

Raise awareness of risks, potential impacts and arrangements in place for emergencies

Overview

This standard is about raising awareness in communities of risks, potential impacts and arrangements in place for emergencies. The aim is for members of communities to be well informed and therefore better able to respond to emergencies and to minimise impacts.

Raising awareness includes developing and adapting information materials, and disseminating information in communities. This may require working in partnership with other agencies to minimise duplication and ensure consistent provision of information between responder agencies. The information and advice may refer to general risks of emergencies in the locality or linked to particular risks and plans.

Target group

This standard is recommended for those who establish the need for awareness raising, and who develop and disseminate programmes and materials for educating communities about emergencies. Communities may include adults, children and young people, vulnerable people, residential homes and organisations in the public, private or voluntary sectors.

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Performance criteria

You must be able to:

1. identify overall objectives for communicating with communities in accordance with organisational requirements
2. identify views, concerns and needs of communities in accordance with organisational requirements
3. identify specific objectives for communicating with each segment of target audiences in accordance with organisational requirements
4. identify existing information materials and evaluate how they can be used or customised to enhance awareness in local communities in accordance with organisational requirements
5. develop programmes or materials for raising awareness about emergencies in accordance with organisational requirements, including:
 - 5.1 emergency response arrangements
 - 5.2 how individuals can help prevent emergencies
 - 5.3 how individuals can help improve community resilience
 - 5.4 preparations members of communities could take in case emergencies occur
 - 5.5 actions members of communities could take if emergencies occur
6. edit or summarise information materials, with regard for any sensitive information and in accordance with organisational requirements
7. confirm that the presentation and content of information meets defined objectives and the diverse needs, abilities and preferences of target audiences
8. consult with relevant people on the design and content of information and advice materials in accordance with organisational requirements
9. work in collaboration with other agencies in accordance with organisational requirements to avoid:
 - 9.1 duplication of effort
 - 9.2 potentially conflicting messages
10. provide information in formats which promote understanding and are accessible to target audiences in accordance with organisational requirements
11. obtain expert guidance on the presentation and content of information when required in accordance with organisational requirements
12. publicise the availability of information materials and arrange dissemination in accordance with organisational requirements
13. evaluate the effectiveness of information provided in accordance with organisational requirements
14. review and renew information provided to take account of changing circumstances in accordance with organisational requirements

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15. check presentations and information complies with relevant legislation, regulations and guidance

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Knowledge and understanding

You need to know and understand:

1. legislation, regulations and related guidance relevant to freedom of information and emergency planning
2. information which could be made public to enhance civil protection
3. how to identify target audiences for specific information
4. the importance of communicating with members of communities to address their views, concerns and needs
5. existing channels of communication with communities
6. the importance of basing your communication strategy on known risks
7. information materials available from national and regional bodies
8. how to contribute to the development of community resilience
9. how to communicate risks to the public to maximise the potential for self-help
10. hazards and risks in your area and potential impacts on communities of emergencies
11. response plans and procedures developed with civil protection partners
12. sensible precautions the public should take prior to emergencies and actions they should take if one occurs
13. potential impact of emergencies on particular vulnerable groups and institutions
14. legislation requiring the provision of information to communities about:
 - 14.1 hazards and risks of emergency
 - 14.2 what responders will do in case of emergency
15. how to arrange for provision of information in various formats
16. how to obtain guidance on design and production of materials
17. how to edit or summarise information materials with regard to any sensitive information
18. how to reach vulnerable members of communities and those who may have difficulty understanding the message
19. when to review and renew information to take account of changing circumstances

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Behaviours

Listed below are the main generic behaviours which need to be applied. These are explicit/implicit in the detailed content of the standard and are listed here as additional information:

- 1 community minded
- 2 determined
- 3 empathetic
- 4 investigative
- 5 realistic

Skills

Listed below are the main generic skills which need to be applied. These are explicit/implicit in the detailed content of the standard and are listed here as additional information:

- 1 analysing
- 2 communicating
- 3 consulting
- 4 drafting
- 5 information management
- 6 liaison
- 7 marketing
- 8 organising
- 9 presentation
- 10 project management
- 11 research
- 12 setting objectives

Glossary

Frequently used terms and how they should be interpreted in the context of the Civil Contingencies NOS

Community

Individuals and organisations in localities including adults, children and young people, vulnerable people, residential homes, businesses, etc.

Sensitive information

Information which is prejudicial to national security or public safety; which is commercially sensitive, or relates to personal data.

Links to other NOS

This standard is linked to:

- 1 CCAA1 Work in co-operation with other organisations
- 2 CCAB1 Anticipate and assess the risk of emergencies
- 3 CCAC1 Develop, maintain and evaluate emergency plans and arrangements

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4 CCAF2 Warn, inform and advise the community in the event of emergencies

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