

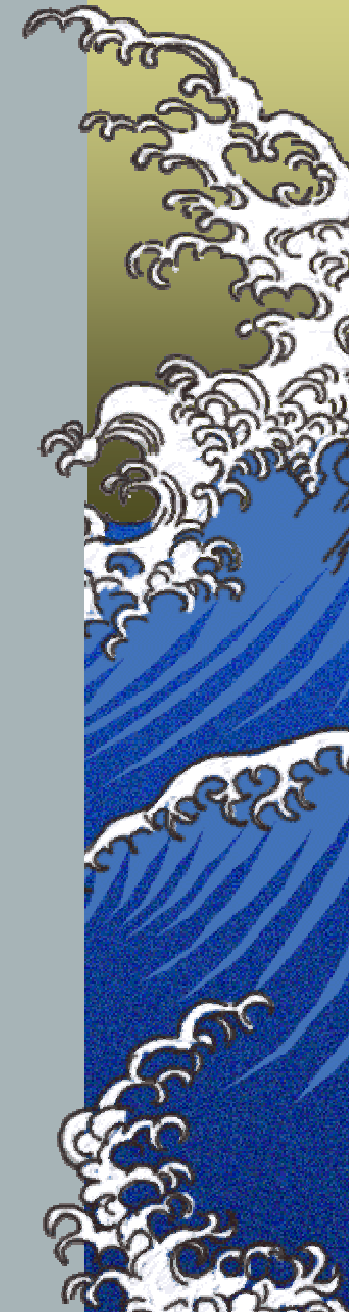


Second Meeting of the Task Force on Extreme Weather Events

Guidance on Water Supply and
Sanitation in Extreme Weather Events:
Contributions to the CHAPTER 4



Benedetta Dell'Anno
Ministry for the Environment, Land and Sea
Department for Environmental Research and Development
Division V - Environmental Research and EU Policy
Coordination



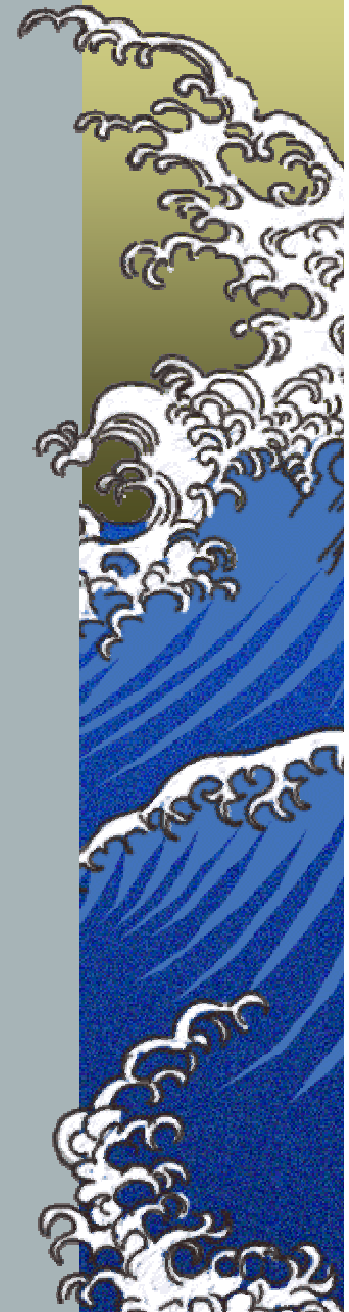
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CHAPTER 4: INFORMATION AND COMMUNICATION NEEDS IN EXTREME WEATHER EVENTS

- ▲ Importance of a Communication Strategy
- ▲ Communication Activities
- ▲ Partnership in Communication
- ▲ Monitoring and evaluation of the outcomes

Main message: the integrated communication strategy should be included into the risk disaster management and adaptation plans to the extreme weather events

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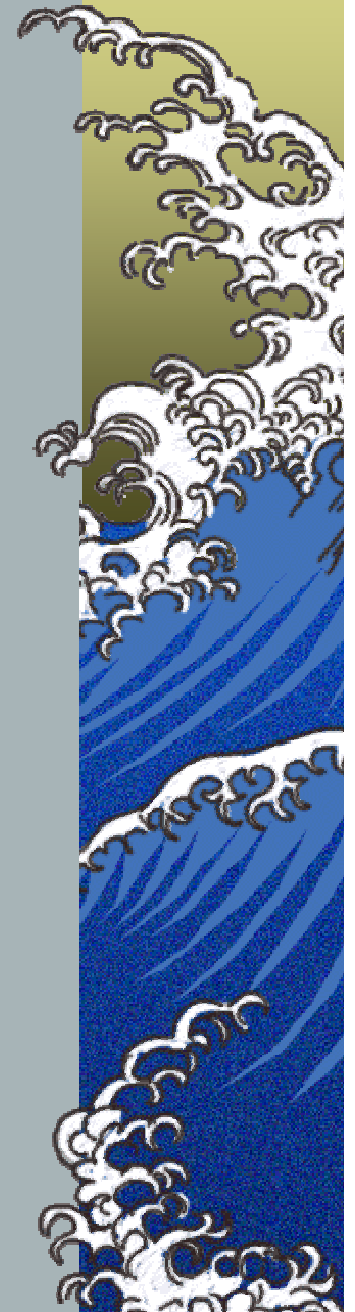


