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| G:\PHOTOS\SP.jpg | Dr Sally Priest is an Associate Professor and Head of the Flood Hazard Research Centre at Middlesex University, London, UK. She has a geographical background and holds a PhD (2003) from the University of Southampton and has investigated a wide range of social aspects of flood risks including flood insurance and recovery mechanisms, public understanding and response to flood warning systems and flood incident management. Sally has researched various different aspects of social responses to and the understanding of risk; including the effectiveness of public information in raising awareness about flooding and the influence that it has on attitudes and behaviour. More recently, (EU STAR-FLOOD) she has investigated the role of flood risk governance within different flood risk management systems with the aim of evaluating their appropriateness and resilience leading to the development of good design principles. |
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Project number: 573806-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

*"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"*