

Compilation of National Progress Reports on the implementation of the Hyogo Framework for Action (2009-2011)

HFA Priority 3, core indicator 3.4:

Countrywide public awareness strategy exists to stimulate a culture of disaster resilience, with outreach to urban and rural communities.

Know the Risks and Take Action

Reporting period: 2009-2011
Country information as of 18 Aug 2011 (for internal use only)

This report compiles inputs by Hyogo Framework for Action (HFA) priority for action 3.4 from 86 countries' final national HFA progress reports in order to better facilitate analysis and provide examples by priority and region. Inputs are provided in their original reporting language.

Note that these extracts are provided for convenience only and that national HFA progress reports should be considered in their entirety. To view them, visit:

<http://www.preventionweb.net/english/hyogo/framework/progress/>

An HFA Monitor update published by PreventionWeb

Africa

Algeria (in French)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Des progrès significatifs pour la sensibilisation et l'éducation du public sont constatés depuis quelques années. La majorité des secteurs concernés par la prévention des catastrophes disposent de programmes y afférents. Leur efficacité reste variable selon les secteurs et les domaines ciblés. Plusieurs secteurs (Education, Energie, Agriculture, Environnement, et Assurances) mènent des actions concrètes auprès des populations et notamment scolaires.

Des activités de sensibilisation et d'information sont également organisées par la Protection Civile et le mouvement associatif, en particulier par le Croissant Rouge Algérien.

La consistance des actions citées précédemment peut être illustrée par les activités et exemples suivants :

- Au niveau de la Protection Civile la sensibilisation des populations exposées aux risques, est organisée à travers : l'animation de conférences de presse et de tables rondes à la radio et à la télévision, les recommandations via la presse écrite, aux citoyens notamment sur le comportement à adopter et des caravanes d'information et de sensibilisation sur les risques encourus.
- Au niveau de l'Office National de la Météorologie, un programme Information, Education, Communication est mis en œuvre pour appliquer les dispositions contenues dans la loi 04-20 qui consacre le droit de l'ensemble des citoyens à être informés sur les risques naturels. Une station pédagogique, pour les besoins de la vulgarisation et sensibilisation du public a été mise en place au niveau de l'ONM à Alger.
- Des campagnes de sensibilisation du public et de proximité pour les populations riveraines sont organisées annuellement par l'administration des forêts lors de la célébration des journées nationale et internationale de l'arbre, au cours desquelles le public est informé sur le rôle important de la forêt tant sur le plan économique, social qu'écologique.

Context & Constraints:

Un système d'évaluation est nécessaire pour pouvoir apprécier la pertinence des programmes Dans ce cadre, l'absence d'une structure de coordination chargée du suivi et du contrôle des programmes d'actions sectoriels, ne permet pas d'évaluer l'efficacité et l'impact des activités sur les populations et les groupes cibles et l'efficacité des actions.

Le défi essentiel réside dans la mise en œuvre des dispositions de la loi 04-20 concernant l'aspect « information ». L'organisation et les systèmes et réseaux y afférents restent, en fait, entièrement à construire.

Les actions vont recevoir une nouvelle impulsion avec la redynamisation de la «Commission Nationale de Communication liée aux risques majeurs » (créée par le décret 04-181 du 24 juin 2004), et la parution des

textes d'application de la loi 04-20 en matière d'information, d'éducation et de communication.
Le défi principal réside dans la généralisation et la pérennité des actions d'éducation et de sensibilisation du public.

Botswana (in English)

Level of Progress achieved:

5 - Comprehensive achievement with sustained commitment and capacities at all levels

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

NDMO has organised nation wide campaigns on multiple hazards and vulnerability among the community members. The NDMO has also trained District level officials in Disaster Risk Reduction and Emergency Management planning.

Context & Constraints:

Lack of tools to determine the effectiveness of such awareness campaigns .

Burundi (in French)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

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* Yes: Public education campaigns.

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Description:

- Des ateliers de sensibilisation sur la RRC sont régulièrement organisés du niveau national à celui des

communautés passant par le niveau de la Province;

- Des exercices de simulation sont organisés à l'intention des membres de certaines Plates Formes Provinciales;

Context & Constraints:

- Les structures de la RRC ne sont pas établies dans toutes les Communes, entités proches des communautés.

- Manque de budget pour intensifier les exercices de simulation pour la sensibilisation des leaders communautaires élus;

Cape Verde (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Acredita-se que só se pode minimizar os riscos e as situações de emergência, se as pessoas estiverem devidamente informadas e educadas em matéria de auto-protecção.

No que toca a informação ao público elaborou-se várias notas para os órgãos de comunicação social (OCS), para o período antes, durante e depois da época da chuva. Foram dadas várias entrevistas aos diferentes Órgãos de Comunicação Social existentes no país, nomeadamente rádios, televisões e jornais, no sentido de sensibilizar a população no sentido adoptarem medidas mais pró-activas face às catástrofes.

Como instrumentos de informação ao público, o SNPC, dispõem de dois programas radiofónicos, uma na rádio nacional com o título: Protecção Civil - Mais Vale Prevenir, e na rádio educativa, com a designação: Educação e Protecção Civil.

Também dispomos de uma página na Internet com o seguinte endereço: www.snpc.cv

É prática do SNPC, confeccionar Banner e Cartazes com o objectivo de informar o público em geral. Estes instrumentos de sensibilização ao público são colocados em diferentes pontos das cidades, para uma melhor informação do público.

O SNPC, em parceria com mais instituições com responsabilidades directas para a RRC, elaborou um folheto com 112 Conselhos de Segurança, tanto para os riscos naturais, tecnológicos, sociais, etc.

È prática do SNPC e dos agentes de protecção civil ministrarem palestras, com o objectivo de sensibilizar, principalmente a população estudantil, dos vários riscos a que se encontram sujeitas e as medidas que devem adoptar caso houver a manifestação de uma delas.

Regularmente são realizados exercícios de simulação, tanto em escolas, centros de saúde, aeroportos, e nas comunidades, aumentando assim a resiliência da população face a uma catástrofe.

Context & Constraints:

Apesar dos avanços que tem havido em matéria de sensibilização da população, ainda nota-se a necessidade de massificar as campanhas de informação ao público, produzir materiais didácticos para este fim e envolver mais agentes de protecção civil nestas campanhas.

A principal dificuldade na implementação destas campanhas está ligada às questões financeiras e de alguma falta de material didáctico.

Comoros (in French)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

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Description:

Des formations ont été organisées auprès des gouvernements locaux (en 2008 avec le projet Karthala et en 2010 avec le projet Tsunami Consortium).

Des programmes radios sur les risques de catastrophes ont été réalisés (projet IO Consortium).

La sensibilisation de la population côtière sur les risques de tsunami avait été permise en 2008 avec un financement de l'ONU-SIPC.

La Journée du 13 Octobre 2010 à Moroni a permis de discuter des risques de catastrophes dans la capitale et la présentation d'un plan d'action pour la réduction des risques dans la ville.

Context & Constraints:

Au niveau local, il y a peu de compétence technique et d'activités de planification du développement : il est donc nécessaire d'appuyer l'information au niveau local.

La sensibilisation des communautés se fait essentiellement à travers les projets et donc est limitée dans le temps: pas de stratégie nationale à ce jour.

Le COSEP (ou la DGSC dans le futur) devrait développer un département d'information et de sensibilisation pour poursuivre ces travaux initiés dans le cadre des projets.

Cote d'Ivoire (in French)

Level of Progress achieved:

1 - Minor progress with few signs of forward action in plans or policy

Do public education campaigns on DRR reach risk-prone communities?

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* No: Public education campaigns.

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* No: Availability of information on DRR practices at the community level

Description:

Des campagnes de sensibilisation ont existé pour les feux de brousse et pour les épidémies mais elles ont été suspendues par manque de moyens. Il faut néanmoins relever le fait que le Ministère de l'Intérieur à travers l'Office National de la Protection Civile sensibilise les populations sur les risques d'inondations et de glissement de terrain à l'approche de la grande saison de pluie.

