

The Italian communication campaign "Io Non Rischio - I Don't take Risks"

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"Io Non Rischio - I Don't take Risks" is a national communication campaign created and promoted by the Italian Civil Protection Department (DPC), the National Association for Public Assistance (ANPAS), the Italian Institute of Geophysics and Volcanology (INGV) and the Network of the University Laboratories of Seismic Engineering (ReLUIS). It aims at promoting the culture of prevention, by training civil protection volunteers in order to make them more aware and able to encourage citizens in acquiring a more active role in risks reduction. The rationale behind the campaign is that preventing and reducing risks is everyone's interest and task; learning how to foster individual responsibility, through an effective diffusion of information on risks.

The first edition of the campaign focused on seismic risk and was held in 2011 in 9 Italian municipalities located in high seismicity zones. A selected group of volunteers was firstly trained by experts on basic concepts concerning hazard, vulnerability, seismic risk and communication procedures. Then, in turn, they trained other volunteers. As a result, during the first campaign, 120 volunteers gave information, distributed illustrative material and provided answers to the citizens' questions on possible individual actions to carry out in order to mitigate seismic risk.

As a consequence of the positive feedback of the initiative, a growing process has been put in place, by developing an integrated campaign, divided into various risks (the "I don't take risks – Tsunami" campaign was added in 2013, the "I don't take risks – Floods" campaign in 2014 and the "I don't take risks – Volcanoes" will kick off experimentally in the next edition of the campaign) and progressively extended throughout the country.

The second edition of the campaign, held in 2012, was extended to about 100 Italian municipalities and over 1,500 trained volunteers from 12 different national associations of civil protection were involved. The third (2013) and fourth (2014) edition took place in more than 200 Italian municipalities, involving about 3,000 trained volunteers and in the fifth (2015) edition, more than 400 Italian municipalities and 4,000 trained volunteers have been involved. In the upcoming edition (October 15-16, 2016), the integrated campaign will be held in more than 700 Italian municipalities, with the participation of over 7,000 volunteers.