

# DRR Communication Strategies: Concepts and Approaches

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Based on Communication Strategies,  
<http://www.epa.gov/superfund/community/pdfs/toolkit/comstrats.pdf>.

## Objectives

- Explain concepts and approaches to develop a DRR Communications Plan

## Outcomes

At the end of the session you will be aware of:

- What is a communications plan
- What needs to be included in a DRR Communications Plan

# What is communication?

- *The transmission of facts, ideas, impressions*
- For a specific result or outcome

Italics from Эффективное общение/  
Коммуникация

What is the difference between blablabla and communication?

Any examples of communicating effectively, or not?

# What is a communication strategy?

A structured approach for

- *Communicating information on a specific issue*
- *To the public, stakeholders, colleagues*
- To get an intended result

Italic text from <http://www.epa.gov/superfund/community/pdfs/toolkit/comstrats.pdf>

# Communication Strategies

## Should

- ✓ *Outline the objective of the communication*
- ✓ *Identify stakeholders*
- ✓ *Define key messages*
- ✓ *Pinpoint ... communication methods*
- ✓ *Specify how to obtain feedback on the strategy (did it work?)*

Italic text from <http://www.epa.gov/superfund/community/pdfs/toolkit/comstrats.pdf>

# What do you need to know for a communications strategy?

“W3H”

- Why (objective)
- Who (stakeholders/targets)
- What (key messages)
- How (methods)

What is missing?

# Why/Objective

Give me a topic which you think needs a communication strategy. Any topic.

What is the “Why”

# Who/Stakeholder/Target

- Who is the target of the strategy?



# What (message)

- What is the message we want to communicate?

# How/Method

- How are you going to communicate the message?

I want 6 different ways

Think about cost

# What is missing?

- Did anyone hear you?
- Did anyone listen?

How will you know?

Need a monitoring process

Any ideas?

(Heard of KAP?)

# Challenges and Questions

- What are the challenges you can see?
- What are your question?

# Developing a DRR Communications Plan

After lunch you will develop a DRR Communications Plan

The plan should contain:

- Why (objective)
- Who (stakeholders/targets)
- What (key messages)
- How (methods)
- The missing piece

The plan needs to be sold to Paul, but you have only 5 minutes ...

Be creative

You can ask Svetlana or me for advice

# DRR Communication Plans

- You have 5 minutes to convince Paul
- You will get 5 minutes of feedback from your peers
- The plan should be finished and implemented by your Center.

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