

**Application of risk communication in disaster management in Tanzania:a case of 2014  
flood disaster in Jangwani and Hananasifu wards in Dar es Salaam City, Tanzania**

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The study utilized mainly qualitative approach to explore the use of risk communication and associated setbacks in all three stages of disaster management during the flood disaster events that took place in Dar es Salaam in 2014. The study revealed that the government lacked the capacity to communicate with the key constituencies (the general public, victims and key stakeholders). This limited the effectiveness and efficiency of communication in all phases of risk management, particularly in the advance warning phase. However, it was interesting to note that there was a high level of commitment developed during the intervention phase between non-state actors and the affected communities. For the effectiveness of the proposed risk communication framework, there is a need to enhance communications mechanisms such as an integration of mass media, social media and interpersonal communication, underpinned by clear policies and buttressed by the political will. It is also critical to build the capacity of local authorities and community leaders toward engaging the public in all phases of disaster management.