Context & Constraints:

La contrainte majeure est la synergie d'actions entre les différentes entités. Pour y remédier, il conviendrait d'organiser, de façon périodique, de véritables campagnes d'information et d'éducation sur différents types d'aléas à l'endroit des gouvernements locaux et surtout à l'endroit des populations vulnérables.

Ghana (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

Countrywide public awareness strategy exist at the national, regional, district and community levels. Public awareness strategy involves the use of both public and private electronic and print media, publication including books, handouts, brochures and newsletters on various disaster types. Outreach programmes and durbars to vulnerable communities. The medium of communication is in both English and local Languages .

The celebration of World Disaster Risk Reduction Day and International Civil Defence Day under various themes are used to heighten awareness.

Context & Constraints:

Messages do not sufficiently get to targeted audience due to numerous programmes on different radio and television stations.

The Public does not show the desired interest in public education because of the perception that Ghana rarely experiences major disasters.

Most media houses do not place much premium on disaster related information.

Guinea-Bissau (in French)**Level of Progress achieved:**

1 - Minor progress with few signs of forward action in plans or policy

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No

Means of Verification:

* No: Public education campaigns.

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Description:

Manque de cadre institutionnel

Context & Constraints:

La Guinée Bissau ne dispose pas de Service National de la Protection Civile, ni de plan communautaire d'alerte précoce et ni de réponse aux situations de crise et d'urgence, ni de Stratégie Nationale de Prévention des Catastrophes , et ni de plan d'urgence national multirisques. Les interventions dans ce projet permettront de réduire la vulnérabilité des communautés face aux catastrophes et accroître les capacités d'intervention communautaires et nationales lorsque de telles catastrophes se produisent

Kenya (in English)**Level of Progress achieved:**

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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-- Nothing reported within this timeframe. --

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Description:

Through the Administrative units public awareness raising is being done, the media is also helping out, a number of NGOs both international and local NGOs are also involved in the awareness raising also community based organization. The Government through the office of Government spokesman also provides weekly updates on any emergency in the country.

Context & Constraints:

A lot still needed to be done as informal settlements are on the rise especially in the urban centres.

Lesotho (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

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Description:

Serious lack of human resources inhibit progress .

Context & Constraints:

Lack of human and financial resources inhibit progress.

Madagascar (in French)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

De nombreux partenaires intervenants appuient et soutiennent les efforts du Gouvernement pour mener, améliorer les campagnes d'information pour créer une culture de prévention. Divers outils de communication ont été élaborés et diffusés dans les zones à risque (dépliants, affiches, spots télé). Par ailleurs, lors des ateliers de leçons apprises, les connaissances et pratiques locales en matière d'information dans le domaine de la RRC sont répertoriées et enregistrées pour les futures campagnes.

Cette année également, en collaboration avec un opérateur téléphonique local, le BNGRC a testé un nouveau système de communication et d'alerte touchant directement les populations menacées par les catastrophes imminentes : à travers l'envoi des SMS massif.

Context & Constraints:

La diffusion des campagnes d'information fait aussi face aux problèmes de développement du pays (absence d'infrastructures électriques, routes, analphabétisme,...). Par ailleurs, les partenariats et collaborations avec le secteur privé sont rares. De même que la contribution active des populations victimes elles-mêmes est mal exploitée.

Recommandations : Conduire un diagnostic des pratiques et connaissances locales en matière d'informations en RRC (les victimes ont développé depuis toujours des systèmes d'information pour se protéger, pour se communiquer). Il est intéressant de répertorier ces pratiques et de les vulgariser. En d'autres termes, il est aussi essentiel d'adapter toutes les campagnes d'informations aux cultures locales.

Il faut aussi donner plus de place et de rôle au secteur privé et à la société civile (telle que les associations de scouts, les associations féminines...)

Malawi (in English)**Level of Progress achieved:**

2 - Some progress, but without systematic policy and/ or institutional commitment

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Description:

Although a countrywide public awareness strategy does not exist, government and other stakeholders are continuing to conduct awareness campaigns to the general public and officials at local level through workshops, trainings and public awareness campaigns in targeted vulnerable districts.

Context & Constraints:

Most of the awareness campaigns and training has been limited to only a few targeted rural districts and central level officials due to lack of adequate resources (financial, human and material). Many NGO's have been active in this field and a database on their activities and capacities has been developed at central level for better coordination and as a stepping stone towards a National Platform.

Mauritius (in English)**Level of Progress achieved:**

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

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Description:

The citizens of Mauritius are well aware and well-educated regarding tropical cyclone. Some knowledge and understanding do exist for torrential rain, landslide and tsunami.

Public awareness campaign include audio and video and clips on television and radio, brochures, posters in public places government buildings and talks in educational institutions, community, women and youth centres.

Context & Constraints:

Though awareness of hazards is increasing, there is a tendency of the general public to overlook or simply ignore some of the basics of risk reduction.

One of the major challenge in Mauritius in the change in behavior of individuals and even of some

organizations.

Morocco (in French)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

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Description:

En général, certaines campagnes sont menées soit au niveau central soit au niveau local. Cependant ces campagnes, se font dans la majorité des cas à travers les médias, ne sont pas systématiques et traitent souvent les risques dominants lors d'une saison. A titre d'illustration, une campagne de prévention des incendies de forêts est souvent menée pendant la saison d'été, par le Haut Commissariat aux Eaux et Forêts et à la Lutte Contre la Désertification et par tous les intervenants pour la protection des forêts et la prévention contre les risques d'incendies qui ravagent chaque année une large superficie de nos forêts. Ces campagnes sont souvent prolongées au niveau local, notamment au niveau des massifs forestiers les plus exposés aux incendies

Il est à signaler que le Département de l'Environnement a lancé Depuis 2004 un débat national sur les risques naturels et technologiques.

Context & Constraints:

En général ces campagnes de sensibilisation ont un caractère circonstanciel.

Mozambique (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

With the exception of the Master Plan for Disaster Prevention and Management, the Disaster management policy and the annual contingency plans, the country does not have any written strategy for DRR public awareness for both rural and urban communities.

But, the creation of culture of disaster prevention, through information dissemination is a national priority and is one of the DRR objectives of the Five Year Government Plan (2010-2014).

Therefore, institutionalized mechanisms and several sectoral initiatives are in place to build resilience to hazards at rural and urban communities.

These initiatives are currently carried out in the form of:

- Annual national, regional and communities simulation exercises, including municipalities, addressing the specific local most frequent hazards,
- Continuous creation and training of Local Committees for Risk Management across the country, including in municipalities and schools
- Training 188 Local Government members (District Administrators and Permanent Secretaries, Heads of the Administrative Posts, teachers, CSO and university students (see Figure 3.2);
- Dissemination of seasonal weather forecast and Contingency plans to all the levels, using the media and regular meetings with all stakeholders;
- Dissemination of official warnings and statements to the general public, and to specific locations on impending hazards, through the media, local governments, including SCO and Local Committees for Risk Management;
- Regular (weekly) dissemination of meteorological phenomena and concepts in the newspapers, by the National Institute for Meteorology.
- Regular dissemination of daily weather forecast by the National Institute for Disaster Management, through all the national TV and radio stations and newspapers.
- Permanent engagement of Government members at all levels, Parliamentarians, international development partners, and Civil Society to sensitize local communities to avoid building permanent homes in areas at risk of flooding, and stimulate them to intensify the production of drought resilient crops and other income generation activities out of agriculture.

Context & Constraints:

The lack of a national DRR awareness and communication strategy with defined institutional roles and targets hinders the full assessment of the achievements attained and the identification of future needs, including in areas where local communities have been trained.

In other hand, lack of harmonization of general DRR messages and information to specific local hazards, long term development priorities and local adaptation needs remains a big challenge to the current efforts to build disaster resilience to rural and urban communities.

Findings from the HFA local dialogue held by UNISDR/Civil Society/ INGC in the district of Buzi, central Mozambique, showed that the enhance resilience at local level, the following actions should be taken:

- Maintenance of communication equipments, namely, antens and microfones, to insure accurate information exchange between the local communities and the District Administration
- Identification, recruitment and training of a local technician who can directly deal with DRR at district level.

