



Use cultural factors to improve the effectiveness of disaster communication

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Disaster risk communication and disaster communication during the response and recovery phase should use cultural factor to improve effectiveness. Measures range from using cultural symbols and values, and related emotions, for enhancement to identifying and implementing the respective communication channels preferred by different cultural groups. Generally, a proactive strategy of communication and consultation with the various cultural stakeholders and cultural groups should be fostered (Deliverable 6.1, Deliverable 6.2).

Applicable to:

Stakeholders: [Policy Makers](#), [Disaster Managers](#)

Disaster Phases: [Preparedness](#), [Response](#), [Recovery](#)

Types of Actors Concerned: [Non-active citizens](#), [Active citizens](#), [NGOs](#), [Local authorities](#), [Healthcare and emergency services](#), [European Civil Protection Mechanism](#), [UN and other international organisations](#), [Entrepreneurs](#), [National civil protection bodies](#), [Media](#), [National research bodies](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Cultural Map Entries:

- [Communication patterns between the different actors of disaster response](#)
- [Specialised assistance tools developed by the German Red Cross for people with special needs](#)
- [The EU-funded project 'Aware and Resilient' \(2013-2015\) description](#)
- [EMSC \(Euro-Mediterranean Seismological Centre\) tools for detecting felt earthquakes and for meeting witnesses' immediate information needs, via on social media, websites and a mobile app](#)
- [EMSC \(Euro-Mediterranean Seismological Centre\) earthquake tools' effectiveness depends on people's real-time reporting, reactions and testimonials](#)
- [General description of the LastQuake app](#)
- [LastQuake app earthquake colour scheme listing](#)
- [LastQuake app earthquake notifications](#)
- [Eyewitnesses as the most representative category of LastQuake app users](#)
- [The development objectives of the LastQuake app](#)
- [Cultural and interest differences among LastQuake users](#)
- [Cultural differences in visual communication and perception](#)
- [Text messages, the most efficient and resilient mode of communication after a disaster](#)
- [Efficiency of safety check notifications](#)
- [User behaviour with regards to safety check notifications on the LastQuake App](#)
- [Use of the safety check feature by region](#)
- [Advantages and weaknesses of the safety check feature](#)
- [Further research needed to determine country differences around safety check behaviour](#)
- [The importance of adapting to users' needs and cultural diversity](#)
- [The involvement of local emergency services is crucial for the development of international emergency-response digital tools](#)
- [Media's role and influence on public perceptions in the social construction of risks](#)
- [Topics that generate irresponsible media alarmism](#)
- [Blame: an important aspect in media's coverage of risk](#)
- [Personal experience guides behaviour more than received information](#)
- [People tolerate natural disasters better than man-made ones and media has an important influence on this](#)
- [The media's influence on individuals who are directly involved in disaster events](#)
- [Mass media as an important tool in addressing risks to the public/society](#)



