

Risk and Crisis Communication in Colombia: a Case Study from Medellin

Michael Klafft, Pia Schreiber
Orlando, March 2018

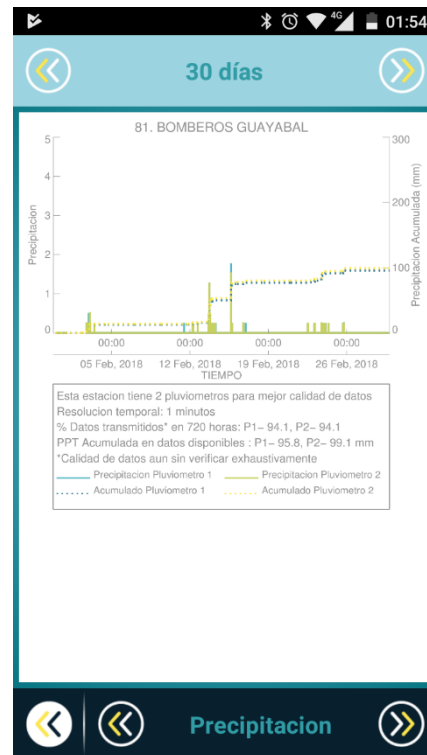
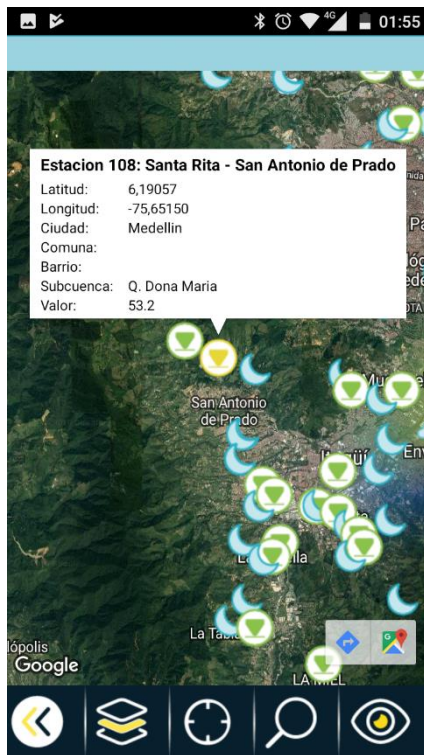
- Heavy rain
 - Inundations
 - Mass movements
 - Underwashings
- Earthquakes
- Pollution



Neighbourhood on the steep slopes of the valley. Photo: Scott Biales / dreamtimes.com

- Analyze risk and crisis communication strategies and methods in Medellin
- Semi-structured interviews with
 - Regional risk-communication experts (Regional Alerting System SIATA, Red Cross)
 - Educators for children (Children's University, School teacher)
 - Pupils
 - Review of teaching materials

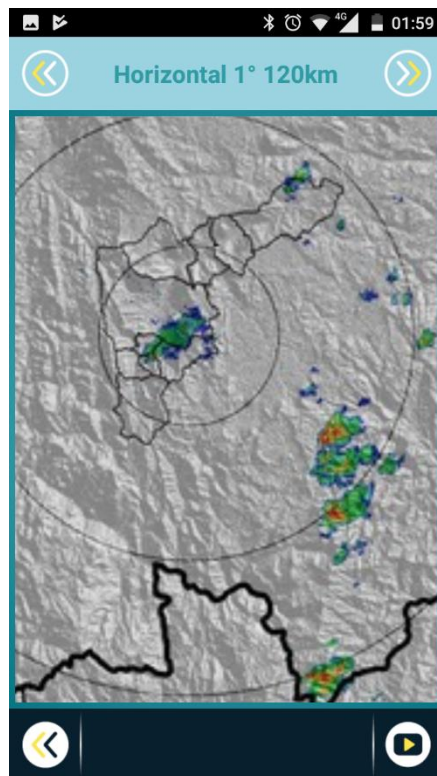
- Regional Early Warning System SIATA: detailed information for disaster management experts and the general public



Provision of sensor data

Screenshots: SIATA app.

