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ALERT HUB Warning Communication Knowledge Network

AlertHub: Warning Communication Knowledge Network

COST Action 23126 (2024-2028)

UNDERLYING FACTORS SHAPING EFFECTIVE WARNING COMMUNICATION

Barriers that shape whether warnings reach people, prompt action, and protect those most at risk

CONTEXTUAL BARRIERS



SOCIAL INEQUALITY

Vulnerable groups are often excluded from alerts



GEOGRAPHIC RISK

Exposure is high in floodplains, heat-prone neighborhoods, and rural disaster zones.



POLITICAL RELUCTANCE

Warnings may be delayed or suppressed to avoid panic or economic disruption.

SYSTEMIC BARRIERS



FRAGMENTED GOVERNANCE

Poor coordination among agencies leads to delayed or conflicting alerts.



UNDERFUNDED INFRASTRUCTURE

Outdated technology, limited real-time data, and weak integration of health and environmental systems restrict efficient warning communication.

COMMUNICATION BARRIERS



GENERIC MESSAGING

Alerts lack localization and actionable advice.



ACCESS GAPS

Language barriers, digital exclusion, and inaccessible formats limit warnings for vulnerable groups



TRUST DEFICIT

Inconsistent or vague alerts reduce public confidence and compliance

Website

Social media

Join us via COST Action

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