

Communicating Climate Information

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**Why the
Red Cross?**

**The Red Cross
Red Crescent
Climate Centre**

Understand

Communicate

Take Action

Communication

Complex

Uncertain

Intangible

Games

Experience
Complexity

Safe
Environment



Climate Cartoons

Spice It Up

Sing For Preparedness



A Project By
EAST BAYHS IV AND THE RED CROSS

Participatory Video



Minimum
Standard
for local
disaster

	Minimum Standard	Actions ⁴
1.1	Community is aware of changes in weather patterns, and recognizes that some weather-related risks in the future are likely to be different from the past	<p>Community assigns a 'core group' to assist in the following steps</p> <p>Community seeks the latest climate change information for their country from a knowledgeable person or institution (such as observed trends as well as projections how average and extreme temperatures, rainfall and sea levels are projected to change)</p> <p>Community reflects on how changing risk patterns may affect decision-making processes and planning for their community</p>
1.2	Community receives and understands locally available weather information, and households know appropriate actions to take when inclement weather is approaching	<p>The 'core group' proactively checks weather forecasts and hydrological information, through media/internet or mobile phone</p> <p>When the forecast signals dangerous weather, the entire community is warned and a phased plan of action is activated with the community</p>

Version 2
November 2013

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Probability

Action

Early Warning

Early Action

Reduce Risk