- [People from post-communist countries rely on regional and national authorities for both risk communication and prevention measures](#)
- [Security values and communication in risk perception](#)
- [Communicating risks and individual preparedness](#)
- [Communication strategy and risk perception](#)
- [Impact of visual aids on risk perception](#)
- [Links between trust in authorities and disaster behaviours](#)
- [High incidence of expectations of a disaster found in a study with Bucharest citizens](#)
- [Use of social media as an immediate response in a disaster situation](#)
- [Use of social media for ongoing communication in a disaster situation](#)
- [Use of social media to submit information to the authorities in a disaster situation](#)
- [Disaster preparedness as the responsibility of national and local authorities](#)
- [Infrastructural vulnerabilities perceptions in relation with the degree of preparedness](#)
- [Responsibilities of local authorities and non-governmental organisations in informing citizens on how to act in response to a disaster](#)
- [Information gaps between authorities and citizens on how to prepare for a disaster](#)
- [High levels of interest in disaster preparedness information amongst citizens in Malta](#)
- [Information as a tool for reducing gendered differences in risk perception](#)
- [Citizens' first response in a disaster would be to call family and friends](#)
- [Use of social media not the preferred immediate response in an emergency amongst Maltese citizens](#)
- [Social media usage for ongoing communication with family and friends during a disaster](#)
- [Likelihood of using social media to submit information to authorities during a disaster](#)
- [Children who are alone at home during a disaster see as a vulnerable group](#)
- [The roles of religious leaders in disaster preparedness](#)
- [Importance of safety instructions in non-native languages](#)
- [Use of mobile phone apps and social media usages in disaster situations](#)
- [Relationship between perceived effectiveness and trustworthiness of authorities](#)
- [Positive experiences of first responder action in the recovery phase of a disaster outweighs negative ones](#)
- [Physical fitness as a preparedness measure](#)
- [Elderly people and their role in disaster preparedness](#)
- [Real time use of social media during disasters](#)
- [Citizens are generally receptive to training as a preparedness measure](#)
- [Frequency of citizen training as a preparedness measure](#)
- [Smartphone apps vs social media](#)
- [Correlation between citizen likelihood to use smartphone apps and social media during a disaster](#)
- [Citizen perception of effectiveness of authorities in natural vs man-made disasters](#)
- [Perceived trustworthiness of media in disaster situations](#)
- [Varying levels of trust in public institutions vs private media channels](#)
- [Trustworthiness of official messages sent via social media](#)
- [Information channels to be used to communicate information about disaster preparedness](#)
- [Reactions to testing and using apps for providing information in case of a disaster](#)
- [Perceptions of individual preparedness for disaster amongst citizens in Frankfurt](#)
- [Interest in receiving information about disaster preparedness amongst citizens in Frankfurt](#)
- [Differing reactions to the reporting of local vs international first responder activity](#)
- [Positive reactions to the idea of using of disaster mobile phone apps amongst, largely elderly, citizens who are not active on social media](#)
- [Social media police sites are highly appreciated and trusted](#)
- [The importance of conveying disaster-related messages in at least three languages](#)
- [Adapting disaster-related messages to specific groups](#)
- [The role of celebrity leaders in mobilizing citizens and resources](#)
- [The importance of communicating directly to encourage appropriate response behaviours amongst certain communities](#)
- [Importance of considering communication channels used by the elderly, who may not be active on social media](#)
- [Language barriers in disaster situations](#)
- [Differences in relationships with authority figures across cultural groups](#)
- [Illicit lifestyle' communities and communication in disaster situations](#)
- ["Territorial belonging" of individuals and its impact on the response to a disaster](#)
- [Training children and adolescents for disaster](#)
- [Traditional vs modern communication channels](#)
- [Cross-cultural symbols as a universal language](#)
- [Age and profession-related differences in the use of social media for disaster communication messages](#)
- [Different communication channels to be used for different social and cultural groups](#)
- [Citizens and the culture of inclusive policy-making](#)
- [The importance of restoring social networks among citizens to enable effective response efforts](#)
- ["Home alone" scenario for children during a disaster less likely in Italy](#)



- [Perception of elderly as volunteers](#)
- [Perception of foreigners as volunteers](#)
- [Other groups that can act as volunteers during a disaster](#)
- [Communication platforms that can be used to reach citizens during disasters](#)
- [Usefulness of smartphone apps vs social media during disaster situations](#)
- [Different forms of social media to target different audiences during a disaster](#)
- [Technology-use is often country dependent](#)
- [Citizens' expectations during a disaster is often related to their trust in authorities](#)
- [The importance of communication strategies for the preparedness and response phases](#)
- [Protection of minorities in disaster situations](#)
- [Trust issues in risk communication](#)
- [Trust and communication](#)
- [Lack of trust hampering risk-adapted behaviour](#)
- [Cultural adaptations in communication](#)
- [Social capital can help building trust](#)
- [Engaging community leaders to foster trust in authorities](#)
- [Local identities as a source of coping mechanisms](#)
- [Technology, gender and social control](#)
- [Perceptions of technology](#)
- [Professional cultures and technology use](#)
- [Community leaders as gatekeepers in social networks](#)
- [The socio-cultural construction of disasters](#)
- [Introduction to disaster and risk communication between citizens and authorities](#)
- [Example for the effectiveness of grassroots campaign in risk communication](#)
- [The "crisis and risk communication model" by Reynolds & Seeger](#)
- [Example of ineffective communication by public institutions in a disaster setting](#)
- [Lack of trust in authorities](#)
- [The potential of self-help / open source initiatives and citizen alert systems in disaster communication](#)
- [The impact of differences in local cultures on disaster communication](#)
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- [The role of radio channels in disaster communication](#)
- [The impact of the media on citizens' attitudes and behaviours](#)
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- [Opportunities during the disaster recovery phase](#)
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- [Practical approaches in communication for empowerment](#)
- [Findings from the C4E Initiative](#)
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- [The leadership Advance Online approach](#)
- [Risk communication](#)
- [Crowdsourcing in mapping natural disasters](#)
- [Popular knowledge definition](#)
- [The Citizens Observatories collection and utilization of citizen information](#)
- [Media roles in empowering citizens in the Czech Republic](#)
- [Communication strategies of the Territorial Coordination Master Plan of the Province of Potenza](#)
- [Implementation activities of the Territorial Coordination Master Plan of the Province of Potenza](#)
- [Special information needs of young people](#)
- [The impact of religion on disaster information needs](#)
- [The special needs of elderly people in information dissemination](#)
- [Women's and minorities' risk perceptions during the preparedness phase](#)
- [Intensified information-seeking as a response to a disaster event](#)
- [Information categories concerning short term disaster recovery](#)
- [Information dissemination as a two-way process](#)
- [Specific use of technologies during disasters](#)
- [Mobile phone and smartphone use during disasters](#)
- [Technological adoption in the recovery phase](#)
- [Age-related factors in technological adoption](#)



