



How Australia can get better at sharing information during an emergency



The word **I** in this book means Anni Fordham.

Hard words



This book has some hard words.



The first time we write a hard word

- the word is in **blue**

- we write what the hard word means.

You can get help with this book

You can get someone to help you



- read this book

- know what this book is about



- find more information.

About this book



This book was written to find the best way to share important information to everyone during an emergency.



This includes people

- people with a **disability**

A disability is when someone's brain or body works in a way that might make it more difficult for them to live their everyday lives.

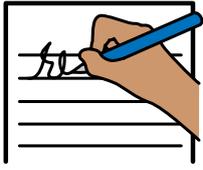


- people who speak a different language

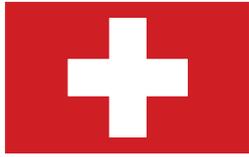


- people with different ways of talking or expressing themselves.

About this book



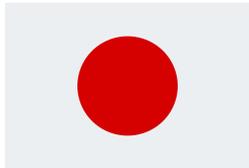
This book was written after I did 8 weeks of research in



- Switzerland



- the United States



- Japan



- New Zealand.



I looked at the best ways people in those countries communicate during an emergency.



I spoke to more than 100 experts.



I found ways Australia could get better at communicating during an emergency to make sure important information reaches everyone.

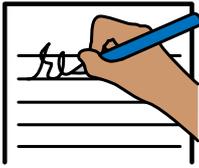
About this book



You can read the full report that I wrote on the Churchill Trust website.

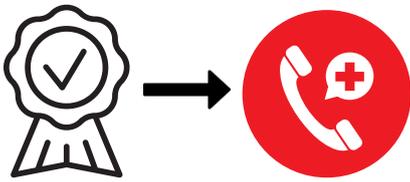
- <https://www.churchilltrust.com.au/fellow/annifordham-wa-2023/>

About the researcher

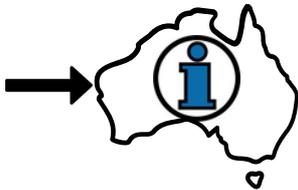


Anni Fordham wrote this book.

Anni is a Churchill Fellow from the Bob and June Prickett Churchill Fellowship.



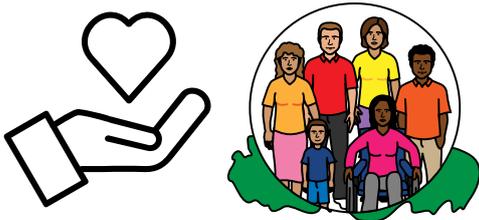
Anni has a lot of experience in communication and managing things during an emergency.



Anni has been in charge of the way information is shared during major emergencies across Australia.



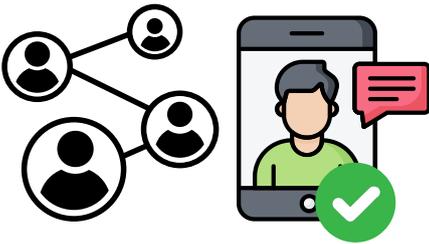
Anni has helped make a plan for the best way to share information with people across Australia.



Anni cares about making life saving information reach everyone in the community to help them make safe decisions.

What my research found

You need good connections with the community and good technology

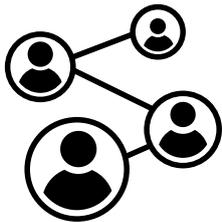


The best way to make sure you can warn everyone during an emergency is

- to have a strong connection with the community

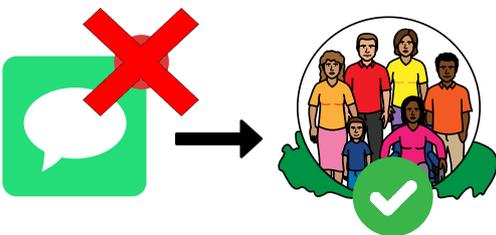
and

- the best technology.



Countries that have good warning systems have many ways to share messages with the community.

This means the important information can reach everyone even if the main way of communicating **does not work**.



