



Public Information in Armenia and related HFA exchanges



Accurate and reliable information is a corner-stone of effective disaster and crisis management



During the happy Soviet times when there were no disasters in our powerful and vast country, there were no drug addiction, there was no sex even, people lived in happy ignorance. Since there was no disaster, there was no proper system for disaster protection. Chernobyl was the first powerful shock





The necessity of public awareness system of emergency situations became obvious after the devastating earthquake of Spitak



EFDRR 2nd annual meeting, 10-12 October, Skopje,



After the earthquake National Seismic Protection Survey and Emergency Management Administration (today Ministry of Emergency Situations) were established, which took certain measures aimed at public awareness



Noah's message

Crisis management Bible basis



The one who is informed, is protected



Emergency Channel Information Center of the Ministry of Emergency Situations

1. “Emergency Channel” Information Agency
2. “Emergency Channel” Web site
3. “Emergency Channel” TV and radio company
4. “Emergency” Weekly
5. “Emergency Channel” Training Center



Emergency Channel pursues the same policy for different audiences fulfilling the following functions:

1. Information as a very important component of overall system of emergency situations management – management function,
2. Information as a tool for public relations, enhancement of reputation and reliability of state governing system – PR function,
3. Information as a way for enhancing awareness, training and preparedness level of governing bodies, mass-media and public.



“Emergency Channel”

Information Agency provides reliable and updated information on emergency situations occurred in Armenia and all over the world.

“Emergency Channel” web site



“Emergency Channel” Information Center - Home - Windows Internet Explorer provided by Yahoo!

http://www.emergency.am/en/index

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“Emergency Channel” Information Center - Home

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Emergency channel

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Emergency channel

is a unique informational, cognitive, training and consulting field with wide informational bank on various emergencies, ways of prevention and impact reduction, as well as population behavior rules.

Noah's message
The one that is aware is protected

Yerevan has joined the “My city is getting ready” campaign
Please, refer to Armenian version

Foreword from the Head of the “Emergency Channel” Information Center...

Latest News

start FAIN... Inbox... Արտ... Prese... prese... Micro... “Eme... EN 10:07

“Emergency Channel” TV and Radio company



EFDRR 2nd annual meeting, 10-12 October, Skopje



"Emergency Channel" TV company as information source with the widest audience besides TV programs prepares training video films and thematic social clips which are distributed to all TV companies of the country, also local/regional. Prepared video materials are placed in www.emergency.am web-site of "Emergency Channel". Let's name some of the prepared video materials: more than *20 video films and clips* on various natural and man-made disasters, protection measures and behavior rules of population; *"Living with disasters"* video film, *"Role of women in disaster risk reduction"* social clip and TV programs; *"Disaster risk reduction in education"* video film and others.

“Emergency” weekly



“Emergency Channel” Training Center



Training Center periodically organizes trainings and exercises on various topics, such as different types of emergencies, necessary behavior rules, ways and method of work with population and mass media in case of emergencies and etc.

Trainings are directed to 3 main target groups:



- response organizations - rescuers, firefighters, doctors, policemen and others;



Trainings are directed to 3 main target groups:



• press-secretaries and information responsible of governmental and self governmental bodies;



Trainings are directed to 3 main target groups:



- representatives from mass media and students of Journalism faculties





Using all means of information "Emergency Channel" implements functions of informing and training of population, governmental bodies and mass media thus contributing to the improvement of disaster preparedness.





Prepared and distributed materials not only provides people with information, skills and knowledge, but also promotes to change people's attitude and force to actions and concrete steps.



EFDRR 2nd annual meeting, 10-12 October, Skopje



We had such experience while implementing "Firemen in Communities" project when as a result public awareness activities local forces cleaned derivation canals, planted trees in landslide-prone areas, strengthen banks of the rivers, organized evacuation exercises in schools, and etc.



EFDRR 2nd annual meeting, 10-12 October, Skopje



"Firemen in Communities" public awareness program has been implemented in all regions and in the capital of Armenia. The project enabled firefighter-rescuers to become public awareness local focal points.





Two firefighter-rescuers from every fire station had training courses in "Emergency Channel" Training Center learning basic principals of information provision, work with population and mass media in emergency situations.





