



RESOURCE

# How to Communicate Drought

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## Description / Abstract

The Guide on ***How to Communicate Drought*** was developed by the Global Water Partnership Central and Eastern Europe within its Integrated Drought Management Programme in Central and Eastern Europe in 2019.

This Guide on ***How to Communicate Drought*** offers to bridge the gap between water professionals and the media with guidance on principles and good practices, as well as selected case studies.

For media professionals, the Guide sets out what people really need to know about drought, the steps that professionals are taking to reduce the impacts of drought, and how people can benefit from engaging in reducing the risks. For water professionals the Guide offers experiences of working with the media to communicate drought in ways that increase public interest and engagement. For both, selected case studies demonstrate the many facets of drought and how professionals and the media can work together for the public benefit.

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