

Developed by EU-funded Programme for the Prevention, Preparedness and Response to Man-made and Natural Disasters in the ENPI East Region (PPRD East)

PPRD e a s t

 Civil Protection
and Disaster Management

Regional Communication Strategy



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EU funded programme for the Prevention, Preparedness and Response to man-made and natural disasters in the ENPI East Region (PPRD-East)



The Technical Report 1

Regional Communication Strategy

“Together Against Disasters”

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Regional Communication Strategy

Task D2.2

Prepared for
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Prepared by
PPRD East Team



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1 REGIONAL COMMUNICATION STRATEGY

1.1 Introduction

PPRD East Regional Working Group on Information and Communications was established during two communication workshops held in November 2011 (Tbilisi, Georgia) and in March 2012 (Kyiv, Ukraine). The Group comprises press officers representing the civil protection authorities of the PPRD East Programme Partner Countries, specialists and experts from various stakeholders of each Partner Country working with awareness raising and disaster prevention issues, representatives of the Consortium Partner (REC), leading journalists from the national media and reputable experts in public relations who specialize in raising public awareness and developing emergency prevention strategies.

The common agreed approach to strategic goals, target audiences and a suite of the regional communication strategy activities under the PPRD East Programme was jointly developed and approved by the PPRD East Regional Working Group on Information and Communication. The Action Plan of the Regional Communication Strategy, ensuring the active dissemination of actual information among the broader public with a special focus on the prevention and mitigation of risks of man-made and disasters caused by natural hazards, was approved at the Second Steering Committee Meeting held on the 21st of February 2013 in Brussels as a part of the PPRD East Programme Work Plan January 2013 – June 2014 (Activity Area D: Raising Awareness on Civil Protection, Disaster Management and Disaster Risk reduction Issues).

In order to maximize the impact of the PPRD East Programme, all planned activities will be coordinated with the EU Delegations in the respective countries in a way that ensures the efficient use of the EU information products and materials designed to raise awareness about civil protection and disaster management issues among the target groups in the Partner Countries and beyond.

1.2 Target Audiences for the Regional Communication Strategy

1.2.1 Wide public

Promoting a more effective dissemination of information about potential hazards, methods to prevent them, safe behaviour rules and survival skills will improve the level of emergency awareness and disaster preparedness among the wide public and reduce the potential adverse consequences of emergency events if/when they occur.

1.2.2 National civil protection authorities

Support will be provided to the key stakeholders of the PPRD East Programme (Ministries of Emergency Situations in Azerbaijan, Armenia and Belarus, and Emergency Service Departments within the Ministries of Internal Affairs in Georgia and Moldova, and the State Emergency Service within the Ministry of Defence of Ukraine) in their activities aiming to improve the exchange of civil protection, disaster management and disaster risk reduction information, lessons learnt and experiences among themselves and with other stakeholders thus raising public awareness about disaster prevention, safe behaviour rules and survival skills, and disseminating information about the EU Civil Protection Mechanism.

1.2.3 National mass media

Support will be provided to improve information policies adopted by the state-owned and independent mass media (especially those that reach larger audience and focus on children and youth) in the area of disaster prevention and public education about safe behaviour rules and survival skills; and to enhance crisis communications in emergency situations.

1.3 Key Objectives of the Regional Communication Strategy

Key objectives of the Regional Communication Strategy include raising awareness on civil protection and disaster management issues among the broader public; assisting the key stakeholders in expanding the scope of their information and education activities promoting the disaster prevention and disaster risk reduction in the Partner Countries of the PPRD East Programme; and supporting the process of bringing the national civil protection systems of the Partner Countries progressively closer to the EU Civil Protection Mechanism.

1.4 Activities toward Achieving Key Objectives

- Actively promote improved awareness of the public and all stakeholders on issues relating to the development of safe behaviour skills and emergency preparedness among the broader public
- Enhance cooperation among all stakeholders in the Partner Countries of the PPRD East Programme on civil protection, disaster management and disaster risk reduction by facilitating the exchange of information and best practices at the regional and national level
- Support and encourage the exchange of up-to-date knowledge and dissemination of the most current information about the PPRD East Programme activities and outcomes among all stakeholders at the regional and national levels
- Improve knowledge of the EU Civil Protection Mechanism among public authorities in the Partner Countries.

