

POP-ALERT

POP
alert



FP7-SEC-2013-1 (608030)

**Population Alerting:
Linking Emergencies,
Resilience and Training**

15th March 2016

Technical Coordinator:

EOS

OVERVIEW

- Coordination and Support Action
- Funding Scheme: FP7 SEC-2013.4.1-5
- Title: Population Alerting: Linking Emergencies, Resilience and Training
- Project Coordinator: University of Greenwich
- Project Technical Coordinator: European Organisation for Security



- Duration: 24 months
- Start Date: April 2014
- End Date: March 2016

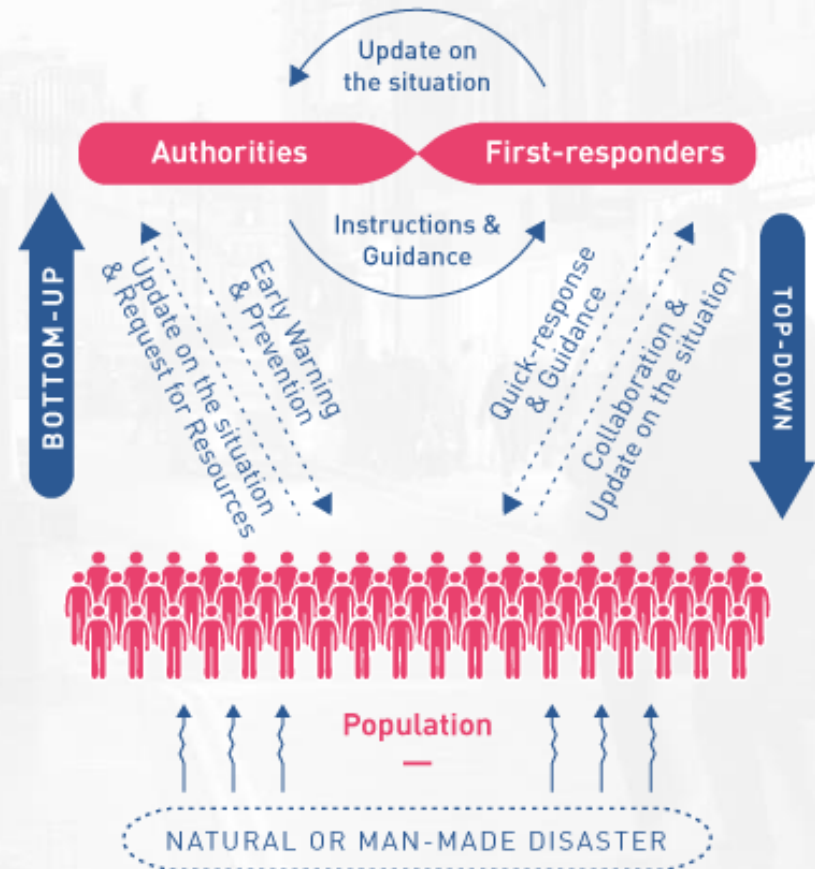
APPROACH

Key to successful Crisis Management Process = effective communication

“Bottom-up”: the effectiveness of the work coming from above (authorities and first-responders) is improved by the preparedness of the actors directly affected by the event

AND

“Top-down”: the preparedness of the population depends on the information and training given by the authorities and the first-



OBJECTIVES

Overall Objective: Prepare societies and populations to cope with crisis and disasters in a rapid, effective and efficient way by blending traditional Crisis Preparedness and First-Reaction strategies with the use of innovative contemporary tools.

Specific Objective: Developing tools for population preparedness and information sharing between authorities and citizens that take into account of behavioural responses and cultural differences.

ACTIVITIES

- ✓ Undertake Behavioural Analysis;
- ✓ Identify best practices and lessons learnt:
 - Community preparedness programmes;
 - Early warning and information delivery routes;
- ✓ Create flexible and easily deployable toolkits for preparing and alarming the European population in case of a crisis, taking into account social and cultural differences:
 - sample training curriculums and tools
 - set of strategies to exploit social media technologies to assist in delivery of programmes, alert messages and practical information to diverse social groups
- ✓ Propose a pilot project:
 - Design criteria for selection of the area & population to be involved;
 - Develop scenarios and objectives;
 - Make a short demo to test and validate the tools developed.
- ✓ Provide a generic methodology to assess the effectiveness in raising an improved level of preparedness of the community.

