



The communication component of the work of the SES of Ukraine during the war

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MEANS OF COMMUNICATION





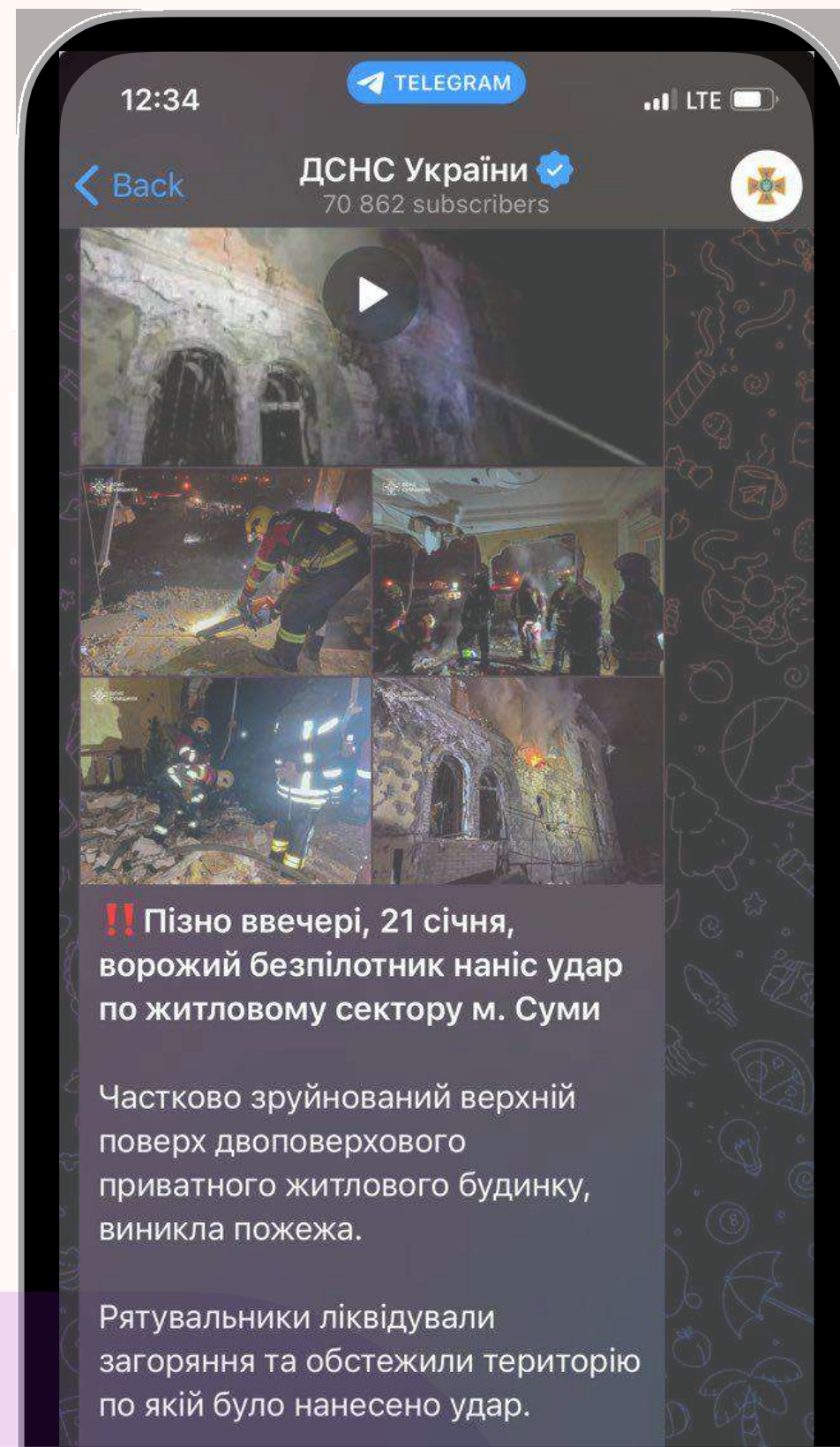


SES OF
UKRAINE



The main directions of our communication efforts

1 Immediate incident reporting



2 Dissemination of information regarding explosive ordnance clearance operations



The main directions of our communication efforts

3 Implementation of civil protection public awareness initiatives



The main directions of our communication efforts

4

Countering enemy
disinformation and fakes

ВАЖЛИВО:
ДСНС НЕ ЗДІЙСНЮВАЛА
РОЗСИЛКУ ПЛАНУ ЕВАКУАЦІЇ!



Шановні мешканці Кременчука! Повідомляємо, що у зв'язку з високою ймовірністю ракетних ударів РФ по Кременчуцькій ГЕС оголошується добровільна евакуація із зони можливого затоплення мікрорайонів Ревівка, Центр, Занасип, Чередники, Крюків, Раківка. За можливості залиште зазначені райони найближчими днями. Головне управління ДСНС України у Полтавській області (0532) 50-35-53



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 ДСНС
УКРАЇНИ

The main directions of our communication efforts

5

Implementation of security awareness campaigns



6

Highlighting cooperation with international partners





Communication about shellings

We developed clear protocols and coordination procedures with military and relevant agencies in the process of information preparation

- ✖ we cannot communicate the shelling of military targets
- ✖ We don't provide specific addresses of Russian attacks → we employ phrases such as "in one of the city's districts"
- ✖ We never specify facility names → we utilize general terms such as "administrative structure" or "industrial facility"

It is also important to carefully review video and photo materials so that there are no military personnel or critical infrastructure facilities in the footage

- ✓ We employ close-up shots and maintain strict information security protocols
- ✓ When necessary, we apply digital blurring techniques (retouching), particularly for casualties of enemy attacks



Trust to the SES of Ukraine

83%

is the public trust rating the State Emergency Service currently, maintains, ranking second among all state authorities

491

information requests from foreign media organizations we processed in 2024





Mine safety

~23% of Ukraine's territory is potentially contaminated with explosive ordnance that is approximately 139,000 square kilometers



