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

Michael Klafft, Pia Schreiber
Orlando, March 2018
RISK PROFILE MEDELLIN

• Heavy rain
  • Inundations
  • Mass movements
  • Underwashings

• Earthquakes
• Pollution

Neighbourhood on the steep slopes of the valley. Photo: Scott Biales / dreamtimes.com
GOAL AND METHOD OF OUR STUDY

• 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
RISK COMMUNICATION VIA EARLY WARNING SYSTEMS

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

Provision of sensor data

Screenshots: SIATA app.
RISK COMMUNICATION VIA EARLY WARNING SYSTEMS

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

Livestreams and radar data

Screenshots: SIATA app.
RISK MAPS

• 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.
EDUCATION THROUGH ENTERTAINMENT APPROACHES

• 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: explaining the „PR3MIA“-Strategy
  • Prevision
  • Prevention
  • Preparation
  • Mitigation
  • Alerting (Early Warning)

• Explanation of concepts like vulnerability, risk levels
EDUCATIONAL PROGRAMS

• „Educational Brigades“ (Red Cross)

• „Questions“ related to national disasters as part of children universities‘ curricula

• Educational modules provided by SIATA

• Emergency drills at schools
SUMMARY

• Medellin 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!
REFERENCES

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

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

&hl=es_419