



# TRANSLATING WARNINGS INTO ACTION

Experiences from Uganda Red Cross Society on Ensuring Effective Message Delivery to Communities

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Global Disaster  
Preparedness Center







# How We Ensure the Message Reaches the Communities

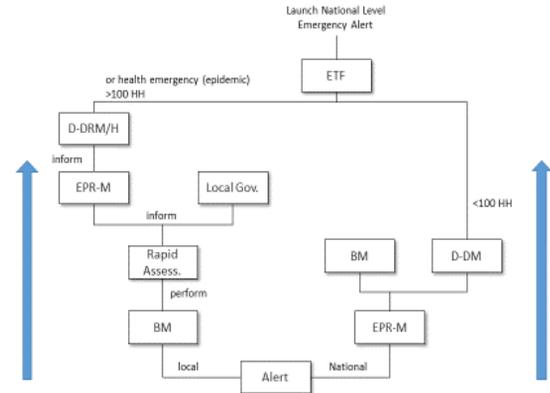
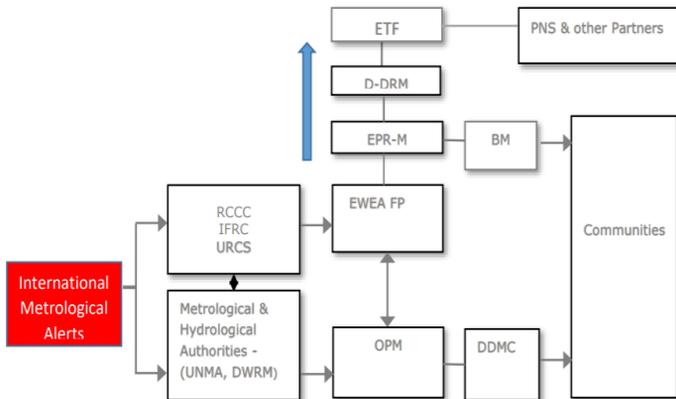


EAP Alerts originate from the GloFAS, when it issues a forecast of at least 60% probability of a 5-year return period flood occurring in flood prone districts, which will be anticipated to affect more than 1,000hh. The EAP will be triggered with a lead time of 7 days and a FAR of not more than 0.5.

Alerts can originate from any source in the community (affected communities, partners, RCAT members, staff, government, etc.), but the relevant Branch Manager (BM) needs checks that it is true (through confirmation by at least one more credible source of information) before sending out an alert to the EPR Manager at HQ.

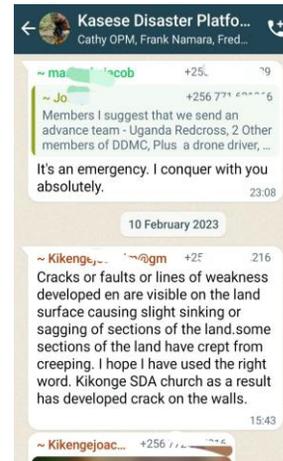
## SOP Regulating Alert Flow Chart for FbF (Communication Protocols for EAP)

## Alert flow under the EPR SOPs



# How We Ensure the Message Reaches the Communities

- ❑ Door to Door
- ❑ Posters (IEC)
- ❑ Social media, like WhatsApp
- ❑ Community radios



IN CASE OF DANGER SIGNS OR AN EMERGENCY CALL:  
**CALL OUR TOLL FREE LINE: 0800 211 088**

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# How We Ensure the Message Reaches the Communities



## Community radios

- Short lead times
- Sustainability by communities
- Communicating community risk



# THE LESSONS AND EXPERIENCE

1

The flow and origin of **information** is **not linear**, despite having pre defined protocols and procedures.

2

Technology and digital tools is increasingly making information **flow more effective** i.e through the WhatsApp platforms

3

Taking actions based on warnings depends on the trust which decision-makers have in the information.

This is not exactly the same as **their skill level**: even if a forecast is reliable, **some may not trust it enough to act upon it.**



4

To translate from warning to actions successfully, we need more **than technical solutions for forecasting disasters and financial support.**

The effective and sustainable implementation of actions needs **Mindset change: from response to preparedness across all levels**

5

We need to have **sufficiently reliable forecast information** which we can use to communicate with confidence. To enable us to alleviate those constraints within the **requisite timeframe and distracts**

# THE LESSONS AND EXPERIENCE

6

There is a mutual distrust between the tellers of scientific information and local knowledge, with neither side confident in forecasts of the other. Successful implementation of early actions is built on trust



Q&A

THANK YOU

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