What my research found



You need to have relationships with community leaders



To reach **diverse** communities, you need to have good relationships with community leaders and organisations.



Diverse means lots of different types.

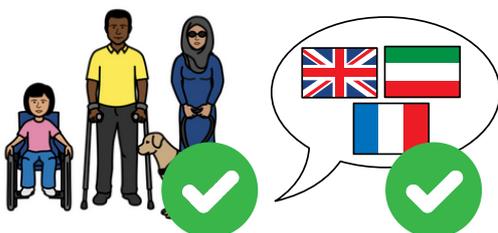
To have a good relationship with a leader in a community means you



- have someone to make information easy to understand for the group



- can build trust with the group



- make sure the information reaches everyone even if they have a disability or speak a different language.

What my research found

Use warning messages that are familiar to people



The best warning systems repeat the way a message looks or sounds so people are familiar with it.



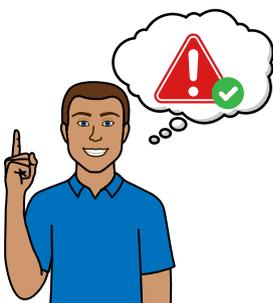
The way a warning message looks or sounds should be based on **evidence**.



Evidence is when something has been proven to work.



When a warning message looks or sounds the same way it makes people understand it better.



When people understand the danger, they can be sure when they choose how to protect themselves.

What my research found

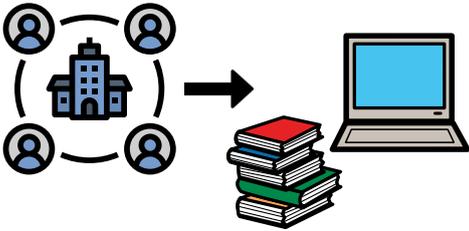
Use warning messages that are familiar to people



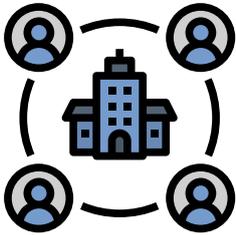
When a warning message looks or sounds the same way it makes it easy to translate or adapt it for different people in the community.

What my research found

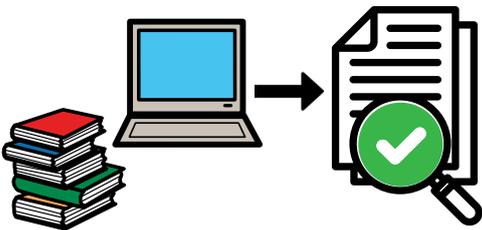
Make research a regular practice



Agencies who are the best at emergency communication are doing regular research.



Agencies are organisations run by private companies or the government.



When you make research a regular practice you can make decisions based on evidence.



This will make the warning system better over time.

What my research found

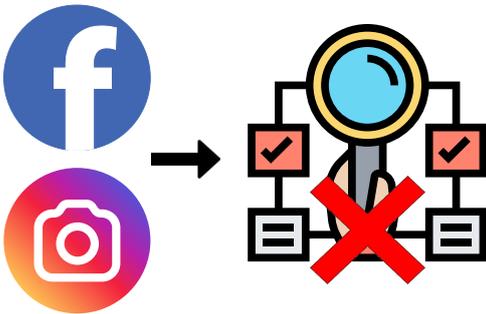
Be aware of misinformation



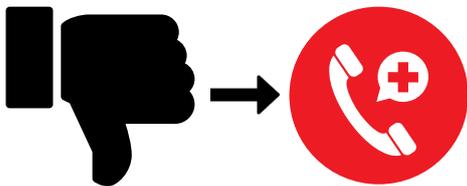
The dangers of **misinformation** in emergency communication is growing.



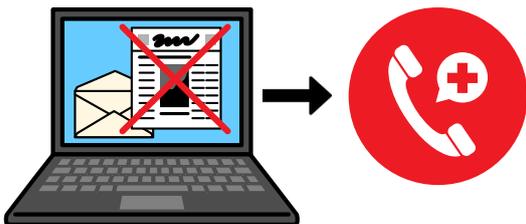
Misinformation is when information that is **wrong** is published as if it is true.