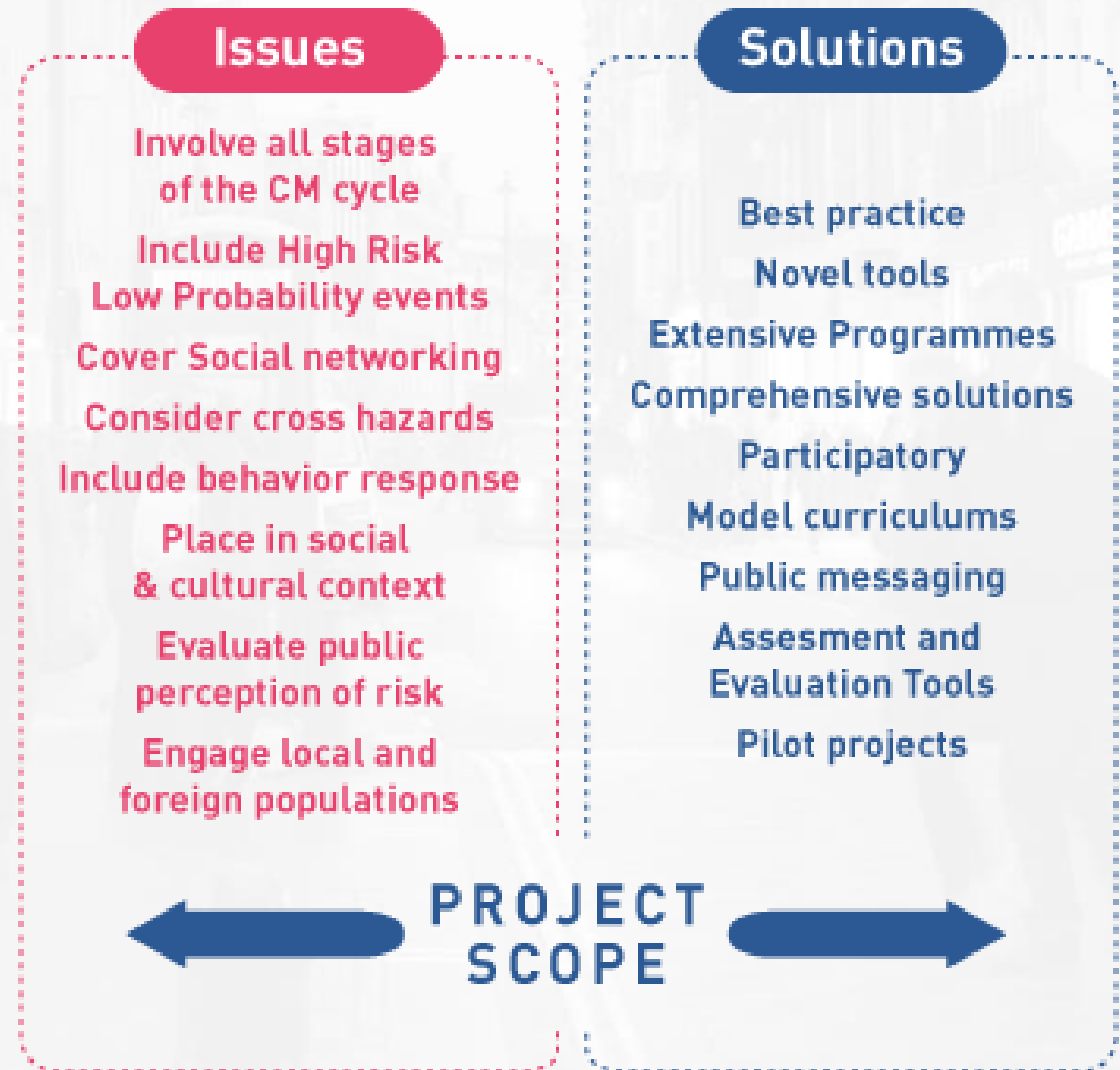
SCOPE

All hazards approach:

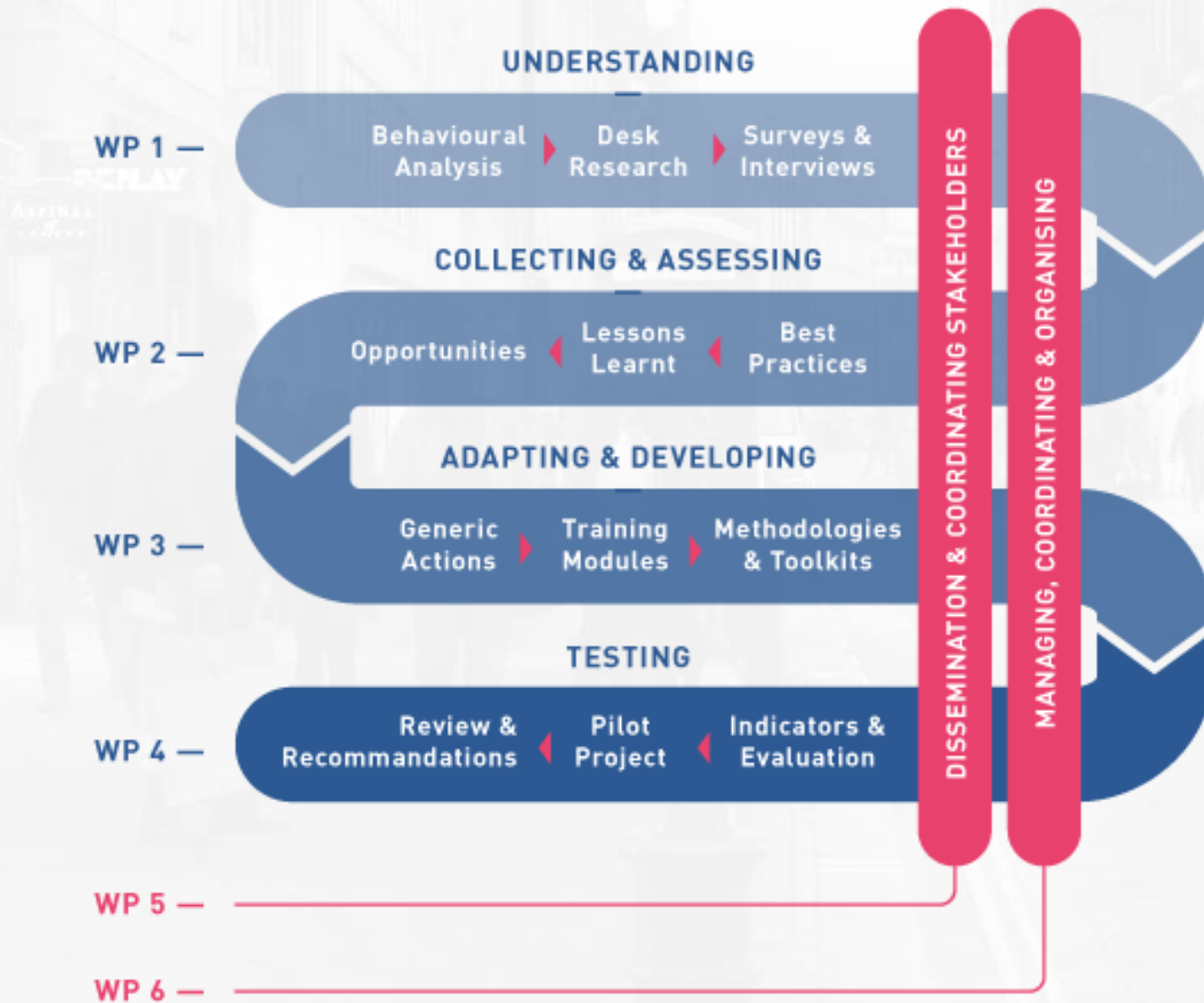
- ✓ Landslips
- ✓ Wildfires
- ✓ Floods
- ✓ Man-made disasters (technical failures and terrorism)