- [Woman empowerment through adoption and usage of technology](#)
- [Urban vs. rural divide in information seeking behaviours](#)
- [Trust in authorities in disaster settings](#)
- [Relationship between community sense and technology use](#)

General association with cultural factors: [Norms/values](#), [Customs/traditions/rituals](#), [Worldviews](#), [Open-mindedness](#), [Individual/collective memory](#), [Local knowledge](#), [Languages](#), [Communication](#), [Rule of law](#), [Power relations](#), [Attitudes toward authorities](#), [Attitudes toward the media](#), [Attitudes toward environmental issues](#), [Gender roles](#), [Age-related roles](#), [Ethnicity](#), [Educational system](#), [Density of active citizenship](#), [Social networks](#), [Social control](#), [Social exclusion](#), [Access and use of infrastructure/services](#)

Recommendations for implementation by using cultural values and related emotions:

Recommendation 1.A for implementation by using cultural values and related emotions

When making leaflets or similar material, whether in print or digital formats, position pictures that instigate negative emotions for the targeted cultural group on the front, as this will enhance preparedness, and position the pictures that instigate positive emotions next to recommendations.

Related cultural factors: [Norms/values](#), [Customs/traditions/rituals](#), [Worldviews](#), [Communication](#)



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Recommendation 1.B for implementation by using cultural values and related emotions

In order to make information about disaster risk more salient and meaningful across different cultural groups, it should have an affective code, for instance, by using different symbols to emphasise important details, using letter grades to mark safety data, and/or adding affective descriptions alongside numbers (e.g., excellent, good).

Related cultural factors: [Communication](#)



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Recommendation 1.C for implementation by using cultural values and related emotions

To ensure that citizens with different worldviews and lifestyles are reached out to in disaster preparedness communication, use both time frames: mention immediate consequences, but also life-time concerns.



Related cultural factors: [Worldviews](#), [Communication](#)



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Recommendation 1.D for implementation by using cultural values and related emotions

To improve behavioural change in disaster preparedness, promote a “culture to help” by embedding shared cultural values (e.g. Mediterranean family value, or collective memory of neighbourhood help in previous disasters) in behavioural guidelines such as information leaflets or other campaigns.

Related cultural factors: [Norms/values](#), [Customs/traditions/rituals](#), [Worldviews](#), [Individual/collective memory](#), [Local knowledge](#), [Communication](#), [Social networks](#)



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Recommendation 1.E for implementation by using cultural values and related emotions

Design information brochures that appeal to citizens’ feelings, which are more likely to activate or change behaviour, rather than merely providing “facts” about disaster risks. For example, use altruistic emotions, which are part of cultural value systems, to enhance motivation for preparedness, i.e. appeal to citizens’ feelings of responsibility towards vulnerable others, e.g. family or community members, as a motivator that is stronger than self-protection.

Related cultural factors: [Communication](#)



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Recommendations for implementation by using (cross-)cultural symbols:

Recommendation 2.A for implementation by using (cross-)cultural symbols



Generally, communication and information campaigns aiming to advise different cultural groups about the disaster risks in their area should be accessible in different languages and through easily understandable (i.e. cross-culturally valid) drawings/symbols to avoid miscommunication, translation errors and semantics misinterpretation in sending messages to citizens with different cultural backgrounds. Such cross-cultural symbols could, e.g., be developed and tested in cooperation with other disaster management authorities across different countries, aiming to establish an “international glossary” of cross-culturally valid safety symbols.

Related cultural factors: [Languages](#), [Communication](#)

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Recommendation 2.B for implementation by using (cross-)cultural symbols

To make use of emotions and cultural identification, information should not consist only of statistical data and “dry” facts but should incorporate narratives, e.g., from other victims that the members of the target group can identify themselves with, or community members.