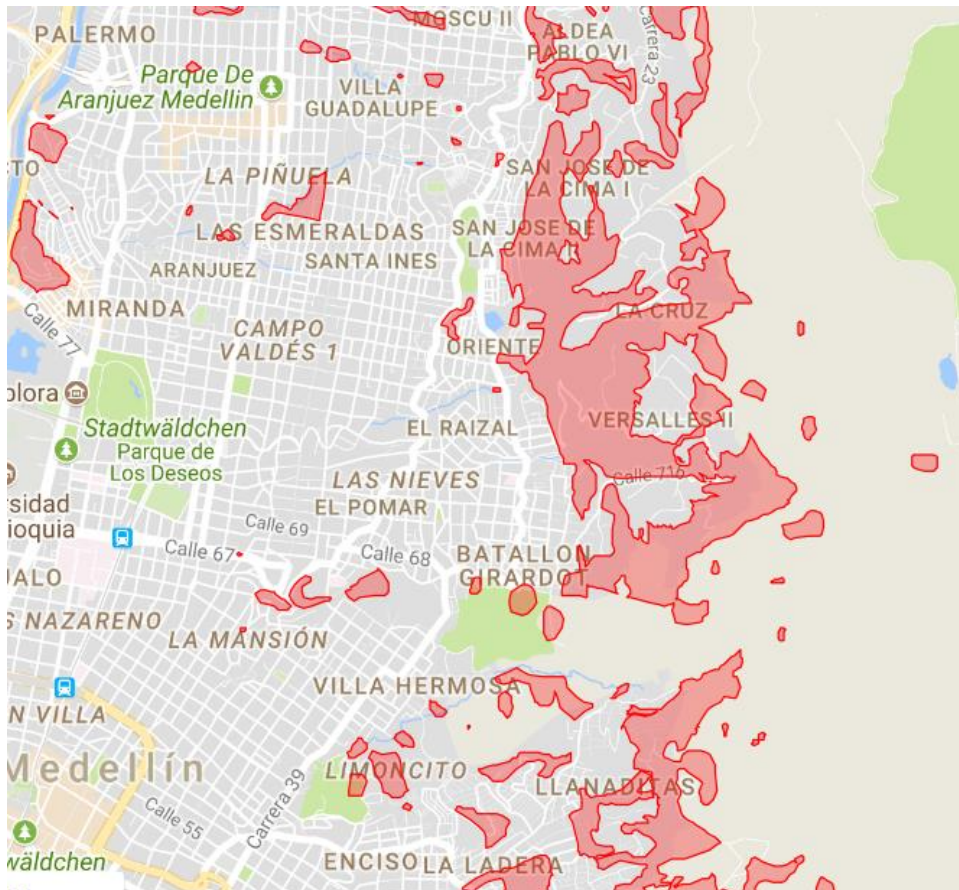
- Regional Early Warning System SIATA: detailed information for disaster management experts and the general public



Livestreams
and radar
data

Screenshots: SIATA app.

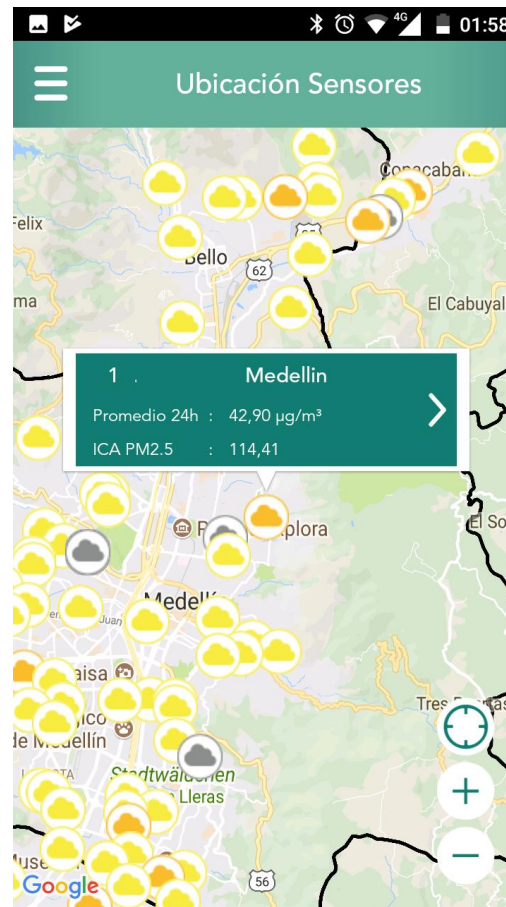
- Risks maps for mass movements



Source: SIATA Website

Similar maps
are available
for inundation
zones.

- Ciudadanos: measuring pollution with the help of citizens



Screenshot: Ciudadanos app.

- Colombian red cross explaining disaster preparedness using the tale of „chickenland“ and „catland“ ...

Videos: Youtube / Cruz Roja Colombiana



Emergency planning in
chickenland.



The concept of early
warning and alerting...

- Key message: explainig the „PR3MIA“-
Strategy
 - Prevision
 - Prevention
 - Preparation
 - Mitigation
 - Alerting (Early Warning)
- Explanation of concepts like vulnerability,
risk levels

- „Educational Brigades“ (Red Cross)
- „Questions“ related to national disasters as part of children universities‘ curricula
- Educational modules provided by SIATA
- Emergency drills at schools

- Medellín as a „testbed“ for risk and crisis communication nationwide in Colombia
- Extension plans being accelerated after the Mocoa disaster (>200 killed)
- Shift in (national) risk and crisis communication research from conflict and crime prevention to natural and man-made risks / disasters

Thank you for your attention!

Cruz Roja de Colombia (2011). Pollolandia Prevenida.

<https://www.youtube.com/watch?v=GyEekOaSeLc&t=38s>

SIATA (2018). Sistema de Alerta Temprana del Valle de Aburrá.

https://siata.gov.co/siata_nuevo/

SIATA (2018). Ciudadanos Cientificos.

[https://play.google.com/store/apps/details?id=co.gov.siata.ciudadano_cientifico
&hl=es_419](https://play.google.com/store/apps/details?id=co.gov.siata.ciudadano_cientifico&hl=es_419)