

## Getting to know the Standard for Disaster Management in Queensland Info Sheet: Indicators of Outcome 5

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### Community Engagement

The community is central to disaster management. Community engagement entails actively involving the community in managing their risk. It involves collaboratively planning how the community's collective efforts will contribute to their safety. Community engagement builds local capability, capacity and community self-reliance. This allows entities to focus their efforts where they are needed most.

## Outcome 5: Entities proactively and openly engage with communities

**Please note: the following are examples only and should be used to inform understanding of how Indicators might be interpreted for individual circumstances rather than as a checklist**

### Communications

#### Entities distribute communications that are risk-based

- Entities distribute information to the community about the risks that have been identified in the risk assessment
- Entities communicate to other entities and the community when an event that poses a risk is likely to or is occurring

#### Entities distribute communications that use plain language and common terminology

- Communications to other entities and to the community use plain English and avoid unnecessary acronyms and technical jargon
- Entities use terms from the [Queensland Disaster Management Lexicon](#) or the [Australian Disaster Resilience Glossary](#) in the communications that they distribute

#### Entities distribute communications that are current, timely, fit for purpose and easy to understand

- The communications that entities distribute about events contain the most current information available and are updated quickly when the information or situation changes
- Entities distribute communications in a timely manner, when the information being conveyed is relevant and meets a current need
- Communications distributed by entities during events are clear, specific and action-based

#### Entities distribute communications that meet the needs of the community

- Communities in areas prone to severe storms are provided with communications on how to prepare their homes and properties, and what to do during and after a severe storm
- Entities develop fact sheets and other resources on topics that the community asks for information about and that they are responsible for under the [Queensland State Disaster Management Plan](#)
- Entities distribute communications that meet the needs of people in the community with disabilities, by creating and distributing them in different ways that make them more accessible, as outlined in the [Disability-Inclusive Disaster Risk Reduction Framework and Toolkit](#)

Entities distribute communications that are developed and delivered by the appropriate mechanism and entity

- Communications relating to bushfire originate from Queensland Fire and Emergency Services, and are on-shared by other entities
- Emergency warnings where immediate action is needed are distributed via an [Emergency Alert](#) and the use of the [Standard Emergency Warning Signal](#) on broadcast media
- Emergency warnings in communities that do not have consistent mobile phone reception or access to landlines are delivered by loudhailer, emergency sirens or through doorknocking
- Updates about a currently occurring event are provided to residents in an evacuation centre by noticeboard and regular verbal briefings and updates from an authoritative source, such as a representative from the local disaster management group

### Engagement activities

Engagement activities are sustainable

- The engagement activities that entities perform can be sustained for the duration of time that they are needed
- Entities allocate budget and resources to engagement activities that enables them to be continued
- Entities supplement a large annual preparedness event by more regular online and paper communications that are readily consumable by the community

Engagement activities are appropriately resourced

- Entities designate personnel to perform disaster management engagement activities and formalise this role in their position description
- Personnel are afforded enough time and the right equipment to perform engagement activities

Engagement activities build on existing relationships and communication forums

- Entities seek out existing communication forums in the community and between other entities, and use these as a platform for engagement activities
- Entities leverage existing relationships with community groups to offer them presentations and workshops about disaster preparedness

Engagement activities establish two-way information sharing and learning opportunities between entities and the community

- Entities seek to engage in a two-way discussion with communities through the engagement activities that they conduct
- Entities actively seek to understand the community's perspective and acknowledge and value their input to discussions about disaster management

Engagement activities are consistent and coordinated between entities

- Local governments partner with local State Emergency Service groups and Queensland Police Service adopt-a-cops to engage with local schools
- Different entities conducting community engagement activities in the same area provide the community with consistent information, such as identifying the same major hazards

Engagement activities are documented and based on a recognised methodology

- Entities keep a record of the disaster management engagement activities that they conduct, who was involved, and who in the community was engaged
- Entities use a recognised community engagement methodology such as the Australian Institute for Disaster Resilience's [Community Engagement for Disaster Resilience Handbook](#)

Engagement activities gather the knowledge, experience and shared history of the community

- Entities plan engagements with the intent of hearing the community's stories and learning about their experiences
- Entities record the community's knowledge, experiences and shared history, and use this to inform their disaster management practices

Engagement activities are tested for understanding, effectiveness, and community perception of authority

- Entities test engagement activities, including communications and warnings, with the community, to ensure that they are understood in the way intended
- Entities test preparedness messages with the community to see whether the community will take the intended actions in response to them
- Warning messages are tested with the community to determine whether they will act as directed

## Contact

Contact us for more information or to share your good practice ideas:

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