

## SFJCCAF1

# Raise awareness of the risk, potential impact and arrangements in place for emergencies



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### Overview

This unit is about raising awareness in the community of the risk, potential impact and arrangements in place for emergencies. The aim is for members of the community to be well informed and therefore better able to respond to an emergency and to minimise its impact.

Raising awareness includes developing and adapting information materials, and disseminating information in the community. This may require working in partnership with other agencies to minimise duplication and ensure provision of information is consistent 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

The unit 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 sector

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### Performance criteria

*You must be able to:*

- P1 identify your overall objectives for communicating with communities
- P2 identify the views, concerns and needs of communities
- P3 identify specific objectives for communicating with each segment of the target audience
- P4 identify existing information materials and evaluate how they can be used or customised to enhance awareness in the local community
- P5 develop programmes or materials for raising awareness about emergencies including
  - P5.1 emergency response arrangements
  - P5.2 how individuals can help prevent emergencies occurring
  - P5.3 how individuals can help improve community resilience
  - P5.4 the preparation members of the community could take in case an emergency occurs
  - P5.5 the actions members of the community could take if an emergency occurs
- P6 edit or summarise information materials where required, with regard for any sensitive information
- P7 ensure the presentation and content of information meets defined objectives and the diverse needs, abilities and preferences of the target audience
- P8 consult with relevant people on the design and content of information and advice materials
- P9 work in collaboration with other agencies where relevant (e.g. to avoid duplication of effort or potentially conflicting messages)
- P10 provide information in formats which promote understanding and are accessible to the target audience (e.g. literature, press release, presentation, web site)
- P11 obtain expert guidance on the presentation and content of information when required
- P12 publicise the availability of information materials and arrange for their dissemination
- P13 evaluate the effectiveness of information provided
- P14 review and renew the information provided to take account of changing circumstances (e.g. changes to risk assessments or plans)
- P15 ensure that the presentation and content of information comply with any relevant legislation, regulations and guidance

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### Knowledge and understanding

*You need to know and understand:*

- K1 the legislation, regulations and related guidance relevant to freedom of information and emergency planning
- K2 the information which could be made public to enhance civil protection
- K3 how to identify the relevant target audience for specific information
- K4 the importance of communicating with members of the community to address their views, concerns and needs
- K5 existing channels of communication with the community
- K6 the information materials available from national and regional bodies
- K7 how to communicate risks to the public to maximise the potential for self-help
- K8 hazards and risks in your area and the potential impact on the community of an emergency
- K9 the response plans and procedures developed with civil protection partners
- K10 sensible precautions the public should take prior to an emergency and actions they should take if one occurs
- K11 the potential impact of emergencies on particular vulnerable groups and institutions
- K12 particular legislation requiring the community to be provided with information about
  - K12.1 hazards and the risks of emergency
  - K12.2 what responders will do in case of emergency
- K13 how to arrange for provision of information in various formats
- K14 how to obtain guidance on design and production of materials
- K15 how to edit or summarise information materials with regard to any sensitive information
- K16 how to reach vulnerable members of the community and those who may have difficulty understanding the message
- K17 when to review and renew information to take account of changing circumstances

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### Additional Information

#### Behaviours

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

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

#### Skills

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 unit is linked to

1. CC AA1 Work in co-operation with other organisations
2. CC AB1 Anticipate and assess the risk of emergencies
3. CC AC1 Develop, maintain and evaluate emergency plans and arrangements
4. CC AF2 Warn, inform and advise the community in the event of emergencies

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**Developed by** Skills for Justice

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**Version number** 1

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**Date approved** November 2008

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**Indicative review date** November 2010

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**Validity** Current

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**Status** Original

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**Originating organisation** Skills for Justice

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**Original URN** CC AF1

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**Relevant occupations** Health, Public Services and Care; Public Service Professionals

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**Suite** Civil Contingencies

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**Key words** co-operation, anticipate, develop, maintain, warn, inform, advise

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