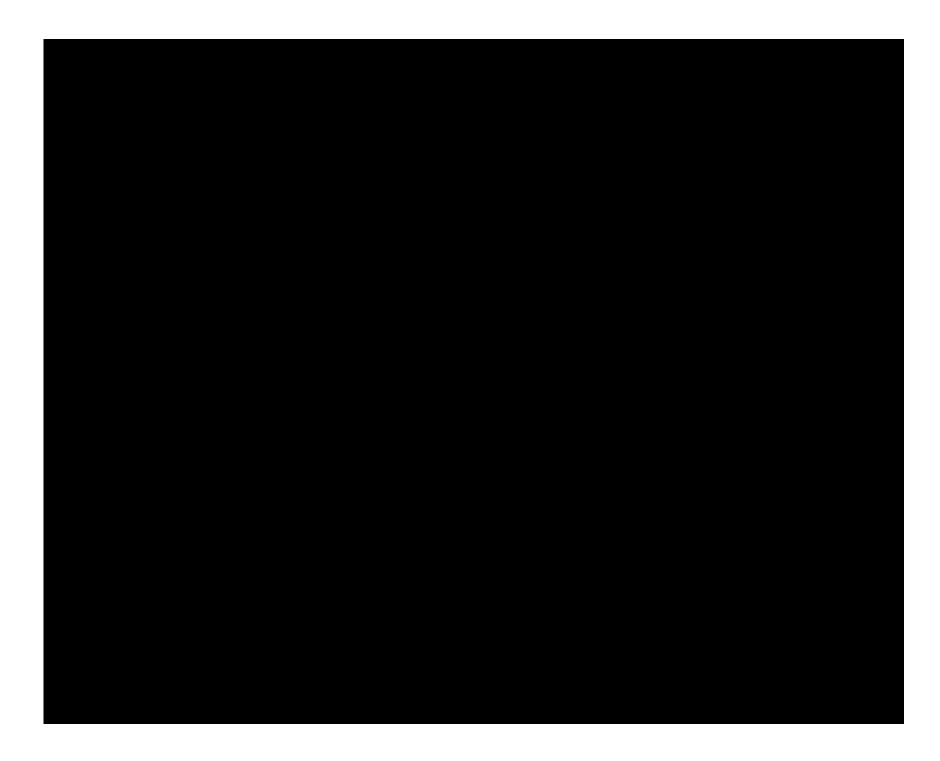




2. Know what you want to change







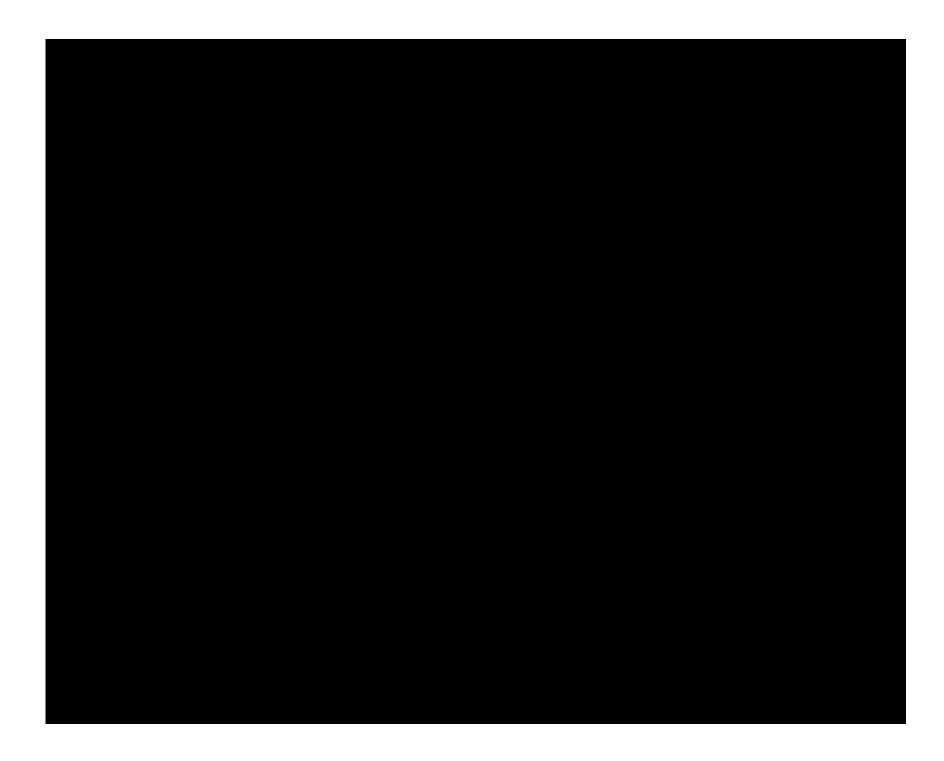




## 3. Be engaging











#### **Start a conversation...**











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#### **USEFUL LINKS**

BBC Media Action <u>website</u>
Christian Aid Philippines <u>website</u>
King's College London <u>Centre for Integrated Research on Risk and Resilience</u>
Resurgence <u>website</u>

- Climate Asia data portal: Perceptions of climate change across 7 countries
- Amrai Pari: Reality TV for resilience in Bangladesh: Research summary
- Radio for resilience in Tanzania: Research summary
- Radio for cocoa farming in Sierra Leone: Research summary
- <u>Strengthening Power from Below</u>
- The road to resilience, Resilience learning space
- Zaman Lebidi project
- Linking Preparedness, Response and Resilience project
- <u>Visman (2015) Knowledge is power</u>: Unlocking the potential for science and technology to enhance community resilience through knowledge exchange
- <u>Dialogues for disaster anticipation and resilience</u>
- Why Information Matters: A Foundation for Resilience, Internews May 2015
- Mapping Information Ecosystems