Concept Note & Agenda:

Side event session “Risk communication for better disaster risk management”

ESCAP Third disaster resilience week

Co-organizing by:

Ministry of Public Health, Thailand and

United Nations Office for Disaster Risk Reduction, Regional Office for Asia and the Pacific

Friday August 27 (10:00 to 11:15) UTC+7, Virtual meeting (Zoom)

Background

The COVID-19 pandemic has highlighted risk communication as a crucial element in the process of risk management as it enables the public to recognize disaster risks, understand their roles in reducing that risk and engage with protection measures. In many instances, effective risk communication has been used to help individuals make decisions in response to many questions raised by them both before or during a disaster. Risk communication strategies have become crucial and viewed as a cornerstone to emergency preparedness, response, recovery and mitigation at both the policy and individual level as it guides activities that increase public awareness of disaster risks and increases public safety. In the age of information, in order to promote more effective future disaster risk mitigation and disaster responses, risk communication has to go beyond traditional approaches of sectors working in silos by including a whole of community approach to understand community disaster risk and embracing new innovations such as digital and social media and partnerships with the sectors such as the media. This session will discuss partner experiences on disaster risk communication before and during disasters, drawing from recent lessons and experiences from COVID-19 and other disasters including key challenges and opportunities in the digital and social media era which could ultimately enhance the capacity of disaster risk management.

Objective

1. To share good practices on risk communication/communication strategies during pandemic and other emergencies and disasters.

2. To identify key challenges and opportunities of enhancing risk/public communication throughout the disaster management cycle, particularly during compound and complex emergencies.
3. To encourage the exchange of lessons learned from cross-sectoral collaboration, as well as inclusive and whole of community approaches for effective risk communication.

**Guiding questions**

- What are some good practices and approaches for effective risk communication in the context of compound and complex emergencies?
- How do we better utilize the use of digital and social media to communicate with all parts of the community in times of disasters and emergencies How to keep pace with the growing citizen expectations?
- What are some examples of filtering tools/methods developed to solve problems on reliability of social media in managing the “infodemic” phenomenon?
- What are the roles of media and NGOs in collaboration to shape individual disaster risk perception?
- How to create the appropriate approach among different generations/vulnerable groups for effective risk communication in an inclusive manner without leaving anyone behind?
- What are examples of tools for gathering and analyzing data/feedback into risk communication planning, strategy development and evaluation?

**Expected output**

Potential recommendations/good practices/partnerships and implementation considerations that would enhance effective and inclusive disaster risk communication.

**Tentative programme**

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<th>27 August: Side event “Risk communication and disaster risk management”</th>
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| 10:00 – 10:15 | Welcome from Moderator and administrative instructions (2 mins)  
Moderator: **Ms. Kiratikorn Naksompop** – Editor in Chief, Thai PBS World  
Introductory remarks  
- **Mr Natapanu Nopakun** - Deputy Director-General of the Thailand Ministry of Foreign Affairs (CCSA) (5min)  
- **Mr Timothy Wilcox** – Program Management Officer (Asia Pacific) – UNDRR (5min) |
| 10:15 – 11:15 | Panelists |
1. **Dr. Husnina Binti Ibrahim** - Public Health Specialist and Deputy Director of Pahang State, Ministry of Health, Malaysia (6min)

2. **Mr. Anthony Frith** - Communications Manager for New Zealand’s National Emergency Management Agency (6min)

3. **Ms. Silma Desi** - ASB Indonesia and the Philippines (6min)

4. **Ms. Natalia Ilieva** - Head of Secretary General’s Office of the Asia Broadcasting Union (6min)

5. **Dr. Ryoma Kayano** - Technical Officer on Health Emergencies at the World Health Organisations Kobe Centre for Health Development (6min)

Q&A and Open discussion (20 min)

Summary of discussion (10 min)