



How can educational materials and guides raise public awareness, build resilience and support local government activities?

International Conference on Civil Protection and Civil Defence in
Finland and Poland 2025

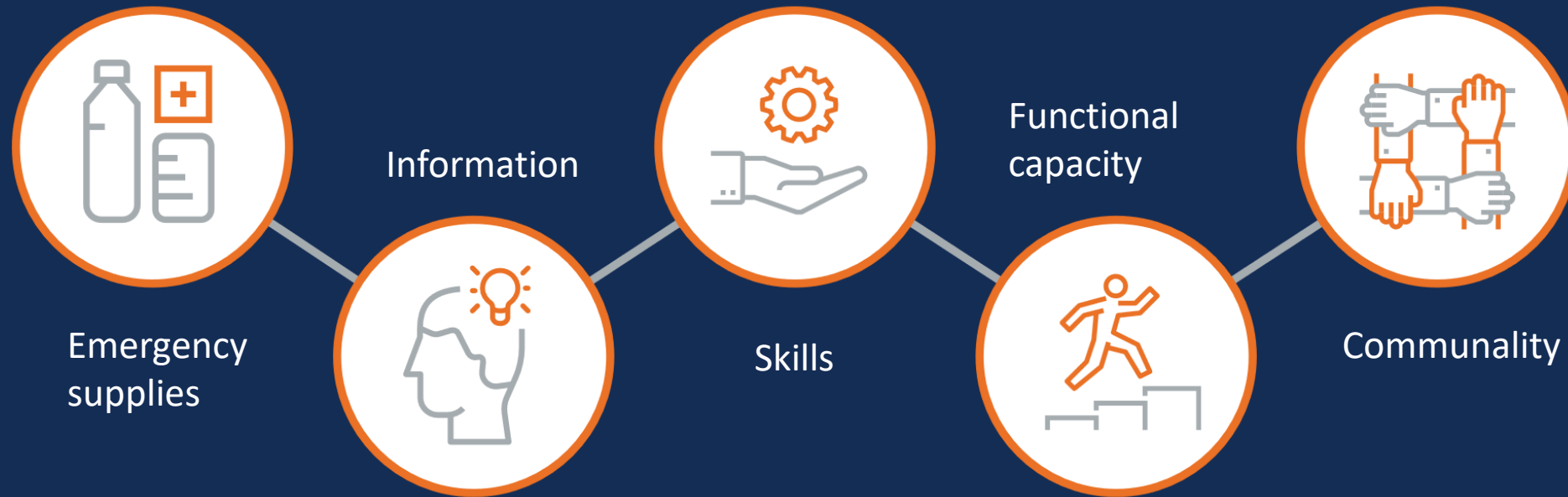
October 8th – 9th 2025 Warsaw

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Project Manager
Department for Rescue Services,
Ministry of Interior



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Communication is built on behavioral science and psychology



How to motivate people to do right things?

- Competence
- Autonomy
- Cohesion



New guide instructs how to prepare for incidents and crises

- Society's resilience is strong when **people know how to prepare** materially and mentally in advance and **how to act** during crises. *Competence*
- Preparedness is an **important civic skill** in the current uncertain world situation. *Autonomy*
- This will also improves people's ability to **help others** in their surroundings. *Cohesion*
- The authorities can then focus on solving the situation and helping the most vulnerable groups.



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[Suomi.fi/preparedness](https://suomi.fi/preparedness)



