Action Oriented Dialogue – Risk Communication

Bucharest, Romania – 23-24 February 2023

Rapporteur: Chiara Cardaci
Technical Session 1: Building Public Trust through Effective Risk Communication

Moderator:

- Fanny Langella, UNDRR Communications

Keynote:

- Raed Arafat, Secretary of State, Ministry of Interior of Romania
- Cristiana Salvi, Regional Adviser, Risk Communication and Community Engagement, World Health Organization Regional Office for Europe

Panelists:

- Adrian Tudose, Senior Advisor, Euro Atlantic Resilience Centre
- Lisa Robinson, Senior Advisor on Resilience and Humanitarian Response, BBC Media Action
- Miguel Telo de Arriaga, Head of Division of Literacy, Health and Wellbeing, Portugal Ministry of Health
- Ana Sabancevaite, United Nations Major Group for Children and Youth DRR Focal Point for Europe
- Minna Harmanen, Senior Advisor, Education; Finnish National Agency for Education
Technical Session 1: Recommendations

1. Risk is changing, risk perception is dynamic. Uncertainty is normal.
2. Know your audiences and partners. Use social listening to customize communication. Information does not always lead to action.
3. Community engagement must be embedded in all policy-making, prepared in advance and continuous (not isolated to single events).
4. Capacity development is important at all levels. Experts require media training, influencers and champions need clear guidance, the public, etc.
5. Identify and use influencers, champions and community leaders.
6. Focus on facts. Invest in media literacy education and critical thinking to grow future engaged citizens.
7. Embrace questions, uncertainty, honesty and transparency in communicating risk.
Technical Session 2: Using Science to inform Risk Communication

Moderator:
- Lisa Robinson, BBC Media Action

Keynote:
- Marco Massabó, Research Director, CIMA Foundation

Panelists:
- Karl Torring, MSB Sweden, Sendai Focal Point
- Jeana Cîmpineanu, Director Research and Training Department, Euro Atlantic Resilience Center
- Raluca Zaharia, Social and Behaviour Change Specialist, UNICEF
- Hulda Þórisdóttir, GAR Author, Associate Professor, University of Iceland

Speech
- Leonor Nieto, Head of Prevention and Disaster Risk Management Unit DG ECHO
**Technical Session 2: Recommendations**

1. Invest in integrating behavioural science in public policy.
2. Focus on communities, listen to their priorities, target engagement, be consistent, make use of networks to reinforce social acceptance.
3. Risk will not decrease unless we all take active steps to build trust together.
4. Behavioural change is more than being clear, understood or authoritative. Stakeholders must recognize their experience & priorities in policy.
5. Get all levels of government, science and society aligned on objectives for risk communication but fluid in process. (Sweden)
6. Public awareness and preparedness is a continuous and developmental process that relies on mutual communication and trust.