



CabinetOffice

Improving national risk and crisis communications

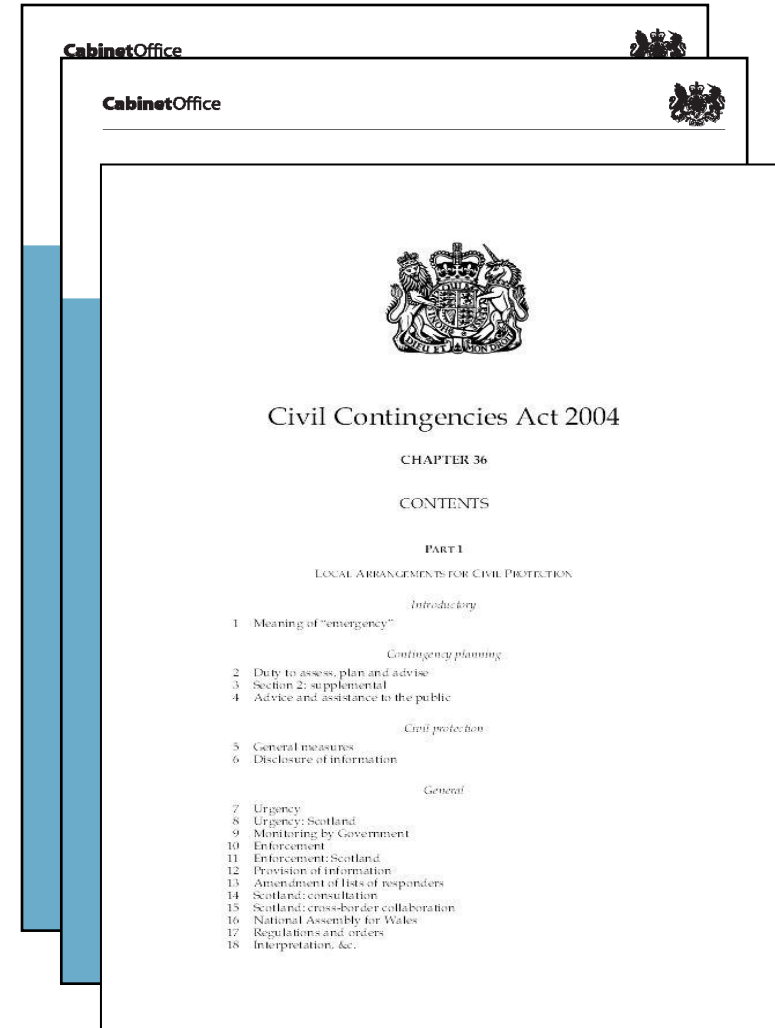
Anita Friend: Assistant Director Risk Assessment,
Cabinet Office

