

Risk RED
Risk Reduction Education for Disasters
phone +1-718-428-2999
e-fax +1-408-516-5841
riskred@riskred.org
<http://www.riskred.org>

Risk RED: Risk Reduction Education for Disasters

Risk RED is a non-profit organization founded to increase the effectiveness and impact of disaster risk reduction education. This will be accomplished by bridging the gaps between idea and audience, expert and local practitioner knowledge, content and design, and research and application. Members work with credible and legitimate international agencies, regional and local partners, research and training institutions, and activists who share our belief in the value of broad and inclusive in-reach and outreach, to share, develop, localize, disseminate and evaluate the effectiveness of public education and outreach materials for disaster risk reduction.

Information sharing is facilitated globally by gathering, developing and populating a dynamic, labor-saving, multi-lingual, multi-regional, multi-media content-management environment for use by disaster risk reduction organizations. The mechanism is DREAMS: Disaster Risk Education Materials Content Management System. DREAMS allows high quality educational materials to be developed, translated, adapted, tested, and disseminated widely and efficiently, including through a digital online environment to enable rapid access to a broad variety of disaster risk reduction educational materials.

Other work includes collecting, making accessible, and developing new printed and digital materials. Examples are self-study and instructional curricula, presentations, fact sheets, booklets, research dissemination reports, posters, games, computer games, toys, models, comics, performing and cultural arts media, press kits, and global and regional marketing strategies for disaster risk reduction education for multiple audiences. By bridging knowledge and action and by focusing on all facets of education—such as pre-school to post-retirement and classroom group to distant individual learning—disaster risk reduction can become part of everyone's day-to-day activities.