

Media Statement on Disaster Risk Reduction 4th Africa Regional Platform on Disaster Risk Reduction

Arusha, Tanzania, 13-15 February 2013

National and local media play an important and fundamental role in promoting disaster risk reduction policies and in advancing the disaster risk reduction agendas at national and local level. Media are active actors in the early warning chain and essential partners to help educating communities and promote disaster risk reduction messages to different audiences.

Media recognize the increasing importance of disaster risk reduction issues in current affairs and the power of communications in building the resilience of people.

Media recognize the role they can play in informing and educating people about the disaster risks they are facing and are willing to work closer with national and local disaster risk reduction partners to keep their audience informed and save more lives and protect more assets against disasters.

Regional media organizations present at the Fourth African Regional Platform on Disaster Risk Reduction in Arusha in February 2013 declared that media should take disaster risk reduction as a serious threat to development and as such commit to:

- Report balanced, accurate, timely disaster risk reduction information before, during and after disasters
- Prioritize the subject and dedicate more time and space to report more on the causes of disasters and on what can be done to prevent disasters
- Network with their media peers and journalist associations to convey the message of the Declaration in order to strengthen the resilience of communities

In conclusion:

We, reporters present at the Fourth African Regional Platform on Disaster Risk Reduction, and representing the following media organizations are endorsing the final declaration and will help promote the *Hyogo Framework for Action (2005-2015): Building the Resilience of Nations and Communities to Disasters* and the on-going consultations on a post-2015 global framework for disaster risk reduction.

