

TACTIC

TOOLS, METHODS AND TRAINING FOR COMMUNITIES
AND SOCIETY TO BETTER PREPARE FOR A CRISIS

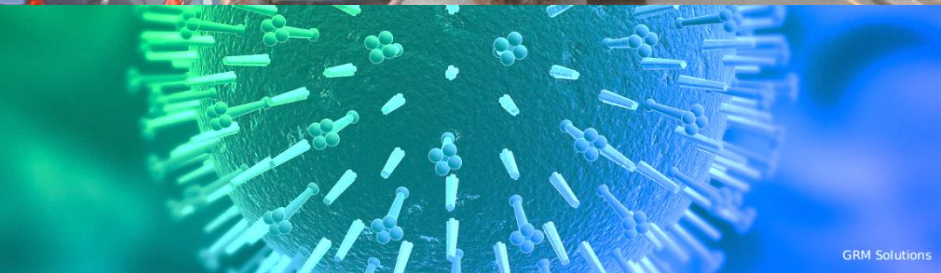
TACTIC – **T**ools, **M**ethods **a**nd **T**raining for **C**ommunities and **S**ociety
to **B**etter **P**repare for a **C**risis



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André Künzelmann, UFZ



GRM Solutions



NOAA/NGDC

Dr. Christian Kuhlicke, Dr. Annemarie Müller, Chloe Begg, Ines Callsen, Anna Kunath
Helmholtz Centre for Environmental Research (UFZ)

TACTIC & POP-Alert conference, Brussels

15.-16 March 2016

www.tacticproject.eu



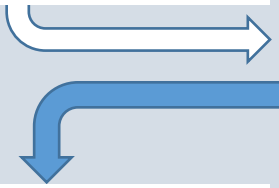
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What we achieved so far

Self-assessment general public



1. Experience
2. Preparedness
3. Trust
4. Networks
5. Knowledge
6. Information needs



Online-platform

public

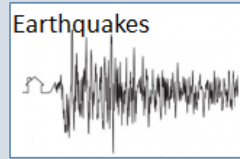
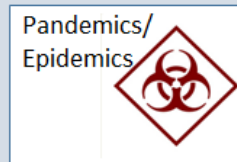
organisation

Organisation

- ✓ Short feedback report
- ✓ Relevant documents

State of the art:

- ✓ Risk perception and preparedness

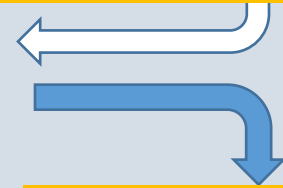


- ⇒ Available in English, Polish, Turkish, German
- ⇒ Trade-offs: Generalisation vs. context

Organisational Self-assessment



1. Context? Cross-boarder?
2. Aim(s)?
3. Audience?
4. Key messages?
5. Methods?
6. Good aspects?



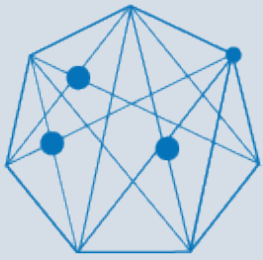
Organisation



- ✓ Feedback report
- ✓ "Good" practices

State of the art:

- ✓ risk communication
- ✓ 120 „good“ practices

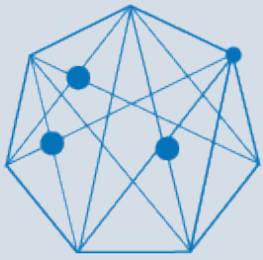


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A strategic approach to risk communication





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A strategic approach to risk communication