**Prepared people
cope better**

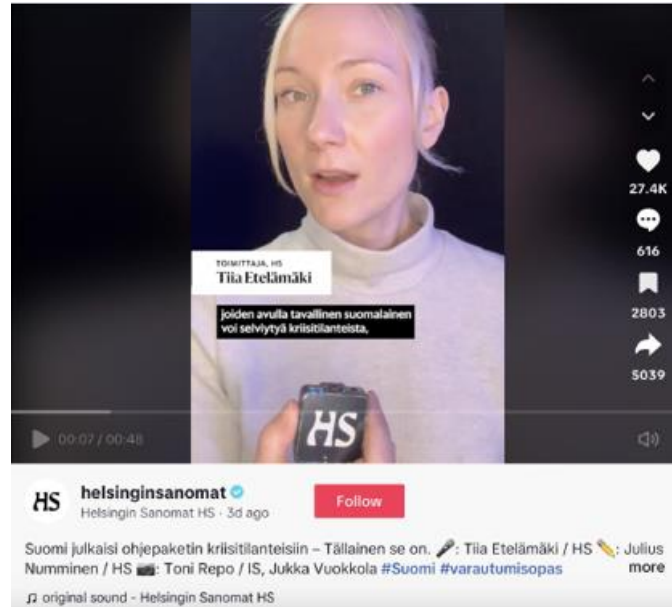
Read the preparedness guide
– and you'll know what to do.

Preparedness guide gained wide visibility on social media as well (monitoring period 18.11.-15.12.2024)



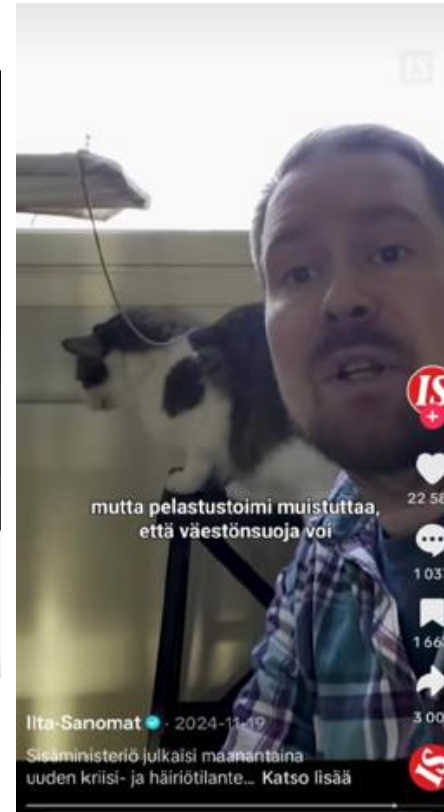
X-post: Minister give information about emergency supplies.

- **160 000 individuals**
- got 791 likes
- 135 reposts
- 185 comments.



TikTok-post by Helsingin Sanomat

- **550 000 individuals**
- over 28 000 likes
- 616 comments
- over 5100 shares



TikTok-post (bout pets by Iltasanomat

- **300 000 individuals**
- over 1000 comments
- over 3000 shares



Preparedness guides of Finland and Sweden also came up in international media, including BBC, CNN and fox news. In many international news, the focus was on preparedness for war.

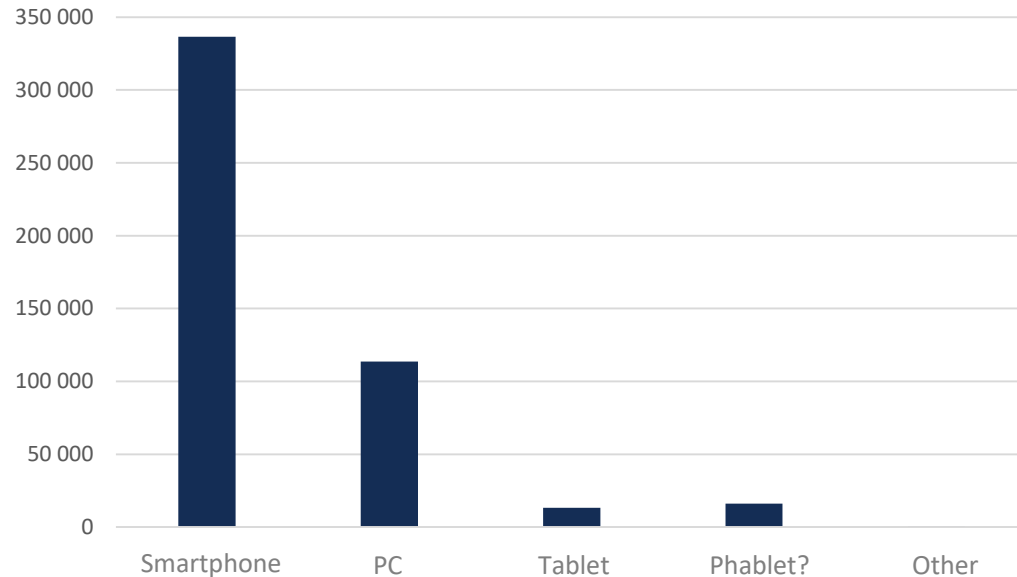
Perhaps the case of Fox news had the greatest reach (the figure below). The video had strong message. It has 1.3 million viewing times.



