Concept Note

Learning Lab: Effective risk communication: understanding audiences to drive behaviour change

Type of Event	☐ Plenary ☐ Thematic Session ☐ Working Session ☒ Learning Lab ☐ Other
Title of the Event	LL5: Effective risk communication: understanding audiences to drive behaviour change.
Relevant Conference Plenary	☐ Plenary 1: ☐ Plenary 2: ☒ Plenary 3 ☐ Cross-Cutting Issue
Background and Rationale	As the continent is ramping up efforts to expand coverage of early warning systems, effective risk communication is critical to ensure that populations are well-informed and prepared. Yet, recent disasters have shown that risk knowledge does not always translate into meaningful preventative actions and risk reduction measures in affected communities. DRR practitioners have an important role to play in communicating risk knowledge to communities, the media and decision makers at local and national levels. Building trust is essential to help foster an understanding of risk across society. This requires an in-depth understanding of local contexts and target audiences. Risk perceptions are not homogenous across society. They are influenced by social, cultural, political and economic systems as well as cognitive bias. To effectively communicate about risk, DRR practitioners need to shift from "a general public approach" to a targeted one. In this session, participants will learn how define and understand target audiences, and how to tailor risk communication activities to address their specific needs
Session Objectives	The session aims to: • Highlight the importance of targeted risk communication by discussing shift from a general public approach to a targeted one; • Provide practical tools and methodologies for DRR practitioners to identify and understand the specific needs of different target audiences, enabling more effective communication and engagement; • Showcase effective risk communication strategies by presenting case studies and examples of successful targeted communication strategies that have led to meaningful preventative actions and risk reduction in affected communities; and • Encourage a shift from top-down communication to fostering a whole of society dialogue about risk, building trust and ensuring that all segments of society are engaged in understanding and responding to disaster risks.
Expected Outcomes	Participants will be able to: • Increase awareness of risk communication and the role DRR practitioners can play in driving behavior change through effective communication; • Increase awareness of available tools and resources to develop targeted risk communication strategies;

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	• Increase cross-sectoral collaboration in the development of risk communication strategies and products; and • Foster a shift in risk communication practices, from top-down messaging focused on disaster events to a whole of society dialogue about risk.
Structure	1. Introduction to risk communication and brief on identifying target audience. 2. Practical exercise with "persona" to apply audience targeting tools.
Moderator of the Session	Ms. Fanny Langella, UNDRR
List of Panellists	No Panellists
Reference Documents	UNDRR Risk Communication
Public narrative [For the website]	As Africa expands its early warning systems, effective risk communication is crucial to ensure communities are informed and prepared. This session explores the importance of moving from generic to targeted communication strategies in disaster risk reduction (DRR). Participants will learn practical tools to identify and address the specific needs of diverse audiences, fostering a whole-of-society dialogue about risk and empowering communities to take meaningful preventive actions.

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