approximately

555 000

explosive devices were neutralized by EOD specialists during the war

including

3 800

aerial bombs



Mine safety

324

people died from
enemy mines and
unexploded
ordnance

787

people were
injured





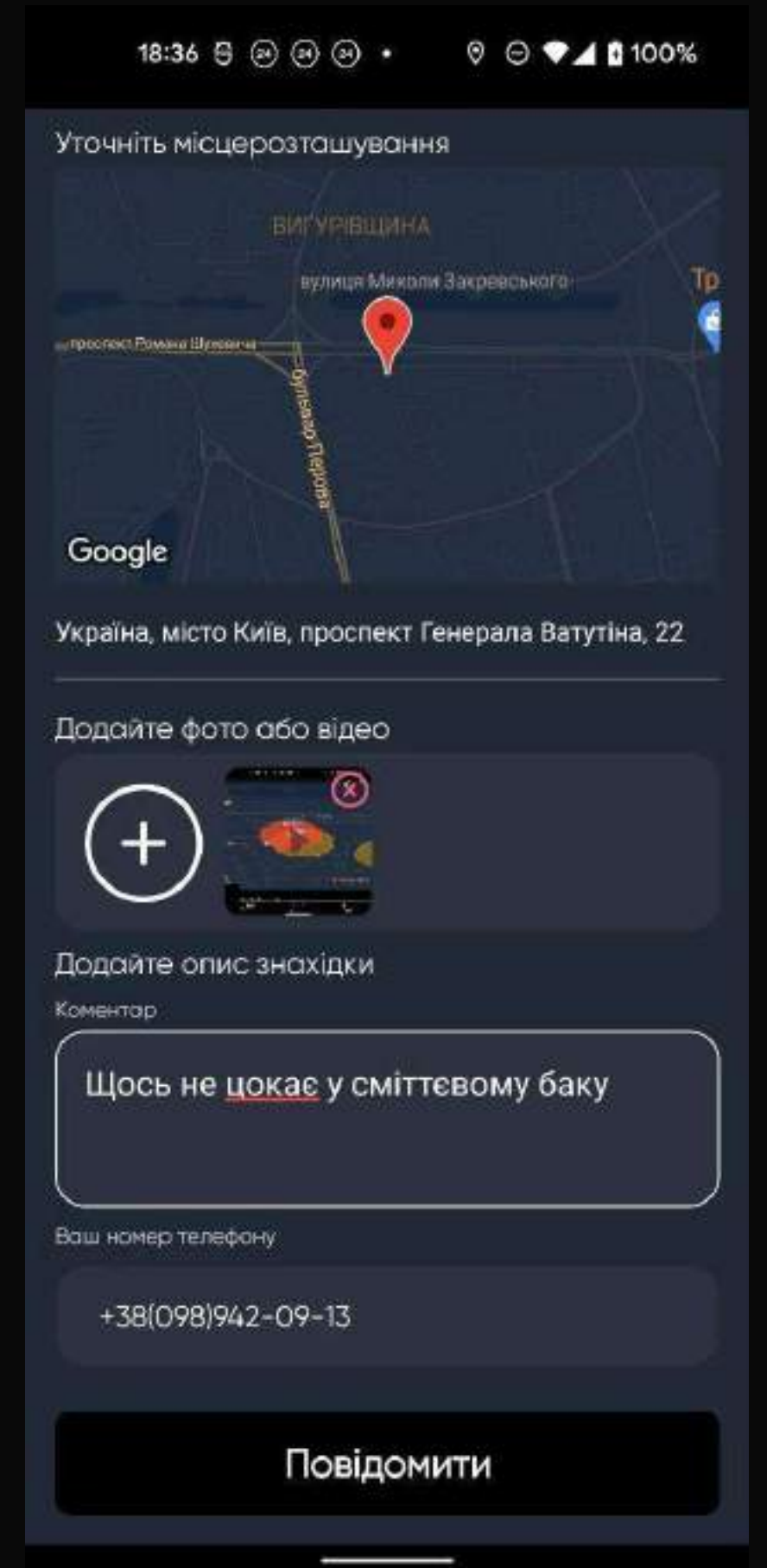
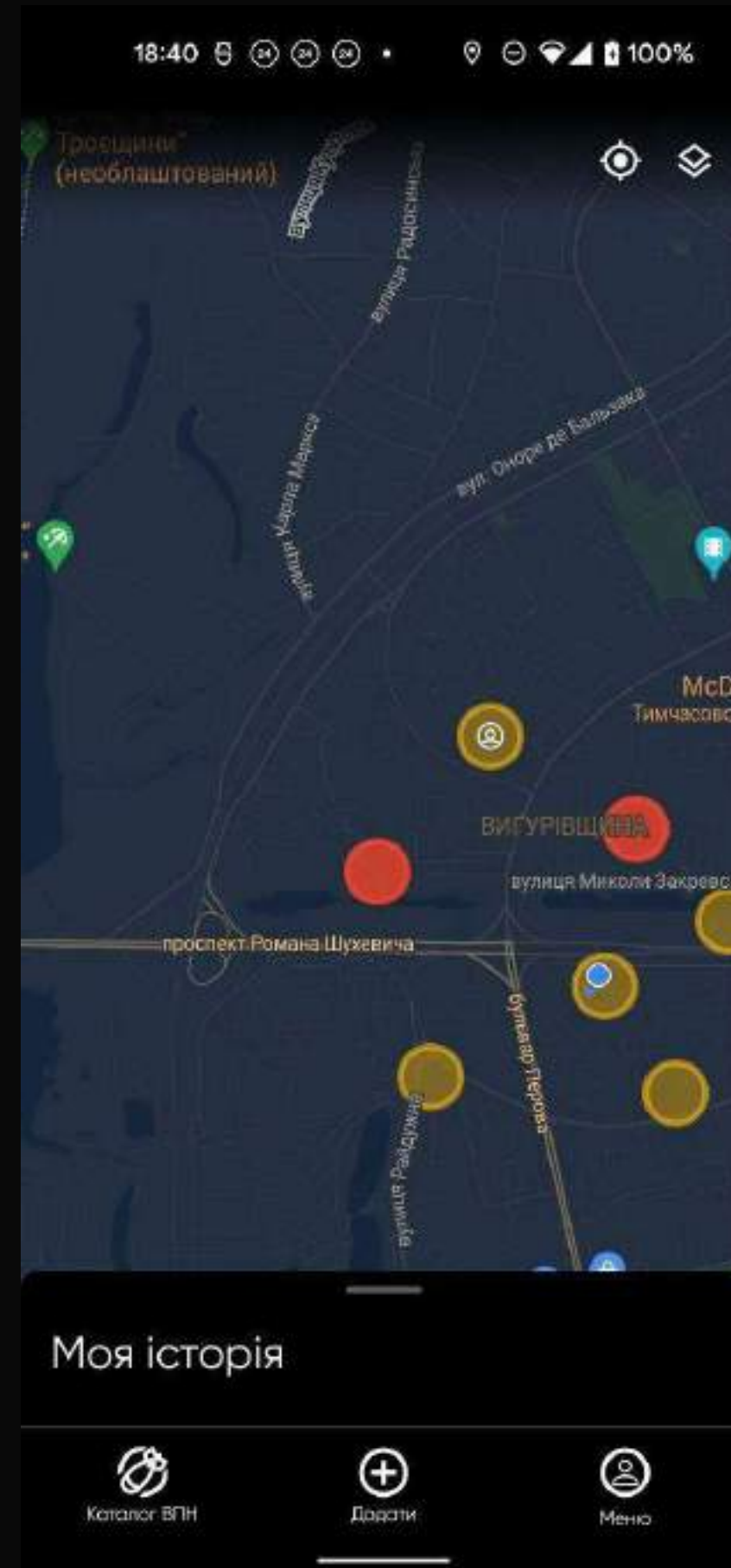
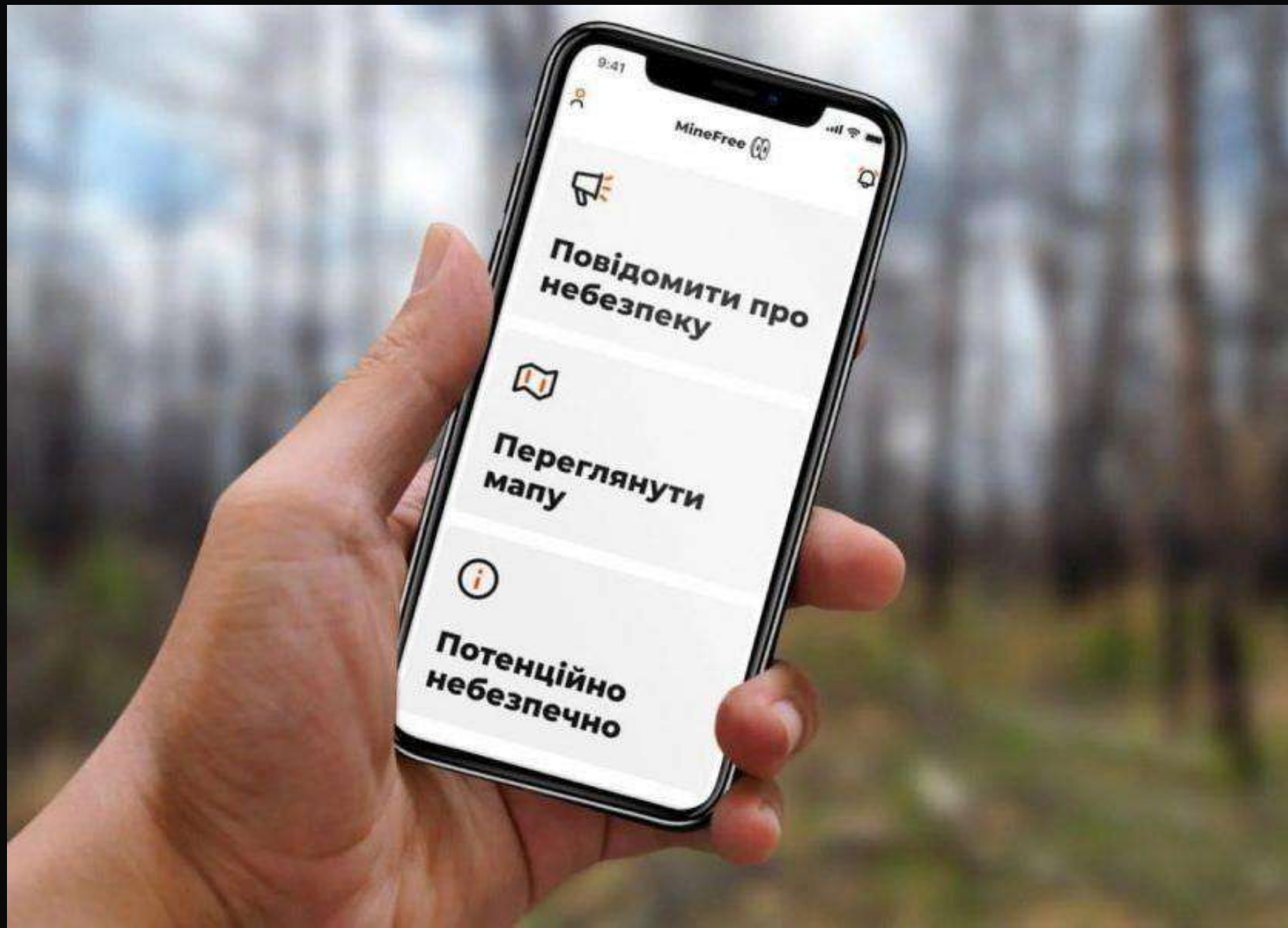
Mine safety





