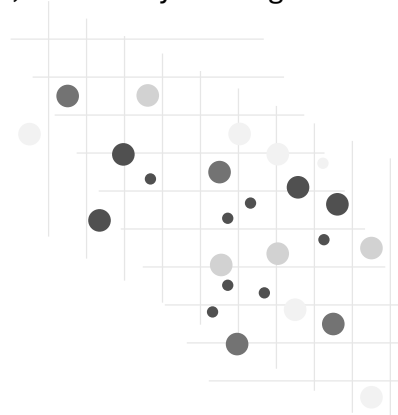


What is Universal Risk Communication?

Universal risk communication is real-time information that can be used by **everyone** who face hazards. Examples of risk communication include early warning systems, emergency preparedness campaigns and health information campaigns. Efforts at the regional and municipal level usually include a combination of risk communication strategies like public announcements, community meeting and social media outreach.



Emergency alerts through text messages.



Local and social media dissemination about air quality.

What are the impacts of risk communication on vulnerable groups?

Greater Independence through technology and information.

Enhanced autonomy with support of perceptible information to the user.

Discrimination and exclusion, leading to loss of essential services.

Life-threatening accidents, that could have been avoided.

Example with universal design as a minimum goal to risk communication:

Creating unique design that works well for all users regardless of individual abilities

Example without universal design:

Creating a webpage with a separate version for people with disabilities, perpetuating stigma against persons with disabilities.

You can be the universal steward

Universal risk communication is for you and about you.

Making risk communication **work for all is not only about** digital and social inclusion.

It is also about life and death.



Take initiative!

- Get involved in promoting and investing in universal risk communication, ensuring that policies and strategies protect vulnerable groups
- Demand that universal risk communication includes vulnerable groups, particularly involving persons with disabilities, seniors and their representative organisations
- Support risk communication initiatives that prioritise accessibility and universality in design
- Ask your government to create and enforce laws for universal risk communication
- Join organisations that advocate for rights of vulnerable groups and universal risk communication



The project has received funding from the Horizon Europe Framework Programme under grant agreement No 101112837.