1.5 Key Areas of the Regional Communication Strategy

- A. Developing cooperation at the regional and national level through the exchange of information and best practices to reduce risks and prevent disasters among the representatives of all stakeholders within the Partner Countries of the PPRD East Programme; disseminating information about the EU Civil Protection Mechanism among the relevant authorities.
- B. Information campaigns designed to increase the awareness of wide public on the civil protection, disaster management and disaster risk reduction issues and enhance their capacity to prevent, mitigate and respond to emergency situations.
- C. Keeping all stakeholders informed about the progress of the PPRD East Programme and achieved results.

2 Implementation of the Regional Communication Strategy

The implementation of the Regional Communication Strategy for the PPRD East Programme (Work Plan January 2013 – June 2014, D2.3 Implementation of Awareness Raising Activities) will be aligned along three key areas of intervention as described below.

2.1 Key Area A - Developing cooperation at the regional and national level through the exchange of information

2.1.1 Task D2.3.1 Establishing the PPRD East Journalist Network

Support the dialogue and increase cooperation at the regional and national levels between journalists of national media working/interested in CP, DM and DRR and PR specialists from civil protection/disaster management authorities in period March 2013 – May 2013 resulting in an established network of at least 24 journalists.

2.1.2 Task D2.3.2 Utilization of the PPRD East Journalist Network

Journalists will be invited to take part in most PPRD East events. Information on PPRD East activities and CP, DM and DRR topics will be published in national media in period June 2013 – June 2014.

2.1.3 Task D2.3.3 Share experience on engaging non-governmental organizations in providing information to various vulnerable groups pre, during and after disasters

Responding to the direct request received by the Ministry of Emergency Situations of Azerbaijan, a workshop will be organized in Baku, Azerbaijan in November 2013 to discuss, share experience of emergency rescue services and learn more on how to engage with non-governmental organizations in providing information to vulnerable population. 20 persons from Azerbaijan are expected to attend this workshop.

2.1.4 Task D2.3.4 Developing the PPRD East guide for journalists covering emergency situations

The main purposes of the PPRD East guide is to increase knowledge of journalists about modern methods of raising awareness among citizens on prevention from, preparedness for and response to disasters; to give practical advices how mass media should act before and during emergency situations. 200 copies of the bilingual PPRD East guide for journalists will be printed and disseminated; e-version of the guide will be available at the PPRD East Programme website and at the websites of Partner Countries' CP/DM authorities. This activity will be implemented in the period May-October 2013.

2.1.5 Task D2.3.5 Finalization and endorsement of the PPRD East guide for journalists

Regional training workshop will be organized for journalists in Chisinau, Moldova in October 2013 aiming to enhance their practical skills of covering emergency situations and ensure the effective interaction with the rescue services during emergencies. In addition, the PPRD East guide for journalists will be discussed, finalized and endorsed. 3 persons from each Partner Country are expected to attend this workshop (18 in total).

2.1.6 Task D2.3.6 Developing PPRD East Video Fund

Selection of proper videos, including best documentaries, video clips and animation videos on key CP, DM and DRR issues (initially approximately 20), translation and production of subtitles (in English, Russian and 6 national languages) and dissemination via PPRD East web site. This activity will be implemented from April 2013 till April 2014.

2.2 Key Area B - Implementation of information campaigns to increase the awareness of wide public on CP, DM and DRR issues and enhance their capacity for preventing and responding to emergency situations

2.2.1 Task D2.3.7 Realization of information campaigns on public awareness raising

Information campaigns will be realized in Partner Countries during October-November 2013 with a special focus on the prevention and mitigation of risks of man-made and disasters caused by natural hazards among the wide public. Interviews of civil protection professionals will be broadcasted on national TV- and radio channels; information-education materials will be produced and disseminated.

2.2.2 Task D2.3.8 Design, production and broadcasting of video/audio information messages

Series of video/audio information messages will be developed in close cooperation with press-services of CP/DM authorities in Partner Countries in 6 national languages and non-commercially broadcasted in national electronic media in the period March-November 2013.

2.2.3 Task D2.3.9 Design, production and dissemination of information and communication products (brochures, leaflets, posters)

Partner Countries expressed their readiness to participate in development and dissemination of PPRD East's information and communication products among the target audiences on the national languages. Information and communication products will be distributed to the public through the press services of CP/DM authorities in Partner Countries at the national and local levels in period March-November 2013.

