Situational Analysis

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Learning Objectives

At the end of the session, participants will be able to:

1. Define Risk and Perception in the context of Risk Communication Planning
2. Identify what determines Risk Perception
3. Apply the WHO Communication Situational Analysis in a given disaster area
how many triangles do you see?
People perceive differently

Perception is affected by several factors

Risk therefore may be perceived differently by different people

We call it **Risk Perception**

- anticipated consequences of a specific hazard interacting with a specific community
Perception

- process of forming impressions about something and then making a judgment about it

Risk Perception

- Belief (whether rational or irrational)
  held by an individual, group or society
  about the chance of occurrence of a risk or about the extent, magnitude and timing of its effect(s)
Risk Perception

What do you think are the factors that affect Risk Perception?
Factors that determine Risk Perception

- Individual level in Maslow’s hierarchy of needs
- Individual and social values
- Culture
- Level of education

Factors that determine Risk Perception

- Outrage factors
- Who the person is and how he/she is affected
- Level of control over the event
- Experiences
Communication Situation Analysis

- Knowledge, awareness and perceptions among at risk and other groups
- Social/political/economic context
- Media coverage
- Partner communication
- Recommended changes to messaging and communication activities
- Emerging communication issues
Knowledge, awareness and perceptions among at risk and other groups

- Note significant gaps in knowledge as to cause, transmission, and risk reduction practices
- Highlight any notable knowledge gaps in specific populations
- Confirm key information sources among at risk and other populations

Social/political/ economic context

- Note any potential barrier to infection control
  - existing norms or traditional beliefs,
  - economic cost of adherence, or
  - local political tensions
Media coverage

- Note any inaccurate trends in coverage that would demand correction
- Note any rumors or misinformation reflected in the media
- Where relevant, characterize discussion among web-based discussion groups

Partner communication

- Note whether or not partners are actively communicating public health messages
- Isolate any key differences among public partner communication that might be confusing to external audiences
**Recommended changes to messaging and communication activities**

- Briefly describe the recommended communications strategy changes
- Briefly describe the recommended communication activity changes
- Briefly describe the recommended messaging changes

**Emerging communication issues**

- Briefly describe what issues, questions, and potential problems that are likely to emerge in the coming days and the communication strategies that may be required to address them
Workshop

Objective of this exercise:

- To come up with a post disaster communication situation analysis after a disaster.

Instructions to the groups:

1. Identify a recent disaster that occurred in your area of operation and prepare a short description

   I. Name of Disaster:
   II. Description:
Instructions to the groups:

2. Following the WHO CSA framework, do a communication situation analysis of the disaster area.

3. Describe the different elements in your situational analysis:

- Knowledge, awareness and perceptions among at risk and other groups
- Social/political/economic context
- Media coverage
- Partner communication
- Recommended changes to messaging and communication activities
- Emerging communication issues
Instructions to the groups:

4. Write your analysis on a flipchart or prepare a powerpoint presentation.

5. Be ready to report in the plenary.

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