Related cultural factors: [Individual/collective memory](#), [Local knowledge](#), [Communication](#)

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Recommendation 2.C for implementation by using (cross-)cultural symbols

Cross-cultural symbols (e.g., the use of icons) should be thoroughly tested before implementation in different languages / nationalities, and with people from different socio-economic and cultural backgrounds.

Related cultural factors: [Norms/values](#), [Customs/traditions/rituals](#), [Languages](#), [Communication](#), [Ethnicity](#), [Socio-economic status](#)



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Recommendations for implementation by using “physical” aides and methods:

Recommendation 3.A for implementation by using “physical” aides and methods

To increase the display / visibility of information about disaster preparedness, make use of public or semi-public spaces (e.g., busses, waiting halls, entrance areas of sports stadiums, shopping centres, concert halls), but also private spaces (e.g., hotel lobbies).

Related cultural factors: [Communication](#)



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Recommendation 3.B for implementation by using “physical” aides and methods

To improve personal preparedness, promote the setup of personal emergency plans by encouraging family discussions about emergency contacts, meeting points, means of communication, and provide simple reminder “templates” that can be filled and kept (e.g., as a pic on the mobile phone, in the purse, or to stick on the fridge).

Related cultural factors: [Communication](#), [Social networks](#)



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Recommendation 3.C for implementation by using “physical” aides and methods

To improve citizens’ quick and appropriate response in case of a disaster, develop information campaigns that focus specifically on and promotes the identification of “safe spots” or “safe zones” in their homes, their workplaces, and their local area, categorised by (locally relevant) type of disaster.

Related cultural factors: [Communication](#)



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Recommendation 3.D for implementation by using “physical” aides and methods

To meet citizens’ expectations, provide paper-based information at least once per year, e.g., brochures or leaflets about how to prepare themselves and their family / friends for disasters. This can also be linked with specific initiatives to raise interest and increase impact. Online information is not enough.

Related cultural factors: [Communication](#)

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Recommendation 3.E for implementation by using “physical” aides and methods

Establish what communication channels will be used in case of a disaster, test them regularly, and ensure that they are accepted and used by the target groups (e.g., train people to use Facebook).

Related cultural factors: [Communication](#)

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Recommendation 3.F for implementation by using “physical” aides and methods

To educate the different target groups about the importance of disaster management and possible coping mechanisms, use also non-traditional ways, e.g. role modelling, soap operas, etc.

Related cultural factors: [Communication](#)

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Recommendation 3.G for implementation by using “physical” aides and methods



Explore the possibility of using Bluetooth beacons for push messages that provide information about emergency procedures in the entrance areas or focal spots in mass gathering locations, or when entering tourist attractions, the latter ideally in multiple languages.

Related cultural factors: [Languages](#), [Communication](#)



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Recommendation 3.H for implementation by using “physical” aides and methods

Get in contact with providers of free WiFi in public and private spaces, and ask them for their cooperation by advertising a link to disaster preparedness/response related information sources when a user connects to this WiFi network.

Related cultural factors: [Communication](#)



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Recommendation 3.I for implementation by using “physical” aides and methods

Use games and gaming culture to educate and communicate with specific target groups, and to showcase the risks and realities of disasters.

Related cultural factors: [Communication](#)



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Recommendations for implementation by identifying, engaging and cooperating with cultural stakeholders/“cultural leaders”:

Recommendation 4.A for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Cooperate with clubs and associations, where members share a specific activity or interest, to disseminate information about disaster preparedness, and recruit their members as proponents/”multipliers”. Cooperate with local Councils to identify such groups which may exist in their area.



Related cultural factors: [Communication](#), [Social networks](#)



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Recommendation 4.B for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Identify groups who share a passion (e.g., sport, hobby) and build on their existing dynamic / team cohesion, i.e. encourage their team leaders to incorporate disaster preparedness in the group’s set of already existing common goals.

Related cultural factors: [Communication](#), [Social networks](#)



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Recommendation 4.C for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Ask providers of computer courses to include the use of / access to websites and social media which provide disaster-related information (e.g., websites or social media sites of Civil Protection) as practical examples in their lessons.

Related cultural factors: [Communication](#)



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Recommendation 4.D for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Cooperate with gyms for the recruitment of volunteers and motivators in disaster preparedness activities.

