



PRESS RELEASE

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Effective communication on disaster situations can save lives

How to effectively involve journalists in national efforts to raise awareness about disasters, how to streamline collaboration between journalists and national civil protection authorities before, during and after disasters? This is to answer these important questions that the EU-funded regional civil protection Flagship Initiative PPRD East 2 holds a workshop on Cooperation with Journalists in Kyiv on 1st and 2nd November with representatives from Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

Raising awareness about disasters and proper communication about disaster risks to the public are crucial elements of disaster risk reduction (DRR) and disaster risk management (DRM). The PPRD East 2 Programme supports Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine in raising their capacity to inform populations in timely, adequate and trustworthy manners.

The **Regional Workshop on Cooperation with Journalists and Communication Experts** held on 1 - 2 November 2016 in Kyiv, Ukraine provides journalists and communication experts from Partner Countries' national civil protection authorities an opportunity to analyse roles, mandates and responsibilities of media in DRR and DRM at the national level, and in the context of the [Sendai Framework for DRR 2015 – 2030](#); to share and discuss lessons learnt in the communication field during past disasters; and to identify ways to improve procedures for mutual cooperation between journalists and national CP communication services in the future. As Ms Veronique Ruggirello, Information and Media Expert of the PPRD East 2 Programme summed-up: *“Information is power, but reliable and accurate information can save lives when disasters strike. Handling communication should therefore be seen as an important component of emergency management”*.

Background information

The EU-funded Programme on Prevention, Preparedness and Response to Natural and Man-made Disasters (PPRD East 2) is to contribute to the peace, stability, security and prosperity of the Eastern Partner Countries. It is also aimed to protect the environment, population, cultural heritage, resources and infrastructures of the region by strengthening the countries' resilience, preparedness and response to man-made disasters and disasters caused by natural hazards.

The PPRD East 2 Programme facilitates the strengthening of disaster risk management capacities at the national level in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine, to strengthen regional cooperation among the Partner Countries, and brings Partner Countries progressively closer to the EU Civil Protection Mechanism. The Programme will last for 4 years with a budget of €5.5 million.

For more info: www.pprdeast2.eu

Raising Awareness about Disasters: <http://pprdeast2.eu/en/povyshenie-osvedomlennosti/>

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