2.2.4 Task D2.3.10 Develop an interactive quiz game

A quiz game for 8-14 years old children is an interactive map with pictures on a screen showing the different types of hazards. The user is prompted for 5 minutes to determine all hazards. When you point to a specific type of a risk - there is a list of possible options for prevention, preparedness and response. After successful completion all tasks, you have the opportunity to share your result with friends in social network - the quiz game will be posted in popular social media "V kontakte" and Facebook - and to invite them to take the test. The quiz game will be developed in period March 2013 – June 2013 and when developed, an advertising message will be posted on social networks.

2.3 Key Area C - Keeping all stakeholders informed about the progress of the PPRD East Programme and achieved results

2.3.1 Task D2.3.11 Improving the PPRD East web portal www.euroeastcp.eu

Enhancing the layout and visual presentation of materials on the site, as well as adding new widgets such as a Facebook group, weather forecasts in the Partner Countries, etc. This activity will be implemented in the period February-May 2013.

2.3.2 Task D2.3.12 Announcing PPRD East related news, information and press releases

News, information and press releases covering various events, expert materials and documents will be posted on the web portal of the PPRD East Programme (www.euroeastcp.eu) in order to disseminate information about the Programme outputs and results in the period January 2013 – June 2014.

2.3.3 Task D2.3.13 Development and information support of the PPRD East Programme page in the social media

Establishing the PPRD East Facebook group, designing of the image on Timeline and logo of the PPRD East Facebook group will be undertaken in March 2013. Maintenance of the PPRD East Facebook group will be done in the period April 2013-April 2014.

2.3.4 Task D2.3.14 PPRD East Newsletter development, publishing and dissemination

PPRD East Newsletters in the English and Russian languages highlighting the progress and results of the PPRD East Programme, will be developed, published and disseminated on a quarterly bases till June 2014.

2.3.5 Task D2.3.15 Holding a final press conference to present the results of the PPRD East Programme

Back to back to the Third PPRD East SC meeting and the PPRD East Closing Conference, final press conference will be held in May 2014, venue TBD.

3 Communication Tools

This section describes communication tools that will be used to implement the Regional Communication Strategy. These tools are adjusted to take account of the specifics of information, needs of target groups and lines of communication.

3.1 Workshops, Seminars, Study Tour, Participation in Conferences, Trainings and Exercises

The involvement of the representatives of target audiences in the joint activities will contribute to the enhancement of mutual cooperation and information exchange at the national and regional level, and will provide a forum for discussing the most pressing issues in the area of civil protection, disaster management and disaster risk reduction and ways to address them.

3.2 Internet

Whilst access to Internet has yet to become a universal means of communication in the Partner Countries of the PPRD East Programme, the Internet itself is an excellent tool for disseminating information among the target groups and ensuring that the public is able to participate in the Programme and monitor its progress.

The information portal of the PPRD East Programme (www.euroeastcp.eu) maintains the following functions:

- It is used to publish information about the progress of the PPRD East Programme, news and press releases, documents and materials relating to the civil protection, disaster management and disaster risk reduction
- It provides a platform for exchanging the most current information among the target groups within the Partner Countries and EU, networking and gathering required information.

3.3 PPRD East Programme Newsletters

The PPRD East Programme newsletters covering the Programme activities in the English and Russian languages are produced and disseminated on a regular basis (every three-four months) in order to keep the target groups informed about the progress of the PPRD East Programme and exchange news and information.

3.4 Dissemination of Information Materials in Print and Video Format, Including USB drivers and CDs

Information products and materials published under the PPRD East Programme will be disseminated among electronic and print national media, including on USB flash drives/ CDs.

4 Expected Results

Information materials published under the PPRD East Programme are actively disseminated. The level of emergency awareness and disaster preparedness improved among the broader public. People are better informed on how to apply safe behaviour rules and survival skills.

The beneficiaries and target groups have better knowledge of modern methods and best practices in the area of the public awareness raising on CP, DM and DRR issues.

The Partner Countries of the PPRD East Programme have learned more about the guiding and operating principles of the EU Civil Protection Mechanism.

The PPRD East Journalist Network was established. The Network brings together journalists and public relations specialists working in the area of civil protection and disaster management, and all those interested in CP, DM and DRR in the PPRD East Programme Partner Countries. The PPRD East Journalist Network will operate through and after completion of the PPRD East Programme, covering topics and issues on CP, DM and DRR in the PPRD East Partner Countries.

Embedment of safe behavior skills requires long-term continuous efforts. To continue the implementation and effective impact of information campaigns to raise public awareness (after the completion of the PPRD East Programme), plans for future activities will be developed in cooperation with beneficiaries, all stakeholders and other international programs.

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