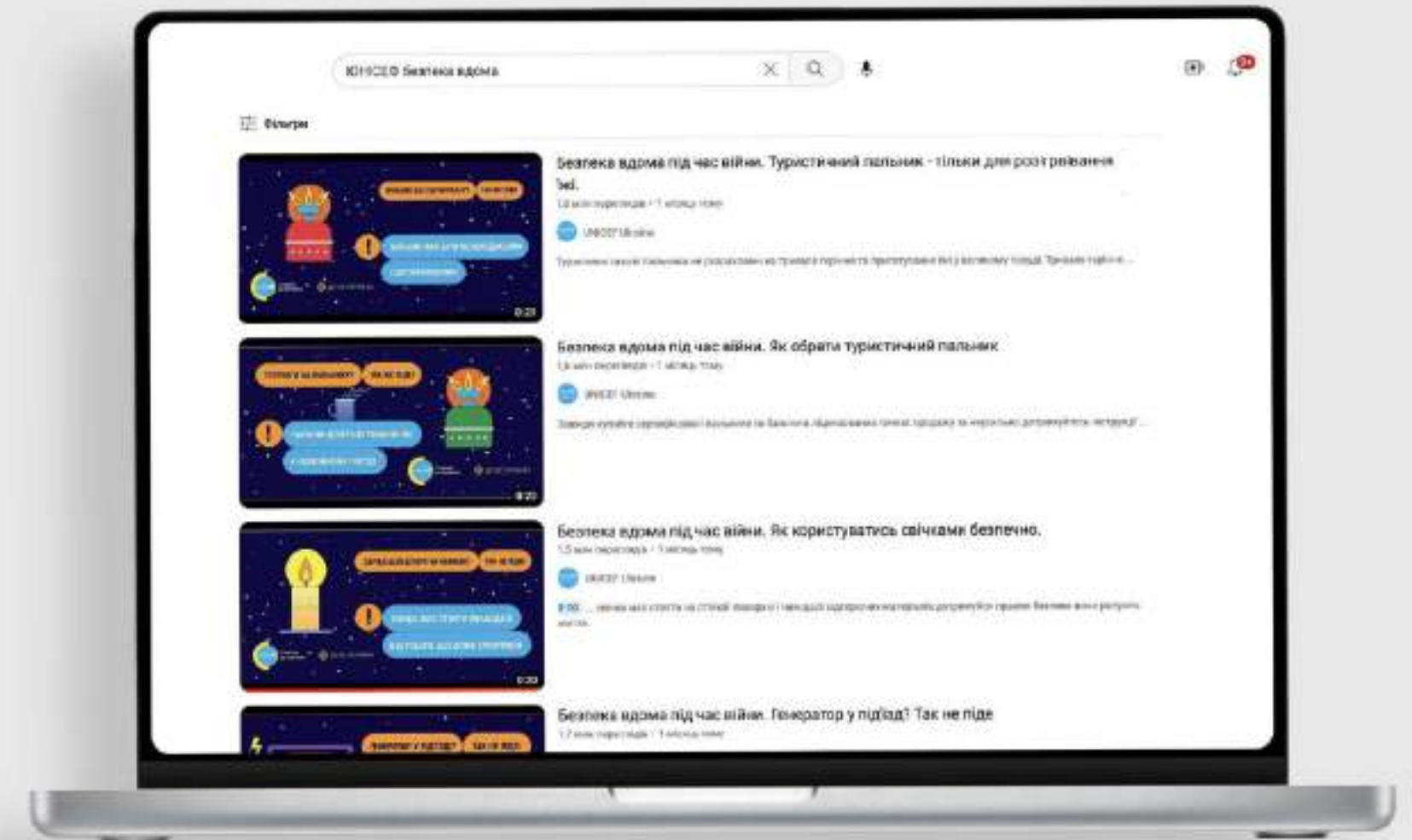
Mine safety

We have developed the "Mine Action Ukraine" and "MineFree" applications to inform the public about potentially hazardous areas



Attacks against national energy infrastructure

The State Emergency Service, together with partner organizations, developed numerous comprehensive information campaigns and video courses





Contemporary communication channels

We collaborate with influential public figures, including musicians, cultural leaders, and respected opinion makers whose messages resonate positively with the public



We also develop distinct personas that enhance information retention and engagement





Safety Classes shared project



3 659

safety classes have been set up in Ukraine, with continued expansion underway





Mobile Safety Classes initiative

15 mobile educational units operating across

10 regions of Ukraine and Kyiv city





Only in unity is our strength!

We thank everyone who supports Ukrainian rescuers in these difficult times.

 European Commission

 Republic of Austria

 Canada

 Czech Republic

 Kingdom of Denmark

 Republic of Estonia

 Republic of Finland

 French Republic

 Federal Republic of Germany

 Italian Republic

 Japan

 Republic of Korea

 Republic of Lithuania

 Republic of Latvia

 Luxembourg

 Kingdom of Norway

 Republic of Poland

 Portugal

 Romania

 Slovak Republic


 Republic of Slovenia

 Kingdom of Spain

 Kingdom of Sweden

 Swiss Confederation

 Republic of Turkey

 United Kingdom of Great Britain
and Northern Ireland

 USA

 Republic of Croatia

 Kingdom of Belgium



Thank you for
your attention

