

NATIONAL TRAINING PROGRAMME ON MEDIA AND COMMUNICATIONS FOR DISASTER RISK REDUCTION

Organized by

**National Institute of Disaster Management (Ministry of Home Affairs),
OCTOBER 23-26, 2018**

Increasing impact of disasters in terms of human casualties, economic and ecological damage is a reality all over the world. Current trends show that while disaster mortality has decreased over the decades, the number of people affected has increased globally. Climate change is expected to increase the frequency of extreme weather events. Factors like poverty, urbanization and lack of information and awareness among communities only serve to aggravate the existing risk.

Disaster information and communication plays a critical role in disaster preparedness and mitigation. Media plays critical roles in both crisis communication and risk communication. In crisis situations, media plays a role in issuing, distributing and receiving of messages to the public and ensuring effective communication. In pre-disaster situations, media fulfills informative and persuasive functions as a part of risk communication measures. Informative functions facilitate rational understanding of risk while persuasive functions encourage communities and governments to take actions that avoid a possible threat in future.

Media connects all stakeholders by sharing information about the various preventive, mitigative and preparatory measures necessary for efficient management of disasters. Media highlights the sufferings of people and exposes various loopholes in the systems which prompt necessary corrective measures. During emergencies, media plays a crucial role by disseminating information to the public and facilitating response. However, media also sensationalizes issues which distract the attention of the authorities from the core challenges. The effort should be to create an enabling environment in which media can play a critically constructive role for efficient management of disasters in the country.

NIDM is organizing a national training programme on Media and Communications for Disaster Risk Reduction during October 23-26, 2018 at New Delhi. The course is aimed towards sensitizing senior officials responsible for disaster reporting (Public Information Officers/ Public Relations Officers) and liaising with media. Officials from Doordarshan, All India Radio and other media houses will also be invited to participate in this programme.

ABOUT THE COURSE

NIDM proposes to organize a national level training programme on Media and Communications for Disaster Risk Reduction at Delhi from October 23-26, 2018.

Course Objectives

At the end of the course, participants will be able to:

- Assess critical issues pertaining to disasters, vulnerability and risk that need to be addressed for safe development.
- Communicate safety information to the public and media
- Facilitate broad consensus points on disaster reporting
- Devise a framework for risk information strategy to public

Target participants

The course is aimed towards senior and middle level officials responsible for dealing with media and information dissemination on disasters viz. State information Officers, Public Information Officers /Public Relations Officers from Ministries/Departments and journalists/officials from Doordarshan, All India Radio and other media houses.

Course Themes

Time	Day 1	Day 2 Theme: Crisis Communication	Day 3 Theme: Risk Communication	Day 4 Theme: Strategy for DRR
10.00 – 11.15	Inauguration Welcome, course intro & Expectations	Use of Media in Early Warning Communication: Case Study Flood	Paradigms of Risk Communication: Purpose and Scope	Role of Social Media in Disaster Communication
11.15 – 11.30	TEA			
11.30 – 13.00	Understanding Disasters: Concepts & Practices	Disaster Reporting: Maintaining Accuracy & Balance in Reporting	Communicating Risks across Mediums	Media Ethics: Maintaining dignity of affected: Panel Discussion
13.00 – 14.00	LUNCH			
14.00 – 15.15	Role of Media in Disaster Management	Strategic Action plan for Crisis Communication (group work)	Risk Communication Planning	Communication Framework for Risks and Disasters
15.15- 15.30	TEA			
15.30 – 17.00	Media Management System within the DM Framework in India	Stakeholder Coordination and Communication Strategy	Group Work	Valediction and closing

Course Logistics

This training course would be conducted at the YMCA, New Delhi. Boarding and Lodging would be provided by NIDM on a first-come-first-served basis. Training expenses would also be borne by NIDM. Only travel and DA is to be borne by the nominating agencies.

Venue

YMCA, Jai Singh Road
New Delhi – 110001.

Attendance & Certificate

Marking attendance pre-lunch and post-lunch is compulsory for certification. A certificate would be issued on successful completion of the course.

Contact

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ABOUT NIDM

The National Institute of Disaster Management (NIDM), Ministry of Home Affairs (Government of India) is a centre of excellence and learning in the field of disaster management. It is a premier institution for human resource development, training, capacity building, applied research, implementation and dissemination of information and knowledge for holistic disaster management. The institute works towards the effective application of disaster risk mitigation and management in India as well as in the region by providing technical assistance for capacity

building and developing disaster management systems and institutional framework in the sector.
Some of the key areas in which the institute is involved are:

- ✓ **Training:** Training programmes, training workshops, and training of trainers for officials at the national, state and district levels to prepare them to tackle natural disasters.
- ✓ **Research:** Issues, concerns and lacunae in management of disasters, Lessons learnt from past disasters and best practices in Disaster Management.
- ✓ **Documentation:** Disaster events, Impact of disasters, Situational analysis of relief and response measures, creation of database through primary surveys and secondary sources, preparation of brochures, pamphlets, posters, films etc