Series of training materials were prepared for project participants, such as books, guidelines, posters, brochures and others.



emergency channel information center



nik@emergency.am; tert@emergency.am
www.emergency.am; www.ema.am

ով իրազեկված է, նա դա:



ԱՐՏԱԿԱՐԳ ԻՐԱՎԻՃԱԿՆԵՐԻ ՆԵՐՈՒՄ



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արտակարգ ալիք լրատվական կենտրոն



Արտակարգ
Իրավիճակների
Նախարարություն

**ԶԳՈՒՇԱՑԻՐ ՀՐԴԵՂԻՑ
ԶԱՆԳԱՀԱՐԻ 1-01**

ով իրազեկված է՝ նա պաշտպանված է



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
Swiss Agency for Development and Cooperation SDC

Բոլոր տնային արտակարգ իրավիճակների, դրանց կամայաբեկման, հետևանքների մեղմացման միջոցառումների և ընկալության ամփոփելու վարչականումների մասին կարող եք տեղեկանալ Արտակարգ իրավիճակների մարտարկության ԳՓ «Արտակարգ ախի» լրատվական կենտրոնից:

Երևան, Պուշկինի 25, հեռ. 56-76-56, Աճառյան 1, հեռ. 24-24-22
 էլ. փոստ՝ lert@emergency.am, nik@emergency.am www.emergency.am, www.ema.am



Public awareness raising project has been implemented in 4 regions of Armenia this year.
Training for media representatives has been organized in capital Yerevan.





Information, education and communication campaigns on DRR have been organized in 4 regions. Schoolchildren, teachers, parents, members of local administration and ordinary citizens were among the participants.



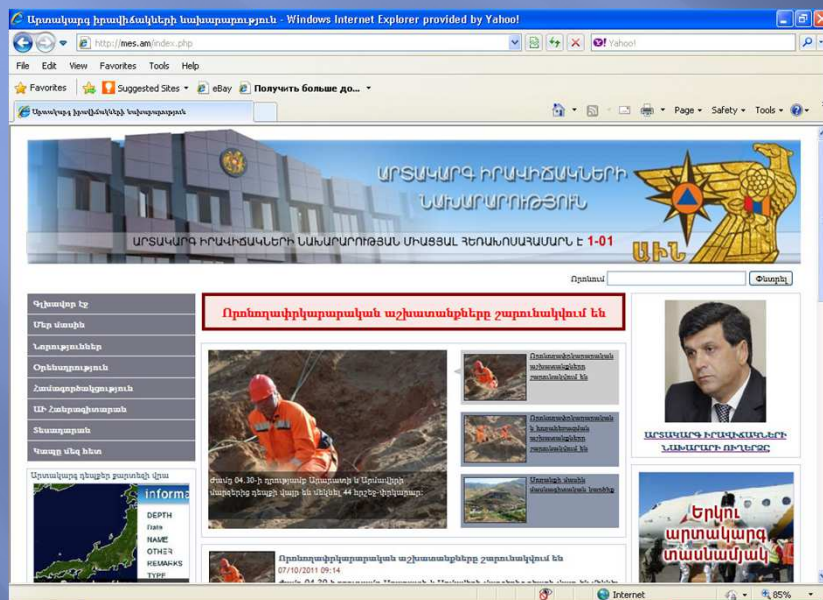


During the workshops a number of social ads and training video films have been demonstrated; participants were given printed materials on DRR.

