



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Disaster Risk Management Communication Strategies

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 243321 · NQF Level 7 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to manage communications effectively within disaster risk management practices. It focuses on developing strategies to coordinate information flow, engage stakeholders, and ensure clear messaging before, during, and after disasters. Participants will learn to design communication plans that enhance resilience and support decision-making in high-pressure environments.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	243321
Accreditation	SAQA Accredited · NQF Level 7 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the role of communication in disaster risk management frameworks.
- Design a comprehensive disaster risk communication strategy aligned with stakeholder needs.
- Implement communication protocols for different phases of disaster management.
- Evaluate the effectiveness of communication strategies using feedback and performance indicators.
- Demonstrate the ability to coordinate multi-agency communication during simulated disaster scenarios.
- Apply ethical and cultural considerations in disaster communication practices.

WHO SHOULD ATTEND

- This course is designed for disaster risk managers, emergency response coordinators, communication officers, and professionals in government or private sector roles responsible for planning and executing disaster communication strategies.

COURSE OUTLINE

Day 1: Introduction to Disaster Risk Management and Communication

- Overview of DRM: cycles, phases, and stakeholders
- Key terminology and concepts
- The importance of communication in DRM
- Legal and policy frameworks (Disaster Management Act, National Disaster Management Framework)
- Roles and responsibilities of various actors
- Case studies of effective and ineffective DRM communication

Day 2: Communication Theories and Models for DRM

- Theoretical foundations: risk perception, social amplification of risk, mental models
- Risk communication models (CERC, WHO outbreak communication)
- Audience analysis and segmentation
- Message design principles: clarity, accuracy, empathy
- Overcoming communication barriers (language, literacy, culture)
- Case studies in risk communication

Day 3: Stakeholder Mapping and Community Engagement

- Stakeholder identification and analysis (power-interest grid)
- Community engagement principles and methods
- Participatory rural appraisal (PRA) techniques
- Building trust and managing expectations
- Working with vulnerable groups (children, elderly, disabled)
- Case studies of community-led DRM initiatives

Day 4: Crisis Communication Planning and Preparedness

- Elements of a crisis communication plan
- Risk assessment for communication (hazard, exposure, vulnerability)
- Spokesperson selection and training
- Communication channels: media, social media, community networks
- Early warning systems: design and dissemination
- Pre-crisis messaging and awareness campaigns

Day 5: Media Relations and Public Information Management

- Media landscape in South Africa
- Press release writing and distribution
- Media interview techniques
- Press conference management
- Media monitoring and analysis
- Strategies to counter misinformation and rumours

Day 6: Digital and Social Media in DRM Communication

- Social media platforms and their use in DRM
- Creating engaging and accessible content
- Hashtag campaigns and viral messaging
- Social listening and sentiment analysis
- Digital tools for crisis mapping and crowdsourcing

- Case studies of social media in disasters

Day 7: Interpersonal Communication and Behaviour Change

- Interpersonal communication competencies
- Behaviour change theories and their application
- Community dialogues: facilitation and documentation
- Focus group discussions for needs assessment
- Cultural competence and tailoring messages
- Overcoming resistance and building consensus

Day 8: Communication for Specific Hazards and Vulnerable Groups

- Hazard-specific communication strategies
- Inclusive communication: principles and practices
- Designing materials for low-literacy audiences
- Use of visuals, icons, and infographics
- Accessibility standards (WCAG, sign language interpretation)
- Case studies: flood warnings, fire safety, disease outbreaks

Day 9: Monitoring, Evaluation, and Learning in DRM Communication

- M&E; frameworks for communication (inputs, outputs, outcomes)
- Feedback mechanisms: hotlines, surveys, community feedback
- Data collection methods (quantitative and qualitative)
- Indicator development and tracking
- Learning and adaptive management
- Reporting templates and dashboards

Day 10: Coordination and Partnerships in DRM Communication

- Coordination mechanisms (clusters, task forces)
- Inter-agency communication protocols
- Joint messaging: consistency and coherence
- Public-private partnerships in DRM
- Role of NGOs and community-based organisations
- Case studies of successful coordination

Day 11: Ethical and Legal Considerations in DRM Communication

- Ethics in crisis communication: do no harm, respect, dignity
- Legal frameworks: POPIA, disaster management regulations
- Privacy and confidentiality in data collection
- Trauma-informed communication practices
- Dealing with political pressures and misinformation
- Case studies of ethical dilemmas

Day 12: Integration and Capstone Exercise

- Capstone exercise: developing a communication strategy for a given scenario
- Group work and presentation
- Peer review and constructive feedback
- Integration of M&E, ethics, and coordination
- Action planning for implementation
- Course wrap-up and evaluation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 47,100.00	R 47,100.00
1	In-House	R 61,300.00	R 61,300.00
1	On-Campus (Pretoria)	R 70,700.00	R 70,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Mauritius
14 Aug 2026	31 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	01 Sep 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	02 Sep 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243321) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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