Nigeria (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

As part of the Agency's efforts at taking Disaster Management to the grassroots and communities, community sensitization on flood risk awareness programme and market fire were organized for Grassroots Awareness Campaign in many Communities Development Councils located in all the geopolitical zones of the country.

The Grassroots Emergency Management Volunteers Corps (GEVC) program has been recognized as a veritable tool of DRR and is being pursued vigorously. The GEVC was initiated in 2008 and has so far spread to about 23 states with numerical strength of 6,408 registered volunteers, to achieve the goal of extending disaster management services to the grassroots.

The National Platform has completed the production of twelve resource materials in English language for public enlightenment and capacity building of different population groups in Nigeria. These include materials published by UN agencies which were adapted by NEMA those developed locally.

Context & Constraints:

Some of the publications need to be translated to the local languages for effectiveness at the local level.

Senegal (in French)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

La mise en place des réseaux à permis de sensibiliser certaines communautés de base notamment le réseau des journalistes en RRC et celui des femmes leaders de la banlieue de Dakar

Context & Constraints:

Les activités des réseaux sont très limitées.
le champ d'action très réduit
les moyens financiers et matériels insuffisants

Sierra Leone (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

As part of its public education campaign, the Disaster Management Department has engaged in numerous strategies in building a culture of resilience to disasters in vulnerable communities in Sierra Leone. Such strategies include:

- DRR school outreach programme on the theme Disaster Risk Reduction Begins at School.
- nationwide community sensitization awareness campaign through songs, skits and drama groups
- training of volunteers in identified disaster prone areas on Disaster Management
- organising television documentary programmes on the disaster prone areas, hazards faced, risks and mitigative measures to avert disasters
- Radio discussion programmes to sensitize the public on Disaster Management

Context & Constraints:

In spite of the above, the department and its partners recognise the fact that more needs to take the public education campaign to the grassroot communities.

There is also the need to expediate the formal integration of DRR into the national primary school curriculum.

Tanzania, United Rep of (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

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Description:

Sector specific awareness strategy known as National Avian Influenza Emergency Preparedness and Response Strategic Plan (EPRP) of 2006/7-2008/9 its revised version (NAPIP) and new RVF – EPRP both for 2010/11 – 2012/13; aimed at increasing individual and community preparedness for disasters exists.

Participation in public exhibitions (e.g. Farmer's Day, Public Service Week, Disaster Day) help to promote a shared understanding of roles and responsibilities of PMO-DMD, Local government Authorities, NGOs, Private sector and other Institutions in preparing for, and recovering from natural and manmade disasters.

DMD Zanzibar plans to broadcast a weekly DRR program through public TV and radio. Currently the programmes aired are those concerned with the commemoration of International Day for Disaster Reduction activities which include the drama, panel discussions, Minister's responsible for disaster reduction speech, special spot messages concerning DRR.

DMD Zanzibar usually prints and disseminates leaflets and educative posters for any erupting emergency that requires full public awareness. It normally cooperates with the concerned sector on the preparation of these educative materials.

Context & Constraints:

There is lack of financial resources to reach remote areas and local community since there is no budget for DRR at Local Government Level. The challenge is changing behavior of individuals (learning is an individual process) and organizations, and progressing intention into action.

Zambia (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

Currently the Disaster Management and Mitigation Unit have been conducting awareness campaigns on the national television and radio. There are plans to utilize local radio stations with messages transcribed in the local language. Furthermore, capacity is being built in the District Disaster Management Committees to conduct awareness campaigns in their districts. The Unit has also recently expanded its presence in all the nine provincial centers and it is expected that these offices will be a major conduit for public awareness raising in those Provinces.

Context & Constraints:

Lack of funds for comprehensive country wide public awareness to be mounted and also capacity building for all the districts and Satellite Disaster Management Committees

Americas

Anguilla (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

Community meetings held in two villages to determine hazards applicable and consultations undertaken to discuss best practices for mitigation. (Sea Defence wall and Beacon Lights in Fishing Channel)

Public outreach and education materials, radio, newspaper and television. Public testing of the National Warning System. All Hazard Risk Reduction and Safety Fair. Summer Library Camp for 100 Children 5-15 yrs. Business Continuity Initiative has commenced and is able to reach private sector businesses and community members.

The National Media Network for DRR has been created to increase awareness and bridge the gap between technical information available and the information disseminated to the public thereby building a culture of safety and resilience to reduce the impact of disasters. It is anticipated that the Network will serve as a vehicle for developing a team of goodwill ambassadors based on prominent personalities to deliver the message of DRR to the community.

Context & Constraints:

Time & Budgets.

Antigua and Barbuda (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

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Description:

A country wide programme of awareness exists in Antigua and Barbuda, there is an ongoing effort to constantly update the information to make it fresh and relevant so it appeals to its beneficiary.

Context & Constraints:

The present system works well. However the issue of sustainability is questionable since more than fifty percent of the electronic programmes are done through good will by the management of the media houses.

Argentina (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

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* No: Availability of information on DRR practices at the community level

Description:

Tanto desde la Dirección de Protección Civil como de la Comisión Cascos Blancos, se desarrollan en forma permanente planes y programas para mejorar la resiliencia de las comunidades a través de una estimulación de su cultura en la temática. Ello alcanza niveles urbanos y rurales, niveles nacionales, provinciales y locales, y son desarrollados -en el caso de Cascos Blancos- en fuerte alianza con organizaciones no gubernamentales y líderes comunitarios locales.

De la misma manera, Cascos Blancos ha suscripto convenios o Memorandum de Entendimiento con autoridades provinciales y locales (Provincias de La Pampa, Córdoba, Santa Fe, Buenos Aires, Tierra del Fuego, ciudades como la capital de Córdoba, Rosario o Bahía Blanca, sólo para dar algunos ejemplos) que buscan mejorar la resiliencia de las comunidades.

También organizaciones de la sociedad civil se han mostrado sensibles en este aspecto, vehiculizando apoyos para fortalecer la resiliencia.

Incluso acuerdos conjuntos como los de DNPC-Asociaciones de Bomberos Voluntarios, Cascos Blancos-SAPSED, o la Red de Prevención y Preparación para las Emergencias, van en ese sentido. Importantes Congresos y Jornadas Internacionales se realizaron durante 2010: en Mendoza y Santa Fe y en especial las Jornadas Internacionales de Prevención de Riesgos y Emergencias, organizadas por el Ministerio del Interior y el Gobierno de la Provincia de Buenos Aires, en Mar del Plata, profundizan el proceso.

En esta misma línea puede incluirse el Memorandum de Entendimiento entre el Ministerio del Interior de la Nación y la Cámara Argentina de Transportes Automotor de Materiales Peligrosos (CATAMP)

Context & Constraints:

Las limitaciones presupuestarias, a veces impiden ampliar los programas de la manera que resultaría de interés.

La sensibilización de la comunidad necesita otro pilar, además, y este es el de los medios de comunicación masiva. En ese sentido, la Plataforma Nacional cuenta entre sus miembros solamente a una agencia de noticias especializada (RENA), pero que por el momento no trasciende a lo masivo sino que mantiene alcance entre los expertos en el tema.

Barbados (in English)

Level of Progress achieved:

5 - Comprehensive achievement with sustained commitment and capacities at all levels

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

The Department of Emergency Management, DEM, as the lead agency for comprehensive disaster management in Barbados has been successful in its collaboration with the Standing Committee on Public Education and Awareness in implementing a comprehensive public education and awareness programme at the national and community levels utilizing a mass media approach.

Supplements are developed for both major newspapers annually throughout the Hurricane Season. In addition, articles on specific hazards are written and widely disseminated on crucial national and international days for specific hazards.

Disaster Management and DRR specialists make regular appearances on popular talk shows on both radio and television programme with high listenership and viewership. These programmes usually have a community call-in facility where there is direct interaction with the public. Public education and awareness programmes are also sponsored by the public sector, particularly those whose primary function is linked to disaster risk reduction services and private entities like insurance companies etc. DEM also develop hazard-specific brochures and in conjunction with the Government Information Service radio and television Public Service Announcements (PSAs) are aired throughout the year.

