

Ph.D project:

"Emergency management during large accidents and serious events – construction of meaning in the communication between authorities, the public and the Medias"

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Title of today's presentation:

"Understanding different conditions for communication in order to work with scenarios"



Nina Blom Andersen, Roskilde University/DEMA, Setric Workshop in Siena, October 2005

Course of events

Kolding, 3 November 2004

2.02 pm

Alarm: Fire in a 40 foot container of fireworks

3.25 pm

The 40 foot container explodes unexpectedly
Another 40 foot container standing nearby
explodes shortly after
1 fire fighter is killed
7 fire fighters are injured

5.45 pm

The storerooms explode

Seest 4th November

Aim of research

To analyse what happens when the efforts of the authorities meet different understandings in the public.

- understandings of what is dangerous
- understandings of what is not dangerous
- understandings of what the best choice would be in order to take care

Sense making in relation to risk

People make sense of risk in different ways

People make sense of a warning in different ways

People react different in the case of a warning

This means that:

Authorities has to communicate with the public in a variety of different ways during a crisis

Presentation

Kolding
Experiences with similar situations
Trust in the authorities
Sources of knowledge

Gale/hurricane
Experiences with similar situations
Trust in the authorities
Sources of knowledge

Three conditions playing a role in relation to peoples understanding of risk in the situation of a warning:

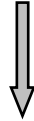
Experiences with similar situations/
similar situations to relate to

Trust in the authorities

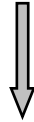
Sources of knowledge

Kolding

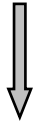
Source of knowledge: Incident commanders



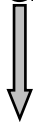
Leading staff at the police station



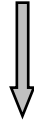
Press officer at the police station



Radio



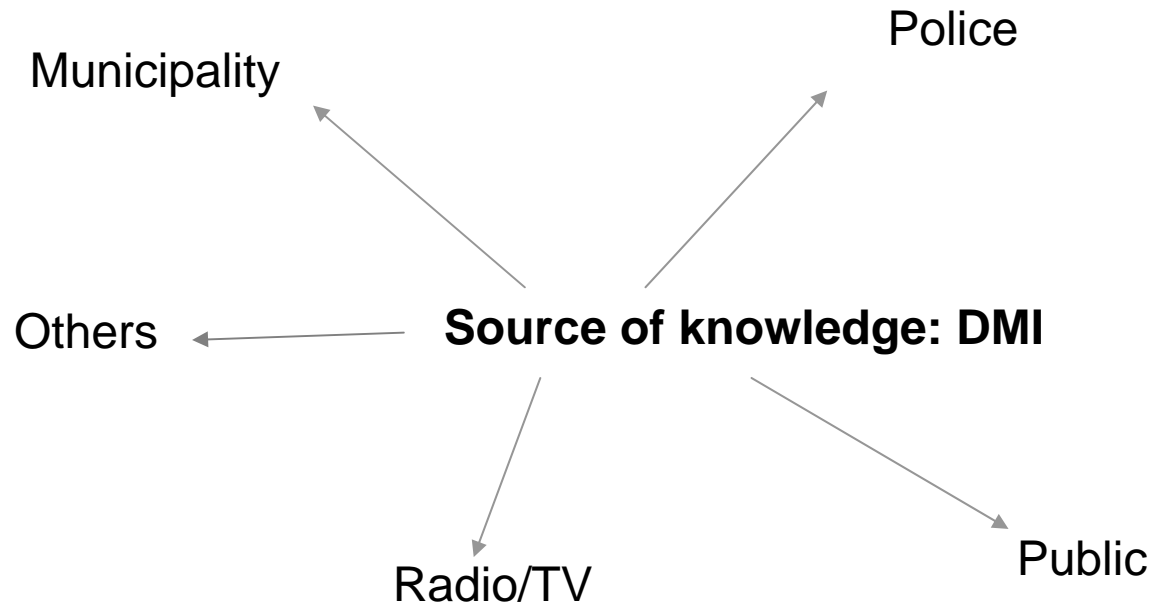
Residents



The municipality of Koldings website



Gale/hurricane



Questions to reflect upon

- experiences with similar situations

- Do people have any situations to relate to in order to make sense of a threat?
- Do they have personal experiences with similar situations?
- How can you expect that people make sense of a threat and handle a threat - known or unknown?
- How can you help them make sense in different ways, using different channels?

Questions to reflect upon

- trust in the authorities

- Can you identify peoples prejudice in favour of or against the authorities?
- How can trust and distrust influence a situation of warning?

Questions to reflect upon

- sources of knowledge

- How can you share knowledge with the Medias and the public in cases where there is a variety of ways to reach people?
- How can you share knowledge with the Medias and the public in cases where there is only a limited number of ways to reach people?
- Do you want to share all our knowledge?
- In case you don't want to share your knowledge, why is that so, and what could the consequences be in order to make people take care?