Aims of risk communication

Warning



Raising risk awareness



Enhancing capacity to act



Solving conflicts & building trust



Different types of risk communication

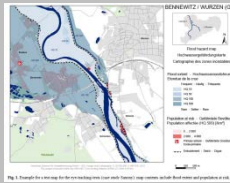
Informing



Consultation



Exchange & co-deciding



E.g. Survey on level of preparedness



Aims of risk communication

Warning



Raising risk awareness



Enhancing capacity to act



Solving conflicts & building trust



Different types of risk communication

Exchange & co-deciding

Consultation

Informing

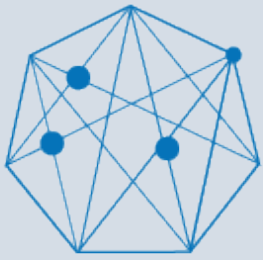


Strengths are:

- Can include large amounts of information
- Can be expanded or condensed to meet the audiences needs
- Are one of the most inexpensive forms of communication to produce (both time and resource costs are relatively low – of course this depends on the scale of the activity)
- May be more comfortable for some users to use than other methods of communication (e.g. social media and stakeholder participation)

Limitations are:

- Some information materials can be difficult for some users to understand (e.g. technical language as well as length are important factors to take into account, therefore a pre-test is suggested)
- The process to develop information material is typically more lengthy than other types of method



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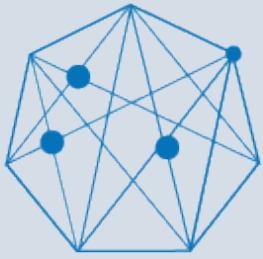


Intended audience?

Baseline audience analysis
(audience's ability to comprehend the information)

Midline audience analysis
(baseline & socio-demographic and cultural information)

Comprehensive audience analysis
(baseline, midline & motivation, mental models of risk, conflicts, etc.)



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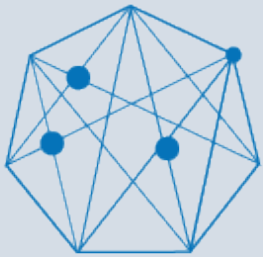
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Risk Communication Handbook

Chloe Begg | Annemarie Müller, Christian Kuhlicke

Feed back report

Good practices

Fjls djkaf ösdikj stk tll adkf
jsdtkjcdk fjalsdkf jsaakdjf laadkf
tsdkf lskdafj tsdk fjaskdjföasck
dfjösckfjaskdfjsa kdfjaskdjföasckdjf
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öskdfjalskdjföasck fjask fjöasck

Fjls djkaf ösdikj stk tll adkf
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tsdkf lskdafj tsdk fjaskdjföasck
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Practice 1
Practice 5
Practice 8

Practice 89
Practice 56

Practice 35

Practice 2

Practice 56
Practice 78

ation

What we achieved so far

Self-assessment general public



1. Experience
2. Preparedness
3. Trust
4. Networks
5. Knowledge
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Online-platform



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public

organisation

Self-assessment general public

Question	Response	Average	Total
1. Expertise	Response: 100%	100%	2
2. Preparedness	Response: 100%	100%	2
3. Trust	Response: 100%	100%	2
4. Networks	Response: 100%	100%	2
5. Knowledge	Response: 100%	100%	2
6. Information needs	Response: 100%	100%	2

Organisation

Question	Response	Average	Total
1. Context?	Response: 100%	100%	2
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3. Audience?	Response: 100%	100%	2
4. Key messages?	Response: 100%	100%	2
5. Methods?	Response: 100%	100%	2
6. Good aspects?	Response: 100%	100%	2

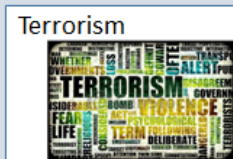
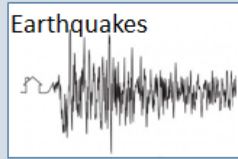
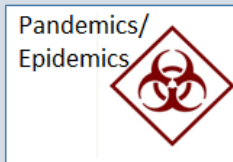
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Information
(provided &
needs)