The Public Awareness strategy targets specific segments of the population as well. Oral presentations are also made to community-based organizations like Neighbourhood Watch Organisations, Parent Teachers' Associations (PTAs), Boys Scouts and Girl Guide Associations etc.

Context & Constraints:

There is a lack of a dedicated mass communications specialist within the DEM to conceptualise multimedia programmes in a systematic way, and to liaise with private sector entities for programme sponsorship and delivery.

The DEM is unable to harness the expertise and resources of the private sector for product enhancement.

Public education and awareness is geared almost exclusively to preparedness and response. Equal emphasis needs to be placed on prevention, mitigation and recovery.

Recommendation

Develop a multi-year public awareness and education programme inclusive of specific multi-media campaigns especially on anniversary of disaster events.

Bolivia (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

A través del Ministerio de Educación en coordinación con el Viceministerio de Defensa Civil y el apoyo de ONG´s, agencias humanitarias y de desarrollo

Context & Constraints:

No existe continuidad de estas acciones

Brazil (in English)

Level of Progress achieved:

5 - Comprehensive achievement with sustained commitment and capacities at all levels

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Realização de eventos técnicos para elaborar e aperfeiçoar planos de contingências para o enfrentamento da maior frequência e intensidade de desastres naturais provocados pelas mudanças climáticas . Análise de estudos e pesquisas concentrados no âmbito federal (SINDEC) e difusão das informações pertinentes para órgãos de Defesa Civil estaduais e municipais, com o objetivo de apoiar o estudo e o mapeamento das áreas nas quais há riscos de desastres e de elaborar mapas temáticos sobre as vulnerabilidades dessas áreas em relação às mudanças climáticas.

Context & Constraints:

Promover o conhecimento dos efeitos das Mudanças Climáticas aos Órgãos Estaduais, Municipais e comunitários de Defesa Civil, com vistas a orientá-los e assessorá-los sobre os impactos dessas mudanças, avaliando os riscos e a conseqüente minimização dos desastres relacionados.

British Virgin Islands (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* No: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

The DDM produces monthly radio and television programmes that focus on disaster management. The programmes are broadcasted on all local radio and television stations. Additionally, the DDM website was updated to reach a broader target audience and to educate the population on disaster management issues. Documents, brochures, plans and other documents are available on the website.

Efforts are being made to inform the public about improved design and building techniques to reduce risk and improve resiliency. In 2009, training for building professionals was held. These training sessions covered topics such as:

- a. Seismic Hazards & Design.
- b. Environmental Impact Assessment (EIA) and Hazard Vulnerability Assessments (HVA).
- c. Safe Design & Construction Methods for the Virgin Islands.

Additionally, brochures and other educational material produced by the DDM are available on the departments website and DVD's can be purchased from their offices.

Context & Constraints:

There is a need to increase the level of awareness and preparedness among private sector organizations. Incorporating disaster risk management into the economic/financial sectors with consideration given to incentives to support such efforts was not achieved. There is minimal support for this initiative as there are no laws in the Virgin Islands mandating private companies to develop plans.

Canada (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

The “72 Hours: Is your family prepared?” campaign includes a range of publications and promotional materials, a dedicated website (www.GetPrepared.ca), social media, advertising, collaborative arrangements, exhibits and special events such as Emergency Preparedness Week, which is held the first week of May.

Emergency Preparedness Week is coordinated by Public Safety Canada and involves all provinces and territories, first responders, organizations like the Red Cross and the private sector. It is a collaborative event with hundreds of activities across the country, all aimed at raising public awareness of the need to be prepared for emergencies.

Public Safety Canada manages the National Exercise Program, which conducts operational exercises to enhance the National Emergency Response System and engages multiple Federal departments as well as provincial/territorial and municipal governments in these exercises.

The Canadian Emergency Management College is a federal government learning institution providing Programs and resources to the emergency management community across Canada. The College is an integral part of Public Safety Canada and supports its responsibility to enhance learning in all four pillars of emergency management.

In coordination with its government and non-government partners, the Public Health Agency of Canada (PHAC) has developed web-based portals to facilitate the exchange of best practices and information related to health emergency management, including disaster reduction and preparedness materials.

Context & Constraints:

In Canada, resilience is defined as the capacity of a system, community or society to adapt to disturbances resulting from hazards by persevering, recuperating or changing to reach and maintain an acceptable level of functioning. Emergency management aims to strengthen the resiliency of citizens, responders, organizations, communities, governments, systems and society overall to keep hazards from becoming disasters. Resilience minimizes vulnerability or susceptibility to damage from hazards by creating or strengthening social and physical capacity in the human and built-environment to cope with, adapt to, respond to, and recover and learn from disasters.

Cayman Islands (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Hurricane and Earthquake awareness seminars and drills are scheduled annually in the schools. Earthquake and Hurricane Awareness information is regularly published in the range of media outlets. Awareness tips highlighting preparedness and readiness are in steady rotation on many radio stations. Public Awareness campaigns are reaching all segments of the society.

Context & Constraints:

Traditional forms of presenting preparedness information - such as brochures and display boards etc appear to be less impactful and effective than the delivery of this information through visual mediums such as video and television.

Some care needs to be taken to avoid 'exhausting' and desensitizing the populace with too much or over driving disaster preparedness information.

Recent earthquakes and hurricanes have resulted in a very highly hazard attune and aware populace, but it is anticipated that within a fairly short period of elapsed time (following the impacts) the public will begin the process of forgetting.

Chile (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

La sensibilización comunitaria ha sido uno de los principales objetivos del país con posterioridad al terremoto recién ocurrido, para lo cual el Gobierno y ONEMI han diseñado diversos planes y programas de participación comunitaria.

El 2010 ONEMI lanzó los programas de simulacros y simulaciones “Atento Norte”, “Atento Centro” y “Atento Sur”. El objetivo principal de estos ejercicios es educar a la comunidad frente al riesgo de terremoto y tsunami, practicar la coordinación entre los integrantes del Sistema Nacional y Regional de Protección Civil y evaluar la operatividad de la red de telecomunicaciones de cada región.

Se realizaron ejercicios de evacuación en las regiones de Arica y Parinacota, Tarapacá, Antofagasta y Coquimbo, donde se movilizaron a más de 250.000 personas. En total se distribuyeron más de 800 mil volantes y folletos con orientaciones preventivas para la comunidad. También se efectuaron simulacros y simulaciones en la zona centro (Región de Valparaíso) y sur del país (La Araucanía y Los Ríos) como una manera de potenciar transversalmente la cultura de la prevención a lo largo de todo el territorio nacional. Se contó con la participación de líderes y rostros reconocibles para la población que colaboraron en la difusión de mensajes radiales y televisivos.

En Octubre se realizó el Mes de la Protección Civil con actividades preventivas en todo el país y paralelo a la semana de la seguridad escolar. En Enero del 2011 junto al Servicio Nacional de Turismo, ONEMI lanzó una campaña nacional de sensibilización, en castellano e inglés, con orientaciones para actuar frente a amenazas múltiples.

Context & Constraints:

El principal desafío para trabajar a nivel comunitario está en generar campañas sistemáticas de sensibilización y educación de la población en temas de reducción del riesgo y mantener su importancia en la conciencia de la población.

Para el 2011 se espera la realización de 15 Mega simulacros regionales (uno por región) y diversas simulaciones. En estas instancias se aprovechará de capacitar a actores públicos, privados y comunitarios en sistemas de alertamiento. Además, se medirán y analizarán los tiempos de respuesta de los diferentes comités operativos de emergencia.

En relación a los programas de participación comunitaria, se estudia la forma de fortalecer la relación con las ONG como Save The Children, Cruz Roja, World Vision, UNESCO o las chilenas Hogar de Cristo y Un Techo Para Chile, entre otras, para llegar a las comunidades. El objetivo es lograr que éstas sean agentes multiplicadores de la Reducción del Riesgo de Desastres.

