

Summary: Communicating emergency food supply strategies in Germany – an international comparison

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1. Population's responsibility for private stockpiling of foodstuffs is essential
2. Need of positive and proactive preparedness communication in order to increase emergency preparedness on an individual level
3. Social-media channels & public events serve as a proactive reminder for an individual emergency food supply

In Germany, private households are encouraged to have a food supply for ten days in case of an emergency. In general, the public is not aware of a food supply shortage that might be caused by a severe blackout or heavy flooding. The current German governmental strategy of ensuring emergency food supply is insufficient and outdated. The preparedness for and the response to past disasters in international comparison showed that the population's responsibility for stockpiling of foodstuffs is essential. Although the involvement of and cooperation between different stakeholders are fundamental to maintain the food supply during emergencies. Experience in e.g. New Zealand showed the need of positive and proactive preparedness communication in order to increase emergency preparedness. Besides common social-media channels, public events serve as a proactive reminder. The political community is recommended to elaborate an overall plan through positive and partial humorous campaigns and information providing.