Social media sites like Facebook or Instagram are **not** checking if information that is posted is true as much as they used to.



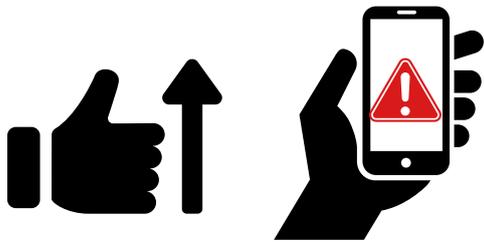
This makes it harder for agencies trying to communicate during an emergency.



I found examples where misinformation directly affected the response during an emergency.

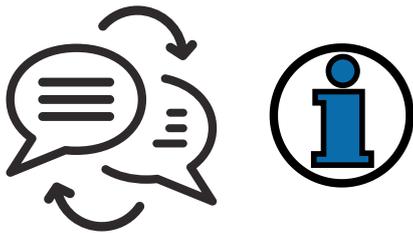
What my research found

How to make the warning system better



This book shows steps to improve the way emergency information is shared in Australia by using a warning system.

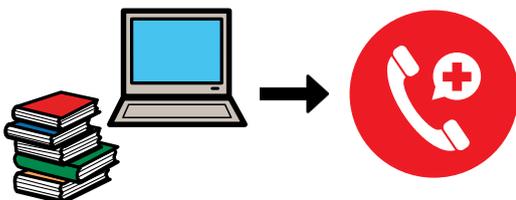
The ways to make the warning system better include



- make a method to translate information that is high quality and quick



- make good relationships with organisations and leaders from different cultural groups



- do regular research into the ways we share information during an emergency

What my research found

How to make the warning system better

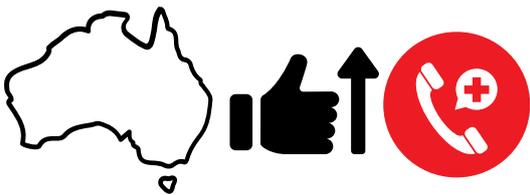
The ways to make the warning system better include



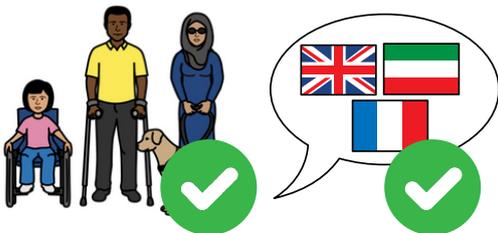
- create teams of people who are experts in different areas



- find ways to deal with misinformation during an emergency.

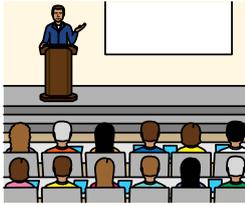


Following these steps will improve the way life saving information is shared in the community during an emergency in Australia.



This will mean the information will reach everyone including people with different communication needs.

How to hire Anni to speak

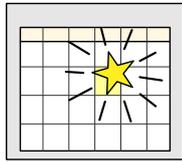


Anni can speak about her research at

- conferences



- workshops



- professional events

Anni can make her presentation about different parts of emergency communication.

Like



- how to best translate information



- how to make information easy to understand for people with a disability



- how to best use technology



- how to best work with people all over the world.

How to contact Anni



To contact Anni you can

- Connect with her on LinkedIn

[linkedin.com/in/anni-fordham](https://www.linkedin.com/in/anni-fordham)



- Message her on Instagram

[@warningwanderer](https://www.instagram.com/warningwanderer)



- Look at her information on The Churchill Trust website

<https://www.churchilltrust.com.au/fellow/anni-fordham-wa-2023/>

About this book

This book was written to find the best way to share important information to everyone during an emergency.



Easy English Australia wrote this book in May 2025.

We use pictures from

Boardmaker.

- Boardmaker by Tobi Dynavox

Canva

- Canva.