**Making
government
work better**

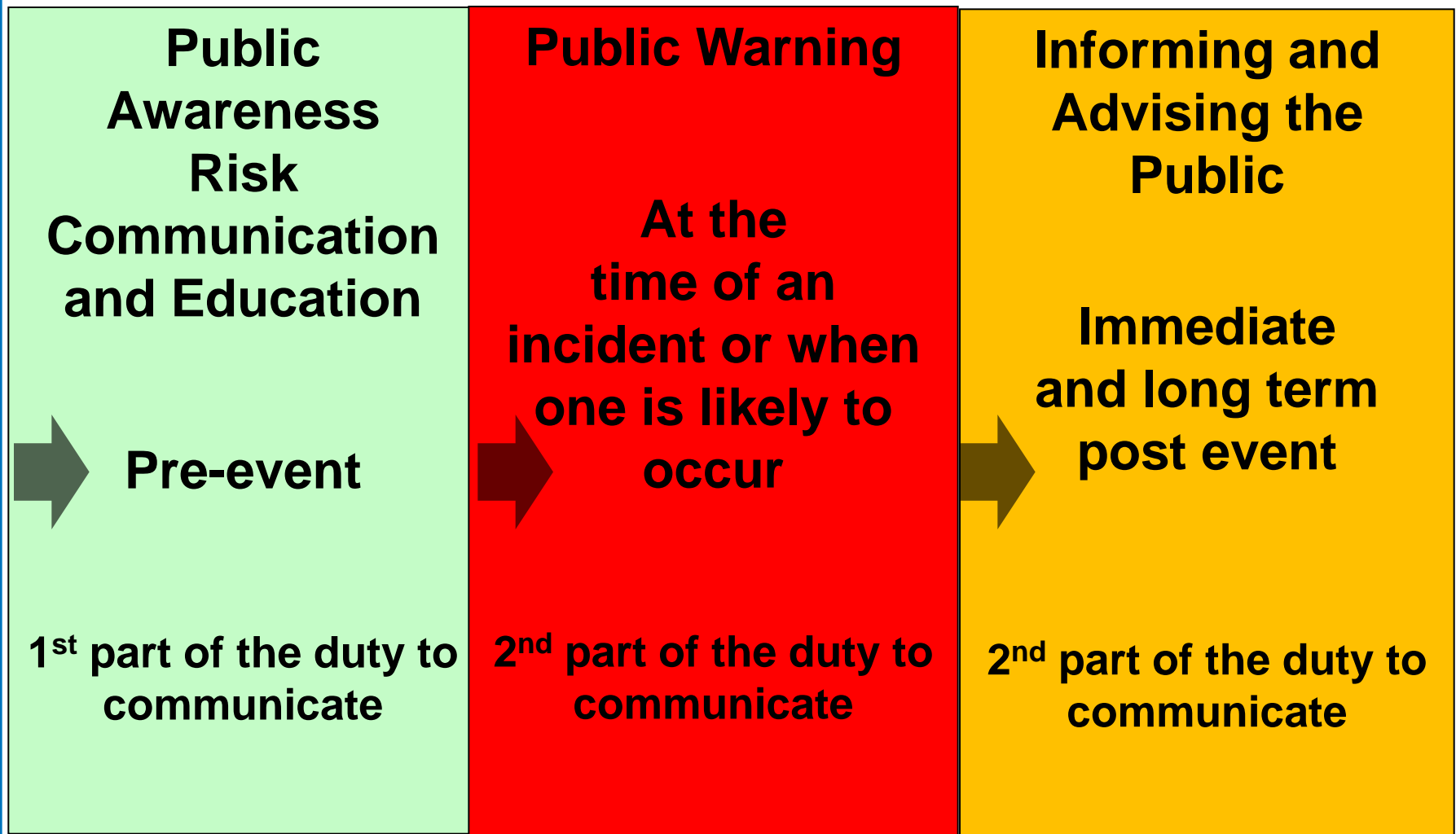


The duty to communicate with the public:

- Duty on emergency responders to make the public aware of the risks of emergencies and how emergency responders are prepared to deal with them
- To maintain arrangements to warn the public that an emergency has occurred, or is about to occur.



