

CF Challenge Fund

University of Bristol

Multilingual films for resilience to risks from volcanic hazards

In spite of their catastrophic potential, most volcanoes erupt infrequently, and many have had no eruptions in living memory. Communities near such volcanoes can have increased vulnerability due to their inexperience of volcanic hazards, lack of preparedness, and limited knowledge of volcanic hazards and risk. These communities need education and information about the behavior of volcanoes, their hazards and risk, as well as management and mitigation steps they can adopt to increase their resilience.

Film is a very effective tool for communicating knowledge about volcanic hazards and risk. Teaming with scientists and communication experts, a team from the University of Bristol set out to produce multilingual and multiplatform films to increase resilience to risks from volcanic hazards. With about one tenth of the world's population exposed to volcanic hazards, these films are intended for a global audience, focusing on communities living on volcanoes with little to no experience of the volcanic hazards they face.

CONTEXT

HIGHLIGHTS



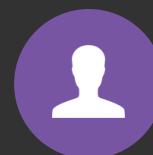
Created films on the two most deadly volcanic hazards and their impacts to inform communities and provide simple steps for self-protection.



Brought together a database of existing informational films to identify best practices, as well as areas of improvement for risk communication.



Worked alongside international partners in volcanic observatories with input from communities in three languages (English, French and Spanish).



Produced additional film documenting human experiences of volcanic disaster, promoting emotional response and understanding of volcanic risks.

APPROACH



An initial database of existing informative films on volcanic risk was produced to better understand how and why certain films became successful, and where improvements could be made. The team also engaged with outreach officers and colleagues involved in communication of risk to understand how to produce the most effective films. A modular approach was adopted, comprised of short, individual films designed to provide simple messages, animations, and dramatic imagery to capture people's attention and enable the uptake of key information.

These modular films can also be combined to create custom sequences for particular volcanic settings. The primary partners for the films were volcano observatories involved in outreach and communication. These partners are also the immediate beneficiaries as they can use the films to help communicate with the citizens they serve and support. The first films were released for evaluation towards the end of 2016, with a widespread release planned for early 2017.

“The images made the hazard real – many times people are unable to identify with volcanic risk, but with the various examples people can see that this is very possible within the Caribbean.”

– *Secondary school teacher in St. Lucia*

NEXT STEPS

To maximize visibility and reach, the films will be disseminated through online and offline resources and project partners. Community screenings will be held in communities especially vulnerable to volcanic risk to ensure the films reach their intended audiences. The films are a crucial tool for outreach activities and disaster response, which colleagues responding to developing crises can use to help educate local at-risk communities. The main outcome will be the dissemination of information and creation of a better informed global community. With increased knowledge of the commonly forgotten volcanic hazards, more may be done to advocate for the development of mitigation and management policies, and for individuals to take action to increase their own resilience.