En temas de formación, se fortalecerán los convenios con la Asociación Chilena de Municipalidades y con la Subsecretaría de Desarrollo Regional para generar una oferta atractiva y moderna de capacitación de las autoridades locales. El foco estará en el empoderamiento del encargado de emergencias comunal y en la formación de equipos municipales de respuesta.

Por último, para llegar al público masivo se están diseñando campañas de difusión focalizadas en la importancia de la reducción de desastres tratando de replicar buenas prácticas y generando apoyo intergencial.

Colombia (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

En la actualidad conscientes de la necesidad de realizar una estrategia contundente de divulgación frente a la temática de Gestión del Riesgo la DGR ha promulgado y desarrollado una campaña de sensibilización frente a las diferentes amenazas y como actuar frente la ocurrencia o materialización de alguna de ellas, dirigida a la comunidad en general a través de una estrategia en medios masivos de prensa, radio, televisión y virtual desarrollando la temática de gestión del riesgo.

Adicionalmente se reconocen procesos a nivel municipal y departamental dirigidos a concientizar a la comunidad para liderar procesos en términos de la preparación para desastres, más no en términos de prevención del riesgo, entre las estrategias a destacar están: Bogotá "con los pies en la tierra" y puntuales como la amenaza de erupción del Volcán Nevado del Huila, Machín y Galeras, Región de la Mojana frente al tema de inundaciones, tsunami en Tumaco y Costa Pacífica, entre otros.

De igual forma a través de todos los procesos de asistencia técnica que lidera la DGR a nivel nacional en especial los referentes al desarrollo de la temática de Planes Municipales para la Gestión del Riesgo y los Planes Locales de Emergencia y Contingencia.

Context & Constraints:

Se realizan campañas y procesos de sensibilización pero no como proceso continuo en el tiempo (debe ser permanente y estar articulado), pero aún están fraccionadas.

El Papel de los medios de comunicación y los profesionales del medio en cuanto al tratamiento del tema del riesgo (articulado al tema de la educación) es mas de protagonismo cuando existen afectaciones tanto en vidas humanas como en bienes y servicios referidos a las grandes ciudades .

Los altos costos económicos, técnicos y humanos que demanda este tipo de campañas.

Entre los Retos están:

La estructuración e implementación de una estrategia nacional de difusión, socialización, información y divulgación sobre la gestión del riesgo, sostenida en el tiempo.

Consolidar los procesos de formación y capacitación en Gestión del Riesgo a nivel Nacional.

Empoderar a la comunidad como gestora de su propio desarrollo, con lo cual conduzca a aumentar los

procesos de participación de esta en la toma de decisiones de desarrollo a nivel municipal y departamental.

Gestionar recursos financieros y alianzas estratégicas para el sostenimiento de este tipo de iniciativas.

Costa Rica (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Año a año se hace una campaña de difusión en los medios de comunicación masiva, con dos focos: preparación para el período de lluvias y prácticas preventivas. Se prepara material escrito de divulgación sobre diversas amenazas para atender demandas de información del público.

Para los gobiernos locales se realizan talleres de formación y se brinda asesoría especialmente para la elaboración de los planes de ordenamiento del territorio.

Context & Constraints:

Se ha dado un mayor énfasis a un público urbano, siendo que se debe mejorar la información para las zonas rurales, especialmente las que tienen los mayores índices de pobreza. No es que no haya habido trabajo en esas zonas pero debe ser más sistemático.

Cuba (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

En las comunidades de mayor riesgo se realizan, con la participación directa de las autoridades locales y las instituciones de salud, científicas, sociales y los medios de comunicación, actividades para la reducción de desastres para el conocimiento de las vulnerabilidades y riesgos a que se encuentran sometidos y realizar las acciones de prevención, preparativos, respuesta y recuperación oportunamente. Para información de los pobladores se realizan charlas, temas debates, lectura de comunicados, propagandas escritas como: plegables, carteles y otros. En temas sanitarios se organizan brigadas con la participación comunitaria para controlar las medidas de higienización y evitar la propagación de enfermedades o epidemias.

Las campañas de educación pública sobre el proceso de reducción de desastres se realiza en todo el país.

Context & Constraints:

Las condiciones creadas por la Revolución Cubana, desde 1959, garantiza la preservación de valores tales como acceso universal a la cultura; salud pública, educación y seguridad social para todas las cubanas y los cubanos. Las limitaciones que se presentan están localizadas en la escasez de financiamiento para el desarrollo integral y sostenible del país, como consecuencia del injusto bloqueo a que nos tiene sometido el gobierno de EEUU

Dominican Republic (in Spanish)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

- Se han desarrollado algunos esfuerzos para el fortalecimiento de la capacidad local en gestion de riesgos, a traves de proyectos con recursos externos, basicamente en cuanto a la orientacion e informacion de las autoridades locales y algunas organizaciones comunitarias.

- Existen documentacion elaboradas por proyectos locales y que se consiguen de forma facil a pesar de que la informacion no esta centralizada ni organizada,

Context & Constraints:

- Que se defina una estrategia nacional de informacion publica y educacion ciudadana, sobre los principales riesgos del pais y medidas para reducirlos y enfrentar adecuadamente el impacto de un desastre y sobreponerse en el menor tiempo posible.
 - En la tarea de educar a la ciudadanía debe incorporarse las universidades en coordinacion con el ministerio de educacion.
 - Recopilar la documentacion elaborada por los proyectos para revisarlas y organizarlas.
 - Vincular los gobiernos a la educacion comunitaria.
-

Ecuador (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Se ha diseñado material de comunicación y educación para la comunidad y para la población escolar el mismo que esta disponible en la pagina web: www.snriesgos.gob.ec, para deslaves erupciones volcánicas, incendios forestales, inundaciones, sequia, tsunamis.

Se ha diseñado campañas educativas para la comunidad, y se ha desarrollado cursos para comunicadores para el fomento de la información y sensibilización frente a la Gestión de Riesgos.

Se ha tomado a los comunicadores sociales como socios estratégicos, se ha publicado la Guía comunitaria de Gestión de Riesgos.

Context & Constraints:

Contar con una estrategia nacional de sensibilización pública implementada y un plan de acción a largo plazo, que cuente con objetivos específicos la misma que organiza la manera en que se informa a la población en general; sobre el riesgo de desastres y las formas en que el público puede tomar acciones para reducir su grado de exposición a las amenazas.

El Salvador (in Spanish)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Se ha reproducido y distribuido material educativo, así como acciones de formación y capacitación que recogen algunas de las áreas de Gestión de Riesgos, pero no bajo un marco de planificación nacional hacia los niveles departamentales, municipales y comunales,

Context & Constraints:

Falta de recurso humano y financiero, para desarrollar campañas públicas y educativas en torno a la Gestión para la Reducción de Riesgos a Desastres.

Falta de una estrategia nacional de sensibilización pública para estimular una cultura de resiliencia ante los desastres, con un elemento de alcance comunitario en las zonas rurales y urbanas.

Incorporación de los diferentes actores de sociedad en el desarrollo de la gestión del riesgo.

Guatemala (in Spanish)**Level of Progress achieved:**

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

La Subcomisión de Gestión del Conocimiento de la MNDRRD promueve la información y comunicación que permita la divulgación permanente a la población sobre la temática; así como apoyar y fomentar la

sensibilización y fortalecimiento de la cultura de seguridad y resiliencia de las comunidades urbanas y rurales.

La SE-CONRED cuenta con una estrategia institucional de comunicación para actuar como coordinador y apoyo de los esfuerzos institucionales enfocados a prevenir, mitigar, atender y reconstruir los daños causados por desastres, mediante acciones y actividades comunicacionales de respaldo al trabajo de todas las áreas de la entidad. Dentro de las actividades se emprenden campañas estacionales para: temporadas de descanso de la población, prevención de incendios forestales, temporada de invierno, frío y las propias en época de emergencias. Todas estas campañas de información se promueven a través de conferencias de prensa así como acción mediática, a través de los medios masivos y alternativos.