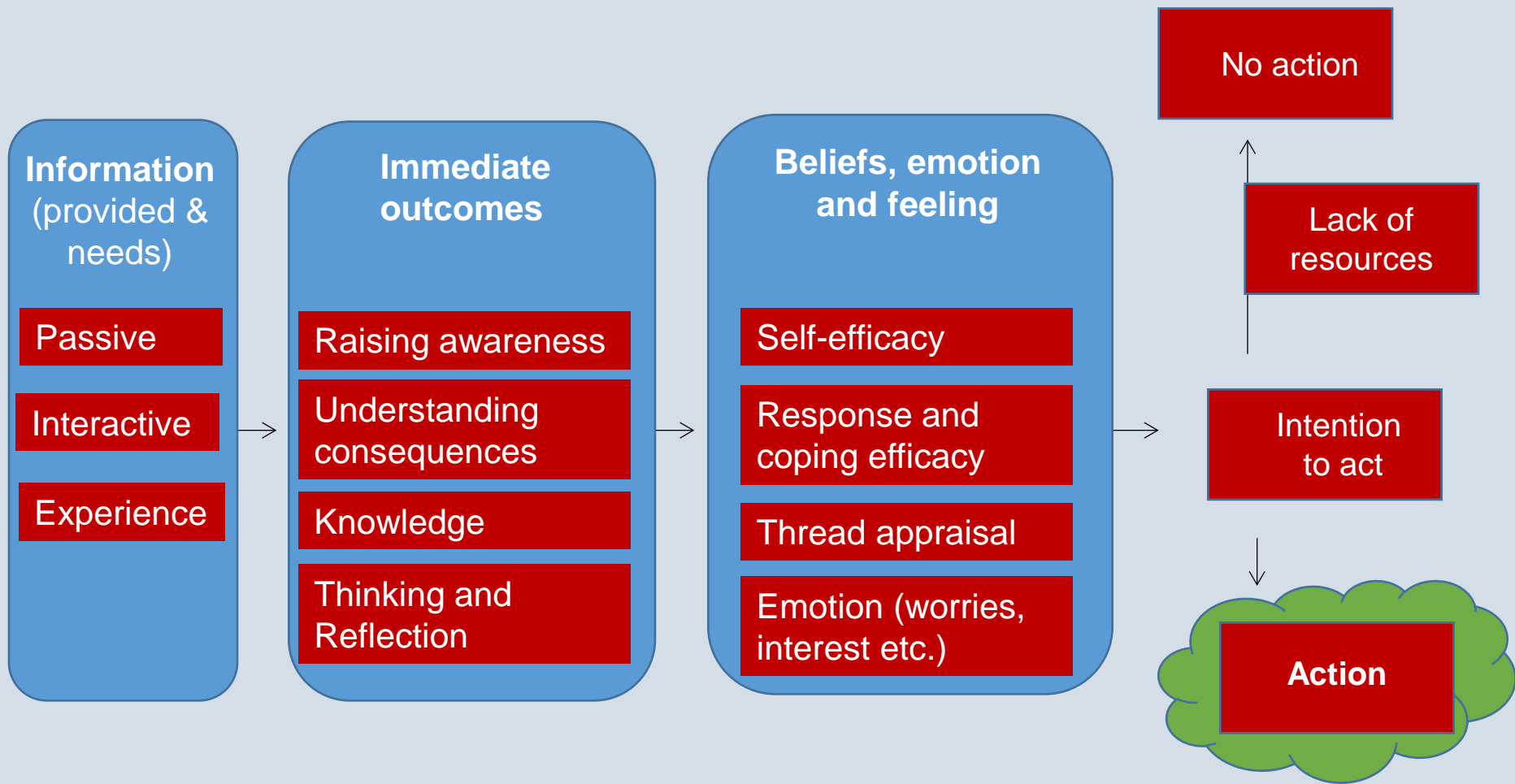
Passive

Interactive

Experience

?

Action



Patton (2003)

A community-approach

Prototype TACTIC Online-platform

Goals:

- ✓ Exchange based on results
- ✓ Ideally embedded in a long-term process

Organisational Self-assessment



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Self-assessment general public



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