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Preparedness guide web-statistics 2024

Total visits around 481 000

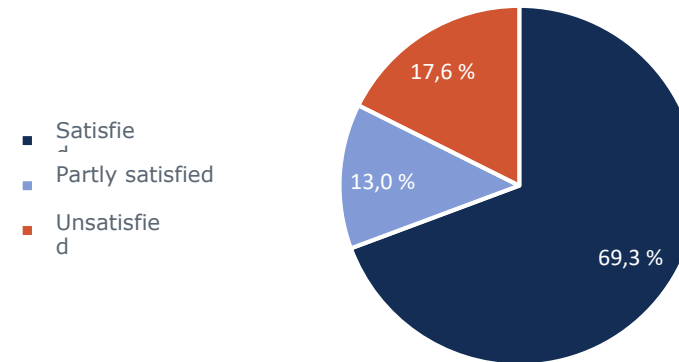


Suomi.fi provides cookie-free analytics so it is not possible to monitor quite accurately the number of individual users or, for example, return visits.

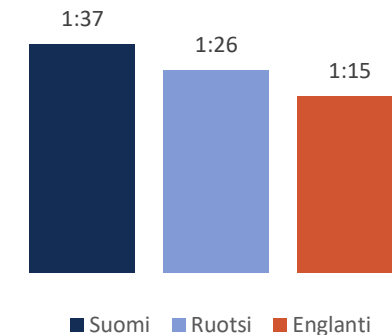


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Total feedbacks 4693



Average time spent in the guide (min)



Social media serie about emergency supplies 2025-2026

- Launched in June, continues to spring 2026.
- Video reels and photo carousels on Instagram and Facebook.
- Introduces different emergency supplies and why they are important to have.
- Aim to advertise the preparedness guide and increase awareness about the emergency supplies among people.

Video about water supplies (posted 30.6.)

Views:
189 711 (IG, FB)

Likes:
2943

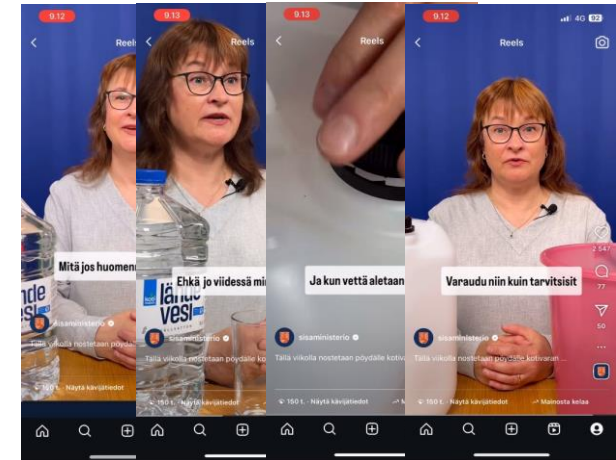


Photo carousel about the emergency kit (posted 11.8.)

Views:
10 283 (IG, FB)

Likes:
144



Photo carousel about the pet supplies (posted 25.9.)

Views:
12 602 (IG, FB)

Likes:
105



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Numbers taken
7.10.2025

How to ensure that civil defence shelters are maintained, can be deployed and used when needed?

Civil defence shelters must be in order and functional, they must be able to be used.

Drawing up guidelines for

- 1) emergency plans,
- 2) the deployment and use of civil defence shelters,
- 3) maintenance and inspections of civil defence shelters.

Will be published at the beginning of year 2026.