Context & Constraints:

El plan de comunicación aún tiene un enfoque centralizado, muy urbano, tomando en consideración que es en la ciudad donde se concentran la mayor parte de los medios masivos de comunicación social y donde más se refleja la discriminación. A pesar que esta estrategia contempla los ejes de género y la cuestión étnica, al menos no existe visiblemente una estrategia que contemple una comunicación eficaz en los idiomas mayas, garífuna y xinca, que son los otros tres pueblos que componen la estructura social de Guatemala.

Debido a lo anterior, el reto más importante es que la estrategia de comunicación refleje la multiculturalidad del país, para que la información pueda llegar hasta los últimos rincones de Guatemala.

Honduras (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Es minima la cultura de la prevención en las zonas Rurales y Urbanas.

Aun no es politica de estado sino que solo existe el interes a nivel de las organizaciones no gubernamentales (inicitativa de ellos).

Context & Constraints:

Los pocos recursos con los que cuenta el estado solo se dedican en su mayoría a la contingencia, pero esta contemplado dentro de el Plan de Nación (Firmado en 2010 por Presidente Lobo Sosa)

Jamaica (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Achievement level upgraded to 4 from 3 since 2009 report.

Through the National Disaster Management Structure, state agencies, Non Government Organization's and Community Based Organization the National Disaster Office has been able to effectively reach urban and rural communities. Information and knowledge is shared and capacity built. Vulnerable communities and institutions are identified regularly and training sessions scheduled to equip persons with the requisite knowledge and skills to build community resilience.

Community-based programmes are encouraged and promoted at the local level as a means of gaining participation of grass-roots populations. The concept of participatory action and monitoring is also adopted. Joint programmes are conducted with the assistance of major partner agencies such as the Jamaica Fire Brigade and First Aid Service providers with a view to improving skills sets for community-based response until external assistance can be provided.

Active involvement of NGOs in public education.

Recent partner-funded project to build resilience in vulnerable communities.

Commemorative events at community level (hurricane preparedness month) help embed hazard awareness.

Context & Constraints:

A general lack of resources to address capacity building in all vulnerable communities that exists.

Sustaining Community Disaster Management groups.

Establishing ownership of community disaster management programs at the municipal authorities so as to enhance the government and democratic process in relation to Disaster Risk Reduction.

Information provided is generally not translated into action

Mexico (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial

resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Se promueven esquemas accesibles de capacitación y jornadas culturales regionales sobre el manejo integral del riesgo de desastres: formación de autoridades locales, capacitación en aspectos financieros de la prevención y las emergencias, capacitación comunitaria, escolar y laboral relativa a la reducción del riesgo de desastres.

Durante las Jornadas Regionales de Protección Civil, se realizan talleres sobre la reducción del riesgo de desastres, transferencias de riesgos, hospital seguro, entre otros, y se instala una feria con información relevante de protección civil, que incluye guías o recomendaciones del Gobierno de México a la población sobre cómo actuar en caso de emergencias. Estas Jornadas se realizan anualmente y se dividen en 4 regiones.

Además, actualmente INMUJERES trabaja en un proyecto conjunto con el Programa de Naciones Unidas para el Desarrollo en México (PNUD) en el sureste del país (Yucatán, Quintana Roo, Tabasco, Chiapas y Oaxaca), relativo a la gestión integral del riesgo con perspectiva de género, enfocando sus esfuerzos en la sensibilización y capacitación de funcionarios de las Unidades de Protección Civil Municipales y las Instancias Municipales de la Mujer.

En relación a los municipios, el Gobierno de México, bajo el liderazgo de la Coordinación General de Protección Civil, presentó en septiembre del presente año el "Programa Municipio Seguro: Resistente a Desastres".

Dicho Programa, se enfoca en el papel del municipio como ente responsable de velar por la protección civil de sus habitantes, lo que lleva a la elaboración de estrategias y políticas que aseguren el desarrollo local, reduciendo el riesgo de vulnerabilidad. Una vez establecido el gobierno local como el principal articulador de la protección civil en eventos de crisis, el Programa tiene por objetivo la reducción del riesgo de desastre en las pequeñas localidades y municipios, vinculando los esfuerzos de la sociedad, la iniciativa privada y el gobierno local.

Context & Constraints:

Se está trabajando para que la información relativa a la reducción de desastres llegue a todos los niveles y a toda la población.

Continuar la promoción del "Programa Municipio Seguro: Resistente a Desastres".

Nicaragua (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Existe una estrategia nacional de divulgación, sin embargo, es necesaria su actualización con base a las prioridades y las necesidades actuales del país.

A través del SINAPRED se promueve campañas nacionales y locales con medidas preventivas y de sensibilización ante desastres, estas iniciativas se acompañan con elaboración y distribución de materiales informativo sobre normas de comportamiento ante la presencia de eventos naturales o antrópicos que promueven el incremento de su capacidades para enfrentar y reducir el riesgo en la comunidades.-

En las comunidades más vulnerables existe conocimiento y concientización de los riesgos, involucrándose la población en los distintos sistemas de alerta temprana, donde han sido capacitados a través de simulacros coordinados por los organismos ejecutores como Defensa Civil, INETER, Alcaldías y agencias de cooperación que se encuentran en el sector.-

Context & Constraints:

A pesar de estos avances se debe continuar con campañas de comunicación masiva sostenida y desarrollada coordinadamente entre la SE-SINAPRED, instituciones miembros del SINAPRED, el sector privado y organismo presentes en las comunidades para informar, promover la gestión integrada de riesgo y las acciones a tomar por la población a todo nivel administrativo.

Panama (in Spanish)**Level of Progress achieved:**

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

No existe una estrategia como tal que podamos utilizar como marco para diseminar la información a la población. Los medios de comunicación solo emiten los boletines enviados de ETESA y las recomendaciones que hace el SINAPROC a las comunidades que pueden ser afectadas por un evento, a la vez diseminan la información de las alertas, y le dicen a la comunidad que hacer.

Más que todo dentro de las obligaciones de SINAPROC es proporcionar a la ciudadanía información. Se trabaja con comunidades y municipios vulnerables y se les organiza a través de Comités de Gestión Local de Riesgo en las cuales se les capacita sobre las amenazas se elaboran planes de emergencia y se les proporciona Equipos de comunicación con frecuencia directa a SINAPROC.

Nuestro país tiene un sistema de Gobierno Centralizado con la mayoría de los municipios Subsidiados sin recursos para atender el tema, por lo que recae en el Sistema Nacional de Protección civil la tarea de desarrollar este tema:

Municipio de Boquete.
Municipio de Panamá.

Con apoyo de programas y agencias internacionales se ha podido llegar a los siguientes Municipios: como:

Con apoyo del proyecto BOSAI- JICA Municipio de Barú
Municipio de Mariano
Municipio de Capira

Con apoyo de PREVDA Municipio de Chagres
Municipio de Panamá (Junta comunal de San Martín).

Programa Conjunto de Cambio Climático Comarca Embera
Comarca Ngobe Bugle
Comarca Kuna de Wargandi.

Desarrollo Sostenible Provincia de Bocas del Toro.

Existe débil participación en cuanto los a medios de comunicación para divulgar información sobre la temática en mención, debido a la falta de sensibilización de los mismo, la misma debe ser permanente.

Context & Constraints:

Mayor sensibilización por parte de los medios de comunicación a través de jornadas para lograr una mayor participación de los mismos.
Existe el marco legal solo hace falta recursos para diseminar la información y articular una estrategia con el fin de involucrar a actores claves.
Los esfuerzos se están realizando solo que el impacto se disemina por falta de una estrategia definida.

Paraguay (in Spanish)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Con el cambio de autoridades nacionales, en especial del Poder Ejecutivo, el Paraguay intentar dar un giro historico en la atención de sucesos adversos, de un estado en el cual, solo era importante la respuesta, una vez ocurrido un evento que afectaba a su población, a un estado en el cual se prioriza la Reducción de Riesgo como eje fundamental en para la reducción de perdidas tanto económicas como de vidas humanas. existen muchas limitaciones, pero es interes del Gobierno Nacional la instalación de una cultura de recilencia de las comunides que integran el territorio nacional, lo que se demuestra con los varios avances alcanzados en tan poco tiempo.

