

# Risk Communication in a Climate Change Context:

## Merging Risk Reduction with Climate Change Adaptation



Some observations and lessons learned

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# The biggest challenge

2 fundamental concepts:

**Climate change**

and

**Risk Reduction**

There are issues with both and we're trying to put them together

# The Climate Change Issue

Some people are Climate Change deniers or don't 'believe' in it.

Climate change denial is a conflict between facts and values. People deny the climate crisis because, to them, it just feels wrong, as opposed to understanding data and research.

Personality is a factor: people are more likely to deny climate change if they're inclined toward hierarchy and against changes to the status quo.

Demographic factors also have an effect.

Internationally, people who are less educated, older and more religious tend to discount climate change, with sex and income having a smaller effect



# The Risk Reduction Issue

Some people feel that because they pay taxes, the authorities should do something about disasters- mostly through reaction or less so, by prevention. (They want to see helicopters!)

Many people feel that disasters are inevitable (Act of God)

“It won’t happen to me”

One in a hundred year event

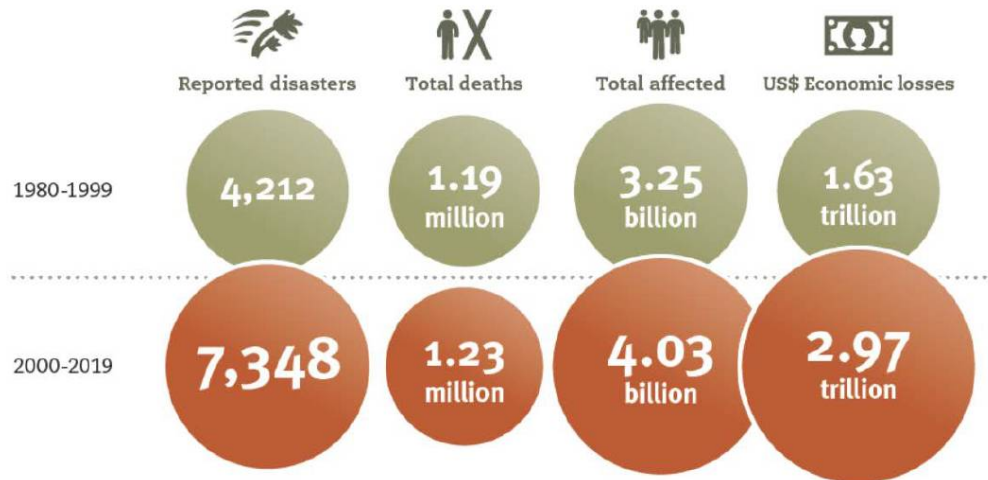


# But they are connected

Hazards and climate change do not affect everyone equally – and never have.

Climate and disaster risks do not exist in a vacuum –they exacerbate existing vulnerabilities and other risks and can be exacerbated by other things.

Disaster Impacts:  
1980-1999 vs. 2000-2019



(lack of policies, poor land management, ageing infrastructure etc)



# “The Community”

- It is important to understand one’s audience. Rural communities will not have the same concerns as urban inhabitants. Politicians are just different!
- Levels of education and demographics need to be known
- Gauge the level of knowledge or receptiveness about Climate Change and DRR



# So what could the overarching message be?



PREVENTION  
IS BETTER THAN  
CURE!

- Not everyone knows they can reduce their risk, so they do nothing.
- You don't know what you don't know
- Communication and education is key
- Provide people with solutions and tools to reduce risk





# DISASTER PREPAREDNESS





## Gather Documents and Cash

Store important documents   
 Keep a stash of cash 

## Make an Emergency Plan

Identify a safe place in each room  
 Practice drills of evacuation   
 Learn how to do first aid 

## Evaluate your Home

**STRUCTURAL SAFETY**  
 Make sure your home is bolted to the foundation   
**PLUMBING**  
 Educate family to shut off waterlines   
**ELECTRICAL**  
 Learn how to shut off the electricity   
**GAS**  
 Educate everyone to shut off the gas 

## SUPPLIES AND TOOLS YOU NEED

- |  |  |   |
|--|--|---|
| <b>FOOD AND WATER</b>  | <b>SHELTER / CLOTHING</b>  | <b>FIRST AID, HYGIENE</b>   |
| One gallon of water per person per day  | Sleeping bags and blankets  | Firstaid handbook  |
| Nonperishable food or canned goods     | Sturdy Shoes                | Bandages           |
|  | Stove and fuel              | Medicine           |
|  | Jacket                      | Towelettes         |
| Flashlight                              | Whistle                      | Batteries          |
| Portable radio                          | Rope                        | Crowbar            |
|  | Candles                     |   |
|  | Swiss knife                 |   |

# #WildfireReady

## PREPARE YOUR HOME AND PROPERTY FOR A WILDFIRE

#WildfireReady

- Ensure that flammable items are well away from the house e.g. firewood piles, boxes etc.
- Maintain a minimum two metre gap between your house and tree branches.
- Prune lower branches to stop a fire on the ground spreading to the canopy of the trees.
- Keep your gutters free of leaves and other combustible material.