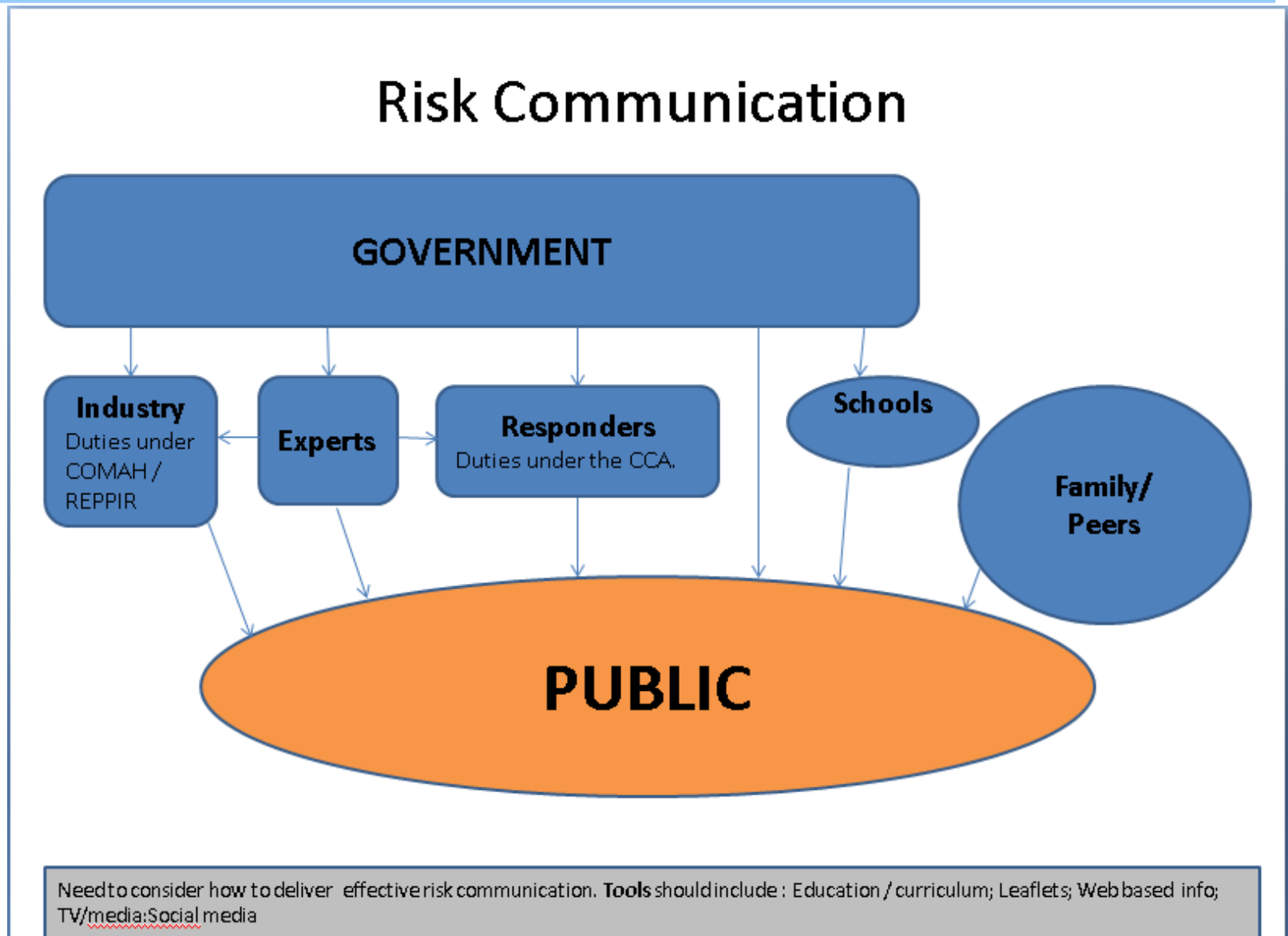
Communicating with the public



Strategy for raising risk awareness

Audience	Aim	Delivery
Government	Inform UK resilience planning & strategy	National Risk Assessment and Planning Assumptions
Emergency planners	Inform local resilience planning Promote importance of risk assessment	Guidance on risks and planning assumptions and how to locally interpret Implementation of Civil Contingencies Act
Infrastructure	Inform promotion of sector resilience	Via government departments
Academics and international partners	Share good practice / knowledge	Via engagement forums / the Chief Scientific Advisors network in the UK
Public	a) Awareness / education b) Promoting resilience c) Warning and informing	Some direct / some via intermediaries

Sources of information



Government Communications

Public information on the risks faced and their consequences

Sign-posting to where more detail can be found

Encouraging others to embed this information in their communication strategies

Promotion of the importance of risk management and its benefits

Accessibility, credibility, perception, relevance / interest

National Risk Register of Civil Emergencies 2012 edition

Figure 2: Risks of natural hazards and major accidents





Role of Social Media

Allows instant transmission

Can reach a broad range of people – but limits!

Informs decisions & actions

Helps connect people and allows communication with trusted sources

Can support rumour management if used as 2-way tool

Provides an avenue to express support





Role of behavioural science

- **We rely on technology but it only works some of the time!**
- **Also sometimes technology works exactly as planned but people do not behave as expected.**
- **Technology and traditions need to work together.**





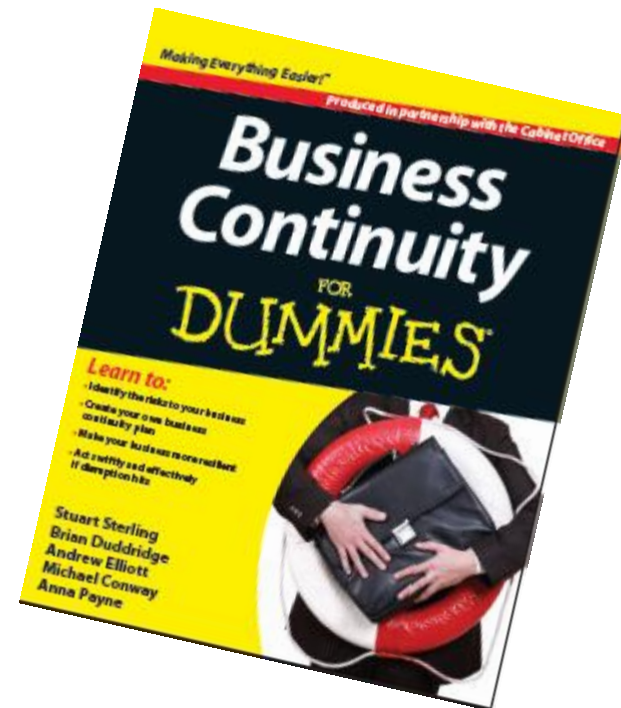
Case study 1: Reaching small businesses

Plain Language Guidance

Encouraging “trusted information sources” to disseminate messages

Taking advice to them

Demonstrating the benefits to the audience



Case study 1: Good practice and lessons from Swine Flu



- “Sneezing man” and “catch it, bin it, kill it slogan” produced a clear “brand.”
- Value of the multi-media approach (leaflets, web, TV, online, posters, social media).
- Value you of a “single authoritative voice” & the use of “trusted experts” in briefings
- Value of monitoring public opinions
- Illustrated the challenge of communicating complex information and uncertainty



The 2009 Influenza Pandemic

An independent review of the UK response to the 2009 influenza pandemic

Dame Deirdre Hine, DBE FFPH FRCP

July 2010



Case study 2: Lessons from Fukushima

Value of coordinating scientific Views to establish a Commonly Recognised Scientific Picture

Value of mechanisms to quickly Activate the Scientific Advisory Group for Emergencies

Value of timely communications and media briefings

Importance of understanding risk perception and the social dimension as well as technical solutions