Taking into account different community groups:

- ✓ Men and Women
- ✓ The elderly
- ✓ The disabled
- ✓ Refugees
- ✓ Tourists
- ✓ Expatriates



STRUCTURE



WEBSITE



EMERGENCIES
RESILIENCE
AND TRAINING

MEMBERS AREA



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Tips

Newsletter

Stay informed :

Name:

Email:



Specific Hazards

Bioterrorism /
Pandemics
Chemical
emergencies
Radiation
Emergencies
Mass casualties
Natural disasters &
severe weather



Make a plan

Family
Communication
Plan
Family Disaster
Plan
Additional Ways to
Prepare
Work Emergency
Response Plan



Emergency supply kits

Basic kit
Special needs kit
Children kit
Pets kit



Info per Country

Emergency
Numbers per
Country
Preparedness links

STAKEHOLDER CONSULTATION

(1)

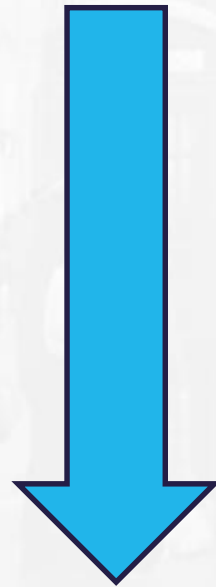
The POP-ALERT Consortium considers stakeholder consultation essential to assure the success of its research:

- promote dialogue and discussions between the main actors of the crisis management community.
- present the results of its activities in order to receive feedback which will be used to guide their future activities.
- promote the exchange of lessons learnt and best practices
- and aim to create a sustainable network of key actors whose collaboration can be maintained beyond the project

STAKEHOLDER CONSULTATION

(2)

2 Expert Group Meeting
2 Stakeholder Forum Workshops



25th and 26th of
November 2014
14th and 15th of April

FINDINGS FROM RESEARCH

PHASE (1)

- **Preparedness needs to be local and targeted**
 - Target information according to group factors of risk perception - associated with age, gender, educational level, culture, interest, religion, etc.
 - Common harmonised basis at European/national level that targets the whole population, but regional/local programmes tailored to all community groups (tourists, migrants, elderly, disabled, children, religious groups, refugees, urban, rural, etc.).
 - Regional and local authorities should invest in community mapping

FINDINGS FROM RESEARCH

PHASE (2)

- **Increase risk awareness at EU level**

- Very low level of preparedness and willingness to prepare across Europe.
- Direct link with the level of risk awareness → need for awareness raising activities.
- Main focus of these activities should be on education through schools and universities to aim for a long-lasting change in people's perception of risks and their role in crisis management.
- Crisis/disaster preparedness should be included in school curricula and children should be engaged through simulations, games and exercises.
- EC should invest in awareness raising and preparedness activities to inform EU citizens in regards to the impact preparedness could have on limiting human and material losses, during and after a crisis.

FINDINGS FROM RESEARCH PHASE (3)

- **Improve trust issues**

- EU citizens were found to rely significantly on first responders during crisis, but at the same time, showed a lack of trust towards public authorities.
- Large communication gap between citizens and first responders, before and during a crisis.
- Stronger links should be created between first responders and citizens with the aim of building trust. First, responders should facilitate these relationships (regular interactions, events).