Context & Constraints:

Con la implementación de los Centros de Protección Civil en las comunidades del país, se intenta dar una nueva optica de autogestión de las comunidades pero con un acompañamiento constate del la administración central en la Reducción de Riesgo y en la atención de sucesos adversos, las limitaciones que se encuetran en el camino del ideal de la Reducción de Riesgo son varios y de todo tipo, desde la cultura de la población nacional que se centro siempre en la respuesta mas que en la prevención hasta limitaciones económicas que caracteriza a los paises de la región, pasando por la cituación política pasada donde primaron intereses personales antes que los de las mayorias.

Peru (in Spanish)**Level of Progress achieved:**

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Adhesión de Perú a las campañas mundiales de la EIRD (la prevención inicia en la escuela, hospitales seguros - con apoyo de OPS, entre otros) y los avances logrados con el apoyo del Proyecto PREDECAN sobre micro-programas radiales, la difusión de mensajes clave a través de la "Iniciativa de la Comunicación", la publicación y difusión de infografías.

La Ley Nº 29664 ha creado la Radio Nacional de Defensa Civil y Medio Ambiente.

El Plan Nacional de Prevención sísmica que se ha impulsado en este año y que compromete a todos los actores, instituciones públicas y privadas y la comunidad en su conjunto.

El INDECI implementa regularmente el Plan de Educación Comunitaria en Gestión de Riesgos de Desastres, capacitando a Jefes de oficina y capacitadores regionales, para promover cursos a nivel de las comunidades vulnerables en sus respectivas regiones.

Existen trabajos puntuales, a nivel local se efectúan trabajos de prevención desarrollada sobre todo por instituciones privadas (PREDES, Huamán Poma de Ayala, etc.) y algunas instituciones públicas como el INGEMMET con el proyecto de Comunicación con Comunidades y sus charlas programadas en las salidas de campo en todos sus proyectos. Realizando trabajos directos con la población involucrada a nivel de talleres, concursos de dibujo, capacitación de autoridades, como los que se trabajan actualmente en la ciudad de Arequipa con relación al peligro volcánico.

Context & Constraints:

La falta de institucionalización de la RRD en las instituciones del estado

Se evidencia un acceso desigual entre regiones al conocimiento adecuado sobre la RRD, por falta de compromiso político de autoridades locales y/o regionales, quienes en ciertos casos no toman la gestión del riesgo como una prioridad en sus presupuestos.

Falta una mayor articulación entre los distintos niveles de intervención (nacional, regional, local) de cara a desarrollar una gestión del riesgo adecuada.

Falta un mayor trabajo de coordinación y concertación para no duplicar esfuerzos por ejemplo en la producción de materiales de difusión o en el desarrollo de capacitaciones

Saint Kitts and Nevis (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Public education campaigns on DRR reach risk-prone communities. There are ongoing campaigns on an annual basis using flyers, media PSA, brochures, newspaper information items, website information. There is a full time Community outreach Officer for island wide programming on both islands. Such resources help with the availability of information on DRR practices at the community level. Although much has been accomplished, particularly via the establishment of the radio programmes during this reporting period, the programme needs to be expanded to address a growing non English speaking community/population.

Training is also carried out on both islands by the respective Disaster Management Agencies.

Context & Constraints:

A more extensive public education programme is constrained by limited funding and lack of appropriate equipment to produce various multi media programmes

Saint Lucia (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

NEMO continues to provide Public Service Announcements (PSA's), both audio and video for all major hazards to all major media houses for public sensitization. Ad-hoc expert presentations are done for specific hazards via radio and TV; and NEMO staff and volunteers also engage in presentations to communities, public and private sector agencies and town hall meetings sensitizing citizens to DRR.

Context & Constraints:

There is a need to engage in more educational activities where a change in people's behavior is the goal; and further these educational activities need to be organized and conducted in a structured and systematic way, with clear objectives, targets and goals. Thus, the development and execution of a DRR Public Awareness and Education program need to be pursued, with greater use being made of experts in the relevant fields

Turks and Caicos Islands (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

The public education campaigns conducted are on a national level and are not targeted at specific communities, though community specific information can be found within them. In the TCI there is not what one might traditional call 'local government', persons that can be considered its equivalent are trained within national level authorities and plans are being carry out to conduct island specific training.

Context & Constraints:

Funding is a challenge on the Public Education and Training Fronts. Donor funding which is made available to the TCI has been used for training workshops. Additionally, the case has to be continued for the increased budget allocation for Public Education and Training, because offer donor funding are project specific and not necessarily link to the specific needs of the Country at the time it in being conducted.

United States of America (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Although much work remains in this core indicator, the US has made substantial investments in national public awareness campaigns to stimulate a culture of disaster resilience, with outreach to both urban and rural communities, primarily at the local level.

As a key part of its whole community approach, FEMA is conducting an outreach campaign with communities around the country to encourage sustained community participation and involvement in preparedness and resilience activities. This effort involves workshops and listening sessions in which

discussions are focused on how communities are motivated and engaged, how they understand risk, and their experiences with resilience following a disaster. To date, FEMA has engaged a wide range of people and organizations from various geographic, ethnic and professional backgrounds through the National Youth Summit, FEMA's Disability Conference, the Center for Homeland Defense and Security, FEMA's Latino Leadership Conference, the National Emergency Management Association, and the International Association of Emergency Managers. Citizen Corps Councils also provide the public with a channel to build on community strengths to carry out local strategies involving government, community leaders, and citizens for all-hazards preparedness and resilience.

Also led by FEMA, the National Disaster Recovery Framework has been developed through an inclusive and participatory process. Over 1,000 people from civil society, non-profits, private sector, universities, advocacy groups, policy organizations, and all levels of government, shared their views on what a national disaster recovery system should include. Upon completion of the first draft, the U.S. public was officially invited to share its views on the framework. Over 6,000 comments were received and used to inform subsequent drafts.

The Great California ShakeOut has become an annual earthquake preparedness exercise with over 8 million participants in 2010. This approach is being implemented elsewhere in the US and around the world.

Context & Constraints:

See above.

Venezuela, Bolivarian Rep of (in Spanish)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

La ONPCAD, a través de su plan de capacitación comunitaria, ha sensibilizado a la población en materia de riesgos y desastres y los ha preparado para una correcta respuesta ante un evento adverso, a través de los programas de autoprotección, primeros auxilios y plan local de emergencias. Ésta práctica alcanza actualmente el 60% de los municipios del país. Para el período 2010-2011, en alianza con UNICEF, se incorporaron contenidos referidos al lavado de manos, información valiosa dadas las afectaciones por lluvias que se produjeron en la zona norte-costera del país, durante noviembre y diciembre de 2010.

Context & Constraints:

- Construcción de una política nacional sobre el tema, cuyas directrices sean cónsonas con el Plan

Asia

Bangladesh (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

National Disaster Management Plan (2010-2015) included an element of public awareness on different hazards. Print and electronic media have been identified as key drivers in public awareness. DMB, GoB has established Annual Media Award provision to encourage media personnel in disaster related reporting. Considering high earthquake risk, substantial investment has been made on public awareness through developing IEC materials by GoB and NGOs. Annual calendar of DMB included disaster messages that continued throughout the reporting period. National debate on disaster issues has been organized each year in the television channels. Following cyclone in 2007 (Sidr) and 2009 (Aila) and a number of earthquakes with lower magnitude, media has been producing significant number of discussion, talk shows on earthquake, climate change risk and risk resilient infrastructure issues. Bangladesh Television has introduced a regular programme since April 2008 on Disaster Risk Reduction. Observation of NDPD and IDDR by the GoB and NGOs continued in the reporting period. Sectoral initiatives by the different GoB departments such DAE, DoE, DGHS expanded to community level.

