

Mobile Pictographs for Disaster Communication



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Pictographs in Disaster Communication

- **Text messaging is not for everybody**
 - 30% of Asian and Sub-Saharan populations are illiterate
 - Even literate populations can have understanding problems
 - Speakers of foreign languages are excluded from comprehension
- **Disaster communication is critical**
 - Cannot afford to miss people
 - Instructions must be well comprehensive
- **Pictographic communication**
 - ... must be to the point
 - ... must be unambiguous
 - ... must be able to cross cultural borders
 - ... must be fit for electronic transmission

We need your input!

Step 0:

Draw a scenario from the bag! Identify whether it's an alert (A) or incident report (I).

Step 1:

Be the illustrator! Draw a pictographic representation of your scenario. Remember to also draw the recommended response actions (white box). Give an assessment how hard it was for you. When the time is over, pass the sheet to the person behind you.

Step 2:

Be the reviewer! Try to understand the pictographic representation. Write down what is being told. Give an assessment how hard it was for you. Return the sheet.

Thank you!

If you want to monitor our work:

www.sahanafoundation.org/pictographs