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WHY

- ▶ People not aware of risks can slow down the emergency operations
- ▶ Appropriate information distribution and sound decision making are critical to saving lives, reducing injuries and protecting property
- ▶ A communication strategy can improve the effectiveness of the interventions

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WHEN

✦ *Before*

Capacity building and Trainings for risk communication team (different authorities involved)

Awareness raising campaigns for different group at risk (elderly, children..)

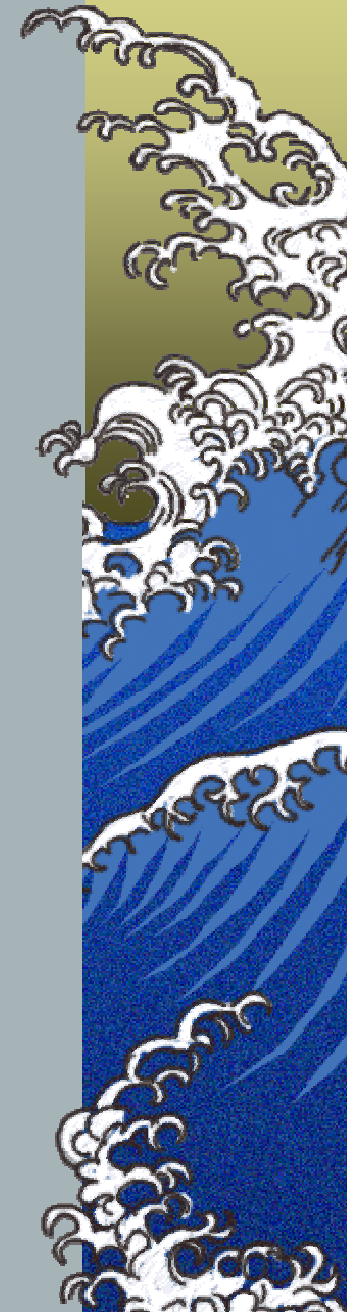
✦ *During*

Early, accurate and comprehensive announcement

✦ *After*

Lessons learned to be considered in the future planning

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WHAT in the message

- ▶ Risks for individuals and protections measures
- ▶ Advises based on the early warning “warnings”

Questions:

How to use the “expert” information identified in the guidance to inform population?

How to present in the guidance the main messages to be used in critical conditions (examples?)?

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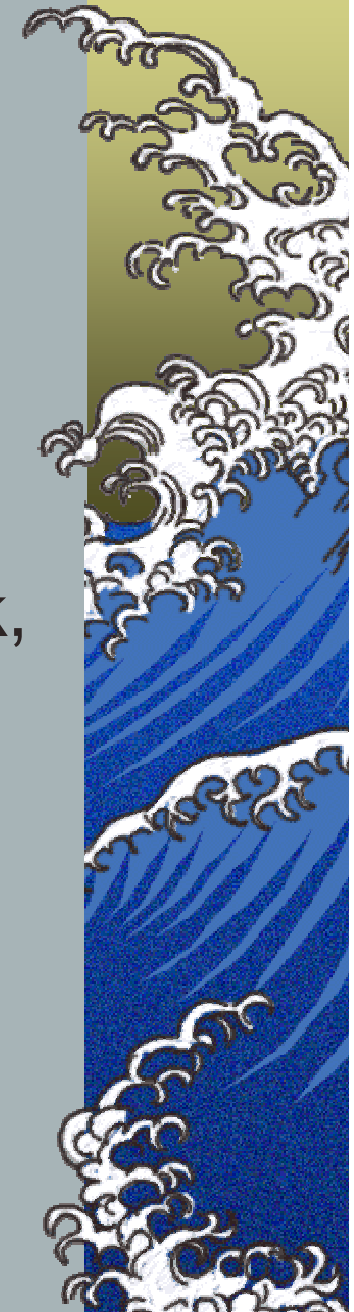


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HOW to build/deliver the message

- ▶ Collection and evaluation of information
- ▶ Consultation process (public authorities, water managers, media and stakeholders)
- ▶ Elaboration of the messages (accurate, frank, timely and comprehensive)
- ▶ Dissemination by means of mass media, websites, short message systems

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*Contribution from the TF are very welcome!
(best practices, case studies..)*

dellanno.benedetta@minambiente.it
(sabrina.rieti@isprambiente.it)

Thanks for your kind attention

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