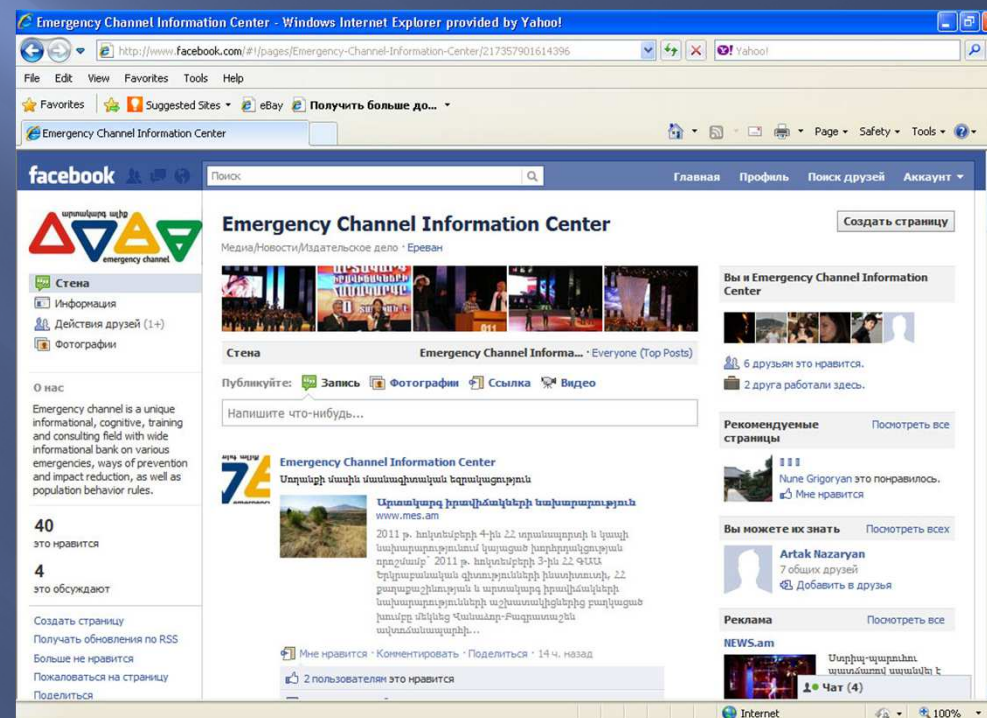




The most efficient way of information sharing and exchange of experience with other countries and international organizations acting in the field is using of internet and social networks.



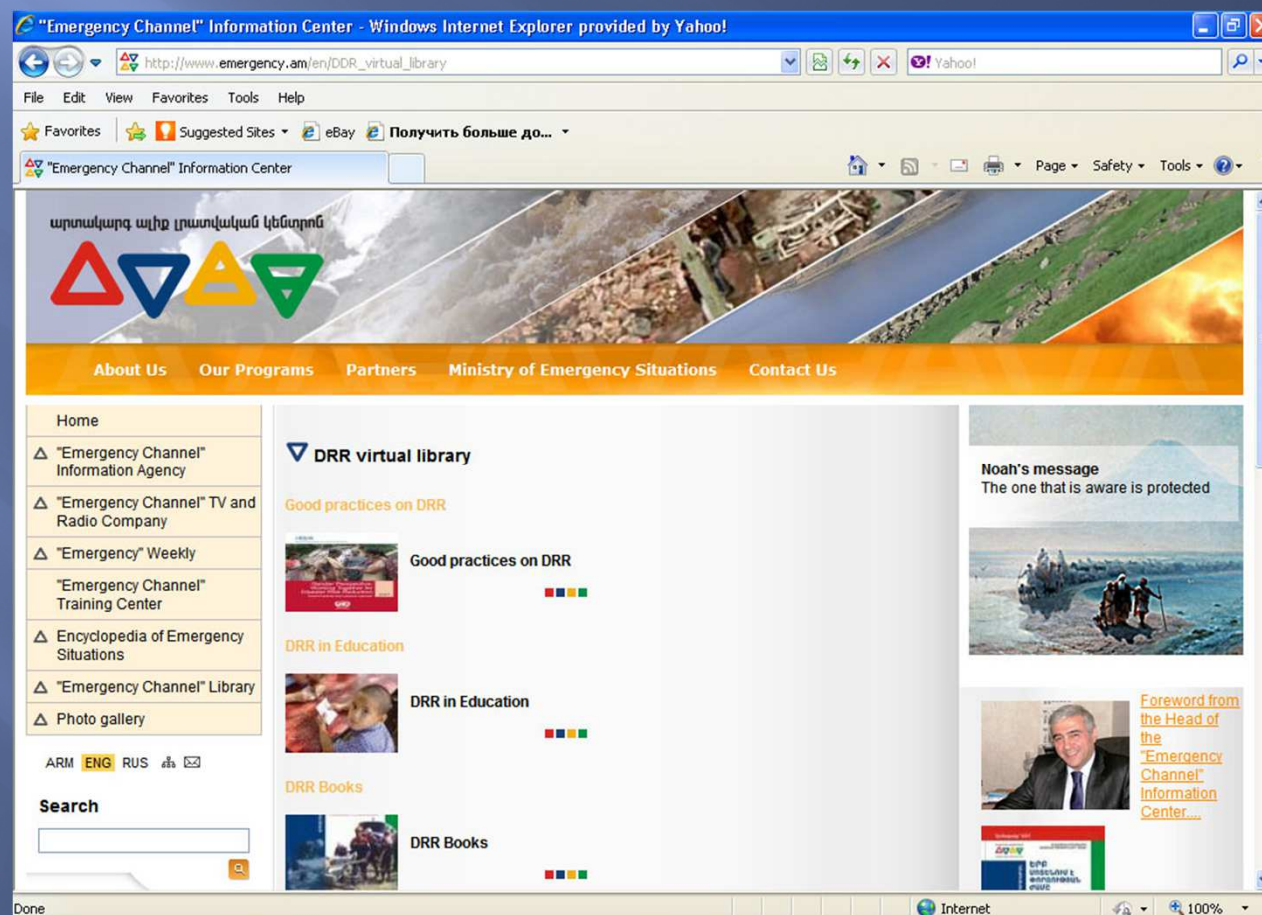
www.emergency.am and
www.mes.am web sites - complete
informative and consulting network
of emergency information and
knowledge.