FINDINGS FROM RESEARCH PHASE (4)

- **Adopt a multi-media approach**

- Providing clear, accurate & consistent information, across all media, is paramount to citizens taking successful protective actions.
- This predicates effective coordination and planned communication models being developed by authorities and emergency services.
- Disaster communication should be empowered by multiple sources and media in order to reach the widest range of population.
- National public safety campaigns should be developed and spread through a multi-media approach to sensitise people and raise awareness.
- Multi-directional early warning systems/strategies must plan to spread messages through different kinds of sources (TV, radio, social media, mobile phones, etc.) in a coordinated and centralised manner

FINDINGS FROM RESEARCH

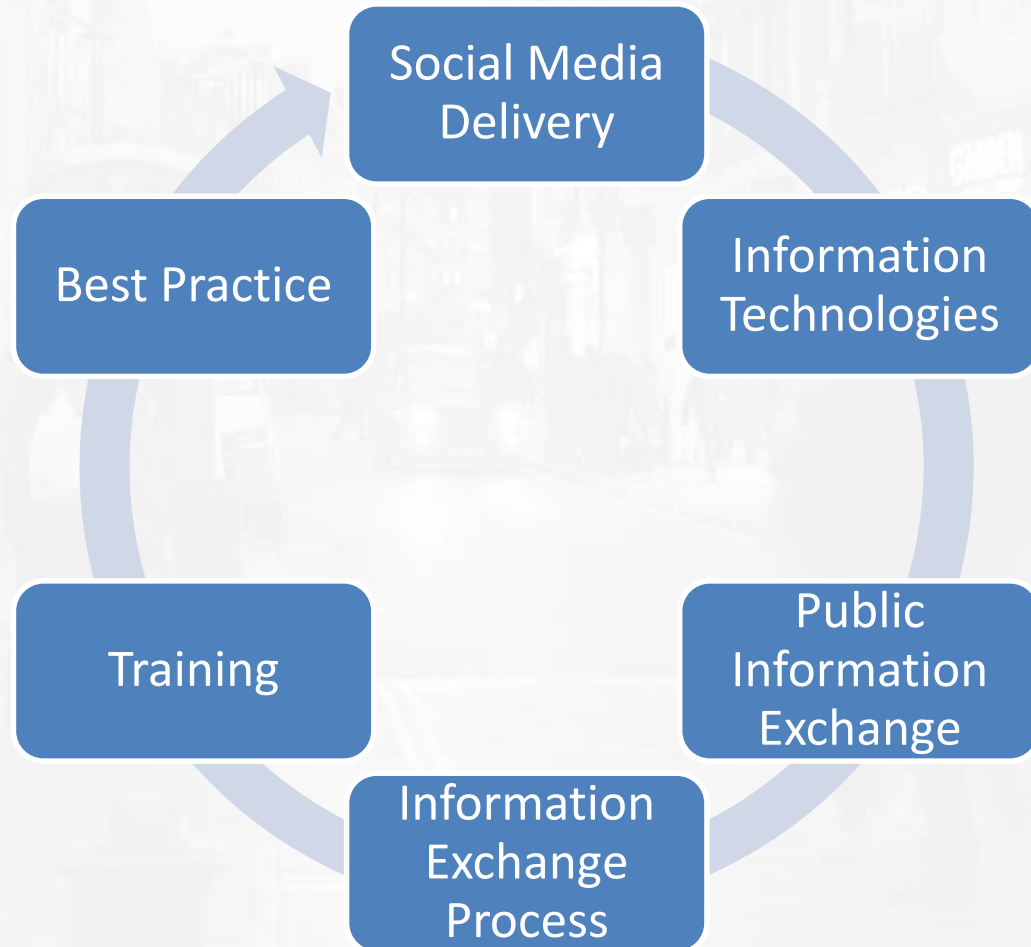
PHASE (5)

- **Make use of novel tools**

- Technology should also be used to gather information from citizens during a disaster.
- Misinformation, privacy, liability and legal implications of these novel tools need to be further investigated and regulated.
- Centralised platforms should be developed where citizens can send information/images through texting, social media, mobile apps, email, etc.
- Standardised visual tools should be developed (icons, pictograms, etc.) to overcome cultural and language barriers and integrated in disaster and crisis preparedness plans.

DEVELOPMENT PHASE

- To fill these gaps, the consortium has developed a number of tools (training material, manuals, guidelines, checklists, etc.) for both public authorities and the general population.
- These tools have been consolidated under an online dashboard following the project's overall delivery framework.





THANK YOU FOR YOUR ATTENTION

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QUESTIONS?

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