Context & Constraints:

Often awareness raising initiatives assume their audience as homogeneous group, thus do not lead to action by the users. Wide acknowledgement exists to place more systematic knowledge investment in developing and updating key disaster messages for various agro-ecological and settlement context. Improvement on systematic process to understand impact of and need for public awareness on various risks needs to be given more attention. Many community led initiatives introduced by the NGOs are in limited in scale. A national public awareness strategy is seen as a potential means to create synergy and accelerate dynamic public awareness activities which should consider social groups such as in terms of class, gender, age, sex, caste, religion, ethnic minority, old age population, people with disability and hard core poor so that heterogeneous groups can be able to grasp the knowledge and severity of risks.

Brunei Darussalam (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

- * No: Public education campaigns.
- * No: Training of local government
- * No: Availability of information on DRR practices at the community level

Description:

Community Based Disaster Risk Reduction programme was launched in March 2010 as NDMC's efforts to increase the readiness and preparedness of the community for disasters by identifying hazards and reducing risks associated with them. The objective is to create a disaster resilient community in Brunei Darussalam.

This programme is a collaboration of relevant government agencies including the Consultative Council (Majlis) of Mukims and Kampongs. Each council normally comprise of the village head, secretary, treasurer and committees on community concerns such as education; health and sanitation; and women.

Context & Constraints:

-

Georgia (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

- * No: Public education campaigns.
- * No: Training of local government
- * No: Availability of information on DRR practices at the community level

Description:

Many parts of this question have been addressed in the last three Core Indicators. However the NEA has the official mandate to observe, forecast and inform the governmental bodies and public, but in Georgia does not exist the coordinated system to build awareness for disaster reduction through campaigns, educational programs, events, informational brochures and much more.

Context & Constraints:

The development TV studio, public and even for educational campaigns, conferences or school visits for dissemination the mandated activities of NEA would be progressive steps for creating the disaster risk reduction flexible system of Georgia and public awareness building.

India (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

The level of awareness about disaster preparedness has increased considerable at all levels and continous efforts are being made to reach out to the vulnerable communities with disaster preparedness informations through print and electronic media.

National Disaster Management Authority and the State Disaster Management Authortiiies organise various public awareness campaigns and mockdrills.

Context & Constraints:

No such contextual challenge.

Indonesia (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Indonesia has developed a strategy to stimulate and strengthen the awareness of the community of the importance of disaster resilience, for example through the integration of disaster risk reduction into school education. Several regions, particularly those that have experienced major disasters, have developed socialization strategy to raise awareness about disaster resilience in line with the specific hazards they face, both at the provincial and district/city levels.

In general it could be said that the commitment has been there, but it has not been comprehensive and does not cover all hazard prone areas. Coordination among government agencies is particularly weak and there is no systematic strategy.

Context & Constraints:

The constraint encountered is the absent of a grand strategy to raise public awareness that is systematic and comprehensive, such as the strategy developed by the country in controlling the number of the population through family planning (Keluarga Berencana or KB in Indonesian). Disaster management strategy at the national level has already included the disaster preparedness aspect, but in many regions the strategy is focused more on disaster response. The shift of paradigm to disaster risk reduction and preparedness has not been widespread.

It is clear that in the future Indonesia needs to formulate a grand strategy to promote public awareness to strengthen disaster resilience. The government needs to collaborate with the stakeholders, for instance with the media or neighborhood women groups at the grassroots communities to implement the strategy. Advocacy of disaster risk reduction paradigm also needs to be enhanced and increased in all hazard prone areas. Besides, the capacity of policy makers at the national and local levels needs to be enhanced to transform the response approach into preparedness paradigm and formulate the strategy to mainstream disaster risk reduction.

Japan (in English)

Level of Progress achieved:

5 - Comprehensive achievement with sustained commitment and capacities at all levels

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

The national government has designated September 1st of each year as Disaster Reduction Day, and the period from August 30th to September 5th as Disaster Reduction Week. A variety of events such as the

Disaster Reduction Fair, various seminars, disaster reduction drills and exercises, and disaster reduction poster contests are held throughout the country to disseminate disaster knowledge. These events are held by the central government, local government bodies, and other organizations (jointly, in some cases). In addition to publicity on TV, radio, in newspapers and leaflets, special features are presented by various press organizations. Schools participate by creating slogans and participating in disaster management poster contests and voluntary activities, among other things.

Furthermore, as mentioned in the section of priority for action 1, the Central Disaster Management Council published the "Basic Framework for Promoting a Nationwide Movement for Disaster Reduction - Actions with Added Value to Security and Safety." to promote a nationwide movement where individuals, families, communities, corporations and other various groups and entities participate in continuous activities and investments for mitigating disaster damage in 2006.

As mentioned in the above section, the Cabinet Office and the relevant organizations have regularly organized the events to encourage the community participation, such as Disaster Reduction and Volunteer Meeting, Review Meeting for Volunteer Activities for Disaster Reduction, Disaster Reduction Fair, and "Community Development Forum. The Cabinet Office is improving the framework and contents, following the future directions of the nationwide movement summarized by a consultative meeting set up in 2009.

Context & Constraints:

N.A.

Lao People's Democratic Republic (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Although the NDMO and International Organisations/INGOs operating in the country undertake regular awareness campaigns on DRR/DRM at all levels (National, Provincial, District and community levels) through a variety of mass media such as radio, newspaper and television, and through exhibitions and sports events, there is currently no formal country wide public awareness strategy existing in Lao PDR

The NDMO is currently implementing a major public awareness raising campaign on the importance of DRM Preparations and Response among the Lao people under it's Institutional Strengthening and Capacity Development on Disaster Risk Reduction programme with UNDP Lao PDR although further updated information was unavailable at the time of reporting. Similarly, the Fire Police department under the Ministry of Public Security also conduct Fire Risk Communication and risk awareness programmes.

Under the Mekong River Commission Flood Emergency Management System (MRC-FEMS), public

awareness activities were conducted over the reporting period through the installation of flood information billboards in common communication route in the communities. Flood information booklets, teacher information kits and posters on household flood safety measures on what communities preparedness and reaction to flood and school flood safety were developed with assistance from the PDMC and DDMC and distributed to target districts and schools.

Many individual INGOs and NGOs (samples sighted - OXFAM, Care International and Save the Children) are involved in several ongoing DRR awareness raising programs throughout the country. The Lao Australian NGO Cooperative Agreement (LANGOCA) conducted a school flood safety project undertaken by SCA and ADPC in Xayabouly, Khammoun and Savannakhet. CARE is currently in the process of writing a public communication strategy to mainstream DRR in the Lao PDR development agenda. This strategy will aim a providing a communication framework for DRR at all levels of Government and will be “field tested” within ongoing CARE projects in Sekong until August 2011.

Context & Constraints:

Constraints

Many public awareness raising programs are underway through individual International Organizations/NGOs in the country, but due to limited financial and human resources at NDMO, these programs lack a coordinated effort for effective awareness raising on DRR / DRM in the country.

The Way Forward

The CARE public communication strategy to mainstream DRR in the Lao PDR development agenda aims at providing a communication framework for DRR at all levels of Government and if the trial in Sekong proves positive this will serve to enhance the capacity of the Government and all DRR Stakeholders in Lao PDR and in turn benefit the local population.

Lebanon (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

A National Strategy for raising awareness regarding Disaster Risk Reduction has recently been developed and is currently in the process of being implemented. This communication strategy for raising awareness and building a culture of prevention is part of an ongoing national effort towards building and establishing a resilient society in Lebanon. This strategy includes a website which will communicate messages of public warning and preventative measures, in addition to conducting training workshops and television and radio shows on Disaster Risk Reduction.

The objectives of the communication strategy are:

- Enlightening the Lebanese public regarding Disaster Risk Reduction and Disaster Mitigation
- Raising awareness regarding practical actions that individuals and communities can take to avoid and/or reduce disaster losses
- Building and cultivating a culture of prevention
- Incorporating Disaster Risk Reduction into policy making and into people's daily lives

It is worthy to note that for many hazards, including storms and forest fires, there is currently a public warnings system in place.

Context & Constraints:

The communication strategy requires a minimum of five years to be in full operation.

Malaysia (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Numerous awareness programs on landslides, tsunami, and floods have been carried out by key agencies, including the Public Works Department, Malaysian Meteorological Department, Ministry of Education and Southeast Asia Disaster Prevention Research