

VOICE OF MEDIA

In Disaster Risk Reduction and Resilience

During a disaster, the media play a crucial role as an information broker and a conduit of information in the affected region during the response and recovery phase. The media is expected to give accurate, professional, comprehensive and timely data when there are injuries and fatalities involved. In the case of the recent floods and landslides most media channels played a prominent role in providing necessary relief assistance and aid to affected persons. Social media is now considered as an integral part of pre and post disaster management due to the ability to transmit timely and relevant information to a large number of people instantly. It also allows disaster management services track the spread of disaster through geographic locations and its self-governing behaviour in curbing misinformation effectively makes it one of the most reliable channels of communications, when other channels get overwhelmed and unavailable.



13 OCTOBER

INTERNATIONAL DAY FOR DISASTER RISK REDUCTION

ONLY TOGETHER... CAN WE SAVE THE PLANET

#OnlyTogether #DRRday

13th October 2021



News alerts, frequent updates and awareness through media showcases a collaborative effort



Social media and apps playing a leading role

Media to the forefront in supporting the relief efforts

