

Crisis communication: How to reach stakeholders?

Crisis Management Conference

1-3 October 2024

Liepāja





Project: 101100836 – PA Secure Kids – CERV-2022-CHILD

Crisis communication with children and youth

Crisis Management Conference – How to reach stakeholders,
1-3 October, Liepaja

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CBSS and children participation



Project: 101100836 – PA Secure Kids – CERV-2022-CHILD

- **a unit working on Children at Risk**
- **established a platform for youth in the Baltic Sea region**
- **Secure Kids projects on Child participation in crises and crisis communication with children.**



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Let's bring the kids!
So how do we do it?



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Secure Kids project

The project includes a focus on children's involvement in decision-making processes, children's role in developing sustainable mechanisms and how they can play an active role in disaster risk reduction activities and thus contribute to resilient societies.



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SECURE KIDS

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- ABOUT**
- WHY INCLUDE CHILDREN?**
- GUIDE FOR INCLUDING CHILDREN** ▾
- CHILDREN'S EXPERIENCES OF DRR**
- CRISIS COMMUNICATION WITH CHILDREN**

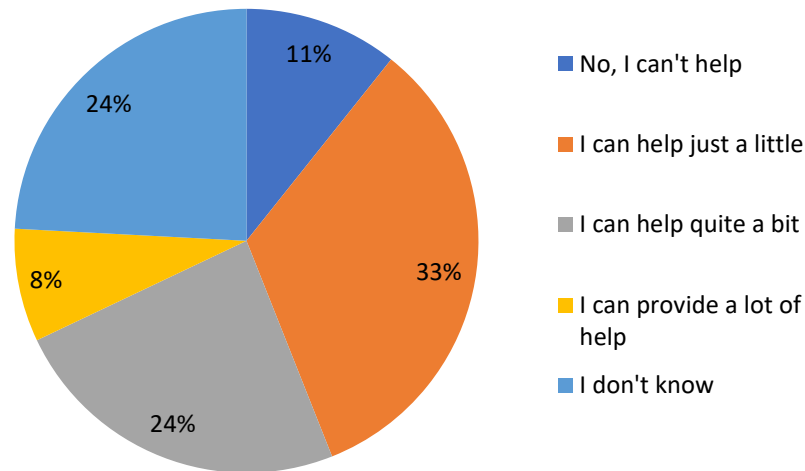
🏠 HOME



Are children interested to be involved in DRR?

- Children demonstrated an ample understanding of the concepts of risks and disaster, across all age groups involved. Their knowledge and ability to conceptualize risks, disaster and safety become more profound and more nuanced as they grow up.
- Children showed great empathy and resolutely demonstrated a willingness to help in the event of a disaster or an accident: parents, neighbours, pets, and even people they did not know.
- Raising awareness among the population about existing safety risks is one of the areas in which adults rely more clearly and explicitly on children and youth's active contributions.

Graph 12 – Participants' answers to the question: "Do you think you could help others to prevent disasters from happening?"



Strategic guidance for crisis communication with children

- Provides a practical guide for communicating with children, including strategies to reach and involve children across CBSS member states. It specifically highlights the importance of including children's voices in crisis prevention and preparedness.



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Strategic guidance for crisis communication with children

- Planning communication campaign
- Reaching the target group
- Identifying partners
- Messages: You can save the lives of yourself and your family by being prepared!
- **Seven essentials for communicating with children**



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Essentials for communicating with children

1. Engaging children through hands-on activities rather than theoretical explanation:

Take a walk

Pack an emergency backpack

2. Games make learning enjoyable, and involving parents, especially in vulnerable communities, is crucial to reach the entire family.



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Strategic guidance for crisis communication with children



Animal rescue situation:

You live in a rural village close to a large river. Like every year, the river has burst its banks. The village is already organising the evacuation of people who are at risk and this is a priority. However, the floods caused the fence of the village animal shelter to collapse, so many dogs escaped.

Task: organise a help movement, draw up an action plan to catch the dogs.

Strategic guidance for crisis communication with children

- To communicate effectively, it is crucial to involve children directly in the development of communication tools and tailor plans to local conditions, focusing on relevant hazards.
- Segmenting the target group into smaller categories, such as age groups or non-school-attending children, helps address their unique needs.
- Prioritizing vulnerable groups, like children from migrant or marginalized families, ensures they receive the necessary attention and tailored communication efforts.
- Written materials should use simple language: Like for adults – but better!



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Thank you!
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