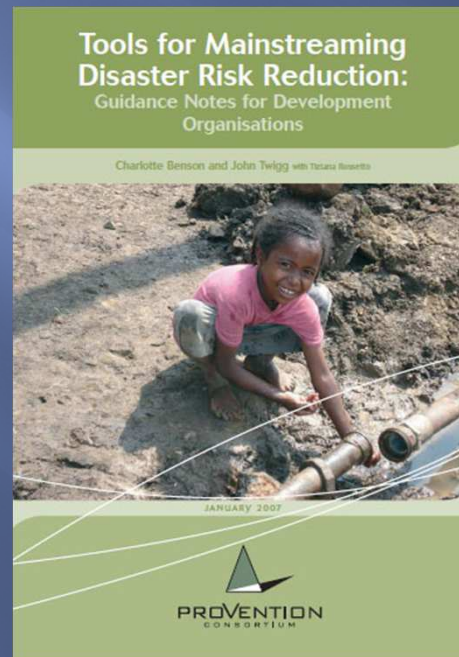
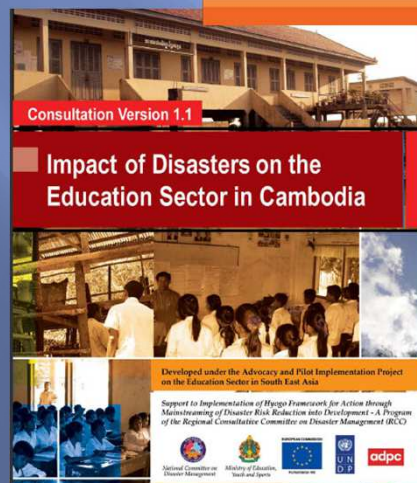
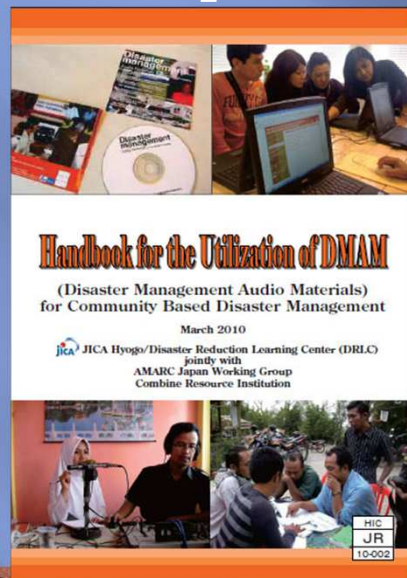


For making disaster risk reduction information and accumulated experience more accessible, available and effective a **virtual library** on disaster risk reduction has been established at www.emergency.am web site.

DRR library includes information and experience of Armenia and other countries and organizations regarding disaster risk reduction



Virtual library includes examples of DRR best experience, books and brochures, information kits, reports, articles, guidelines, photo and video materials.



This virtual library with systematized materials serves as an important resource for all those who are interested in DRR and wants to have an easy access to informative and educational materials on DRR.

Thank you for your attention