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Raising public awareness will never end

- Guides alone are not enough, needs for additional material
 - Summaries for different target groups
 - Brief instructions — What should You do?
 - Videos
- Preparedness is part of everyday life, now and in the future
 - Press releases for the media
 - Blogs
 - Social media: Facebook, Insta

Build the social trust and awareness, motivate civilians



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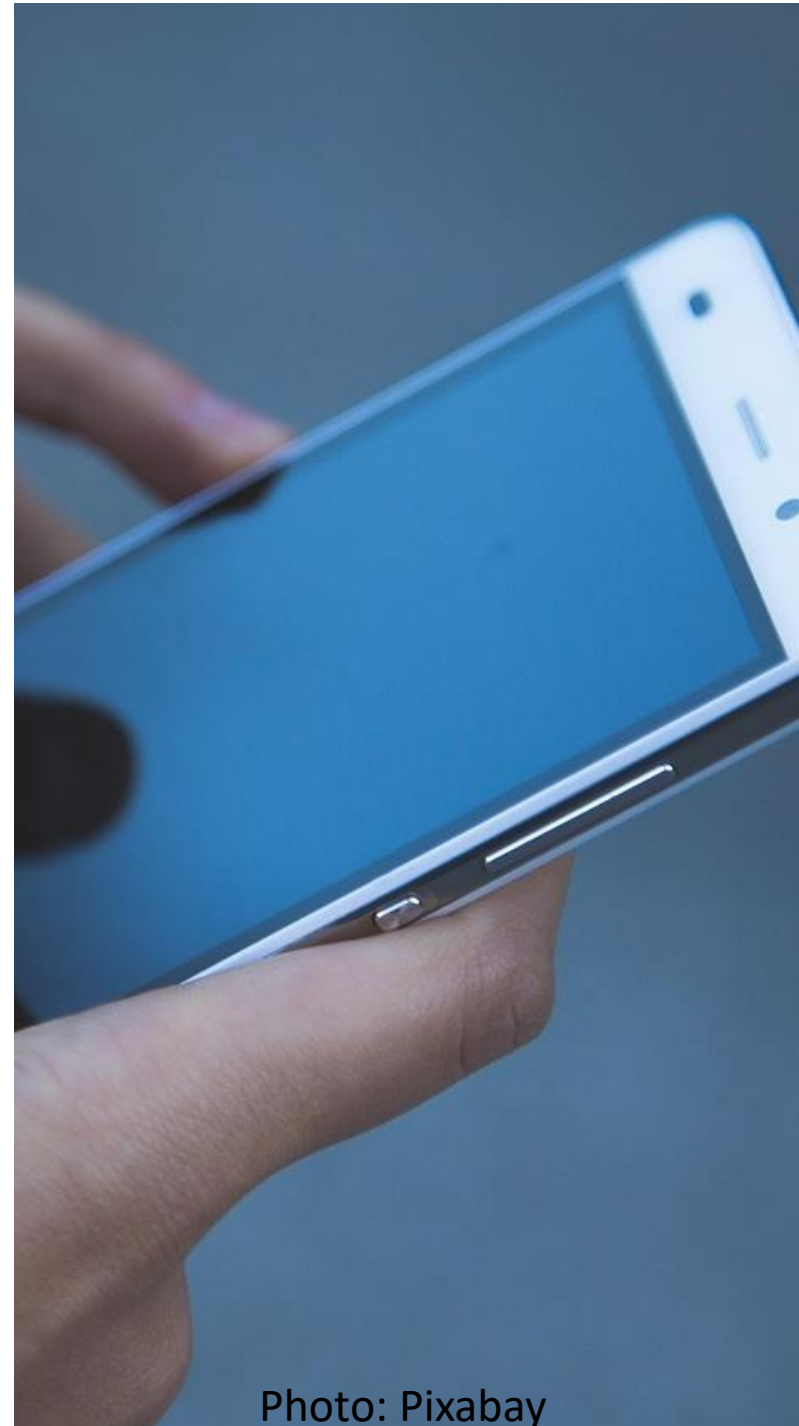


Photo: Pixabay



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