Related cultural factors: [Communication](#)



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Recommendation 4.E for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Involve stewards in sports stadiums or other large-scale events, e.g. concerts, who are often trained in safety procedures and wear uniforms which are a visual sign of organised help, in disaster preparedness activities.

Related cultural factors: [Communication](#)



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Recommendation 4.F for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

Cooperate with and make use of the skills of hotel, building and shopping centre managers, who combine managerial qualities with specific building / construction knowledge, involve them in disaster planning, and use them to communicate safety procedures.

Related cultural factors: [Communication](#), [Access and use of infrastructure/services](#)



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Recommendation 4.G for implementation by identifying, engaging and cooperating with cultural stakeholders / “cultural leaders”

To foster the fast distribution of disaster information or alerts / warnings, identify and recruit “online volunteers”, e.g. through adverts/banners on social media sites, who would be willing to take up the role of an information distributor in a disaster (risk) situation, using their personal online social networks.



Related cultural factors: [Communication](#)



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Recommendations for implementation by using children as communicators and multipliers:

Recommendation 5.A for implementation by using children as communicators and multipliers

Develop, in cooperation with educators and psychologists, specific information modules and practical drills that are adapted to the capabilities of young children, and implement/promote them in relevant sites, e.g. both public and private kindergartens.

Related cultural factors: [Communication](#), [Age-related roles](#)



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Recommendation 5.B for implementation by using children as communicators and multipliers

Children should be involved in risk and disaster management to make the processes more robust and demonstrate greater legitimacy. Such involvement could be achieved by, e.g., using creative arts



methodologies.

Related cultural factors: [Communication](#), [Age-related roles](#)



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Recommendation 5.C for implementation by using children as communicators and multipliers

Make use of the potential of bi/multi-lingual children as key communicators by contacting school teachers to identify them and provide them with bi/multi-lingual information material about disaster preparedness for their parents who may not speak the local language and / or are suspicious towards authorities.

Related cultural factors: [Languages](#), [Communication](#), [Age-related roles](#), [Social networks](#)



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Recommendation 5.D for implementation by using children as communicators and multipliers

Work together with local scouts groups for:

- scouts leaders organising training/drills for kids;
- kids learning how to help other kids; and
- kids “teaching” their parents.

Related cultural factors: [Communication](#)



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Recommendation 5.E for implementation by using children as communicators and multipliers

Children’s existing capacities should be nurtured and can support more effective disaster management during all disaster stages. Children can, e.g., pass on information to and involve other family members in disaster awareness raising and planning.



Related cultural factors: [Communication](#), [Social networks](#)



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Recommendation 5.F for implementation by using children as communicators and multipliers

Disaster risk reduction policies should include educating children about disaster risks to reduce their vulnerability. Children tend to have a clear and uncluttered view about risks, and their creativity, open-mindedness and enthusiasm can make them catalysts for change.

Related cultural factors: [Communication](#), [Age-related roles](#)



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Recommendations for implementation related to communication with elderly people:

Recommendation 6.A for implementation related to communication with elderly people

Generally, elderly people are to be seen, heard and understood, have equal access to essential support services and their potential and contribution recognised, valued and supported. This should include adequate consultation and inclusion of older people. For example, they could contribute to conflict resolution and community justice, and they should be encouraged to pass their experience-based coping capacities on to the community, with regard to, e.g., traditional survival systems and appropriate technologies.

Related cultural factors: [Individual/collective memory](#), [Local knowledge](#), [Age-related roles](#), [Social networks](#)



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Recommendation 6.B for implementation related to communication with elderly people

To reduce the vulnerability of isolated elderly people who may misjudge the risks during an ongoing disaster, which is less “disruptive” regarding everyday routines, e.g. heatwaves or flu epidemics, sensitise those people who may be their only frequent social contact, e.g. small kiosk owners or meal-on-wheel staff, by providing them with basic behavioural / communication guidelines.



Related cultural factors: [Communication](#), [Age-related roles](#)



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Recommendation 6.C for implementation related to communication with elderly people

Sensitise vulnerable “active pensioners” who may overestimate their own physical capabilities to better protect themselves, by disseminating information via, e.g., charity shops, computer courses for the elderly, or sports groups for pensioners, and use them as information disseminators within their age group.

Related cultural factors: [Communication](#), [Age-related roles](#), [Social networks](#)



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Recommendation 6.D for implementation related to communication with elderly people

Use the potential of Senior Citizens Organisations and Universities of the Third Age as sources for getting in touch with active pensioners and encourage them to learn and get engaged in disaster preparedness activities.

Related cultural factors: [Communication](#), [Age-related roles](#), [Social networks](#)



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Recommendations for implementation related to communication with foreigners:

Recommendation 7.A for implementation related to communication with foreigners

Cooperate with entities which employ or are in close contact with foreigners/expatriates, (e.g., foreign



embassies, chambers of commerce, and/or foreign companies with expatriate staff), to provide their members/employees with disaster-related information and disaster preparedness advice in their respective foreign language.

Related cultural factors: [Languages](#), [Communication](#), [Ethnicity](#)



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Recommendation 7.B for implementation related to communication with foreigners

Encourage private language schools, which teach the local language to foreigners, to include disaster preparedness and response related topics, e.g., emergency contact numbers, procedures, symbols, in their course material.

Related cultural factors: [Languages](#), [Communication](#), [Ethnicity](#), [Access and use of infrastructure/services](#)



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Recommendation 7.C for implementation related to communication with foreigners

In tourism areas, encourage hotel, camping site and B&B owners to not only inform their guests about local attractions, but also to include in their “welcome/information pack” guidance about local emergency contacts and local procedures in case of a disaster.

Related cultural factors: [Languages](#), [Communication](#), [Ethnicity](#), [Access and use of infrastructure/services](#)



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[Deliverable 5.12: Report on Stakeholder Assembly 3 \(Portugal\)](#) - CARISMAND
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Recommendation 7.D for implementation related to communication with foreigners

Identify language barriers where interpreters may know the respective common language but need to translate information where they may not know the correct words or phrasing in disaster response; ensure such interpreters receive specific training and have the appropriate linguistic and “technical” background in disaster communication.



Related cultural factors: [Languages](#), [Communication](#)



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Recommendation 7.E for implementation related to communication with foreigners

In multi-cultural areas and touristic regions, focus on the development and usage of mobile phone-based technologies which provide foreigners with multi-lingual messages containing emergency information.

Related cultural factors: [Languages](#), [Communication](#)



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Recommendations for implementation by using social media and mobile phone apps:

Recommendation 8.A for implementation by using social media and mobile phone apps

To encourage citizens to submit information to authorities in disaster situations, e.g., via crowdsourcing, but also to provide incident-related individual information, use specifically designed mobile phone apps rather than social media.

Related cultural factors: [Communication](#)



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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
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Recommendation 8.B for implementation by using social media and mobile phone apps

If it is intended to merely provide information to citizens, rather than citizens submitting information to authorities, or information exchange between citizens, both social media and mobile phone apps are equally useful.



Related cultural factors: [Communication](#)



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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
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Recommendation 8.C for implementation by using social media and mobile phone apps

To foster information spread across different communities, local disaster responders should try to become members of “online neighbourhood watch groups”, e.g., Facebook groups, and make use of the extensive network between such groups (via citizens who move their homes but stay in touch with their previous local communities online).

Related cultural factors: [Communication](#), [Social networks](#)



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Recommendation 8.D for implementation by using social media and mobile phone apps

Set up or improve the Facebook presence of disaster authorities, to build and make use of citizens' trust in authorities' information sources online.

Related cultural factors: [Communication](#), [Attitudes toward authorities](#)



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[Deliverable 5.6: Report on citizens' reactions and opinions: Citizen Summit 4 \(Germany\)](#) - CARISMAND
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Recommendation 8.E for implementation by using social media and mobile phone apps

To improve perceived usefulness and acceptance, any mobile phone app specifically designed for disaster-related information should:

- be seen to be led by public authorities, either on national or even supra-national (e.g., EU) level;
- allow authority-to-citizen, citizen-to-authority, and ideally also citizen-to-citizen



communication;

- not only be useful in disaster response but also provide information in disaster preparedness; and
- be pre-installed when purchasing a new mobile phone.

Related cultural factors: [Communication](#)



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Recommendation 8.F for implementation by using social media and mobile phone apps

To reach those citizens who are not active or frequent social media users but still frequent mobile phone users, make disaster-related information available via mobile phone apps.

Related cultural factors: [Communication](#)



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Recommendation 8.G for implementation by using social media and mobile phone apps

Accept the risk of providing redundant information due to the existing multitude of social media channels and mobile phone apps and, rather than attempting to avoid redundancy, perceive overlapping information streams as a strength, given that cultural groups and cultural factors overlap as well.

Related cultural factors: [Communication](#)



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Use cultural factors to improve the effectiveness of disaster communication

<https://toolkit.carismand.eu/a/recommendation-communication>