



## **VOLunteers in ACTion : Raising Awareness For Volunteer Fire Fighters”**

**VOLinACT , 2020-1-EL01-KA204-078872**

**2 °Good Practice from LARES ITALIA**

### 1. Title of the activity or event

*“A PROPOSITO DI RISCHI “ – “ABOUT RISKS”*

### 2. Objectives/aims expected by this action

“ABOUT RISKS“ is a national communication campaign promoted and implemented by LARES ITALIA. The goal of this good practice is to inform and help the population to become resilient, recognize and know how to behave in case of emergency; disseminating essential information at the time of emergency, with particular attention to the fire emergency.

### 3. Target group (or groups)

The target group of this initiative are all those who are active on social platforms and in particular those who are in the area affected by the emergency during the event, such as in the case of fires.

### 4. Description of the activity (methods, materials, human and physical resources, timing, etc.)

The materials that will be used are: images; info graphics; post and videos. The campaign will then be presented on some social platforms such as: Facebook, Instagram and Twitter. The LARES social media team will personally be responsible for the implementation, execution and monitoring of the campaign.

The publication of the information will take place according to the editorial calendar; in the event of emergency (e.g fire in progress) whenever there will be updates relating to the event in question.



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Through knowledge, awareness and good practices, "ABOUT RISKS" is also the slogan of the campaign, under which every risk is illustrated and told to citizens along with actions to minimize the impact on people and things.

#### 5. Steps for the implementation (operative steps to implement the good practice)

In the Social Media Team there is a LARES scientific manager who will take care of the production and collection of content. The graphic designers and other content creators will then take care of the publication.

#### 6. Impact of the good practice and evaluation of the results achieved

The project was recently launched so we still do not have enough data to give a broad estimate and evaluate the impact of this campaign on the population. At the moment the only data present are those relating to the Covid emergency, which posts have been widely disseminated.

The publication of the posts is having good coverage on the regional and national territory.

#### 7. Conclusions

"ABOUT RISKS" was created to respond to a need to raise awareness of environmental risk and the dangers associated with them, especially prevention and action against fires. Italy is a country exposed to many natural risks, and this is a fact. But it is equally true that individual vulnerability to these risks can be significantly reduced through knowledge of the problem, awareness of the possible consequences and the adoption of some simple precautions.



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