

Communication for Public Awareness about Negative Impacts of Nuclear Weapons

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Strategic communication is important to create public awareness in every country about the devastating impacts caused by the use of nuclear weapons to eliminate the presence of nuclear weapons across the globe. Every community, nation, and region has some historical backgrounds and indigenous traditions that must be kept in mind while designing and selecting the mediums for public outreach programs. The topics on the socio-economic negative impacts of the use of nuclear weapons can be included in the curriculum at universities and colleges to apprise youth. Comprehensive awareness campaigns can be launched through opinion leaders in our respective countries to highlight the importance of the issue. TV and radio programs and articles in national and local languages can be useful tools to educate the masses at the grass root level. Social media influencers can be engaged for wider outreach of messages. Interaction with youth at universities and colleges through workshops and training can give them a better understanding of the problem. Moreover, activities like international exchange programs, painting/poster/debate competitions simulation exercises among youth, and celebrations of “International Day for the Total Elimination of Nuclear Weapons” can apprise the masses about devastating impacts of nuclear weapons.

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Promotional text

The strategic communication about negative impacts of nuclear weapon use for public outreach globally can include steps like introducing topics in the curriculum, campaigns through opinion leaders, Tv & radio programs, article writing, seminars & workshops at institutions

Oral preference format

in-person

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Session Classification: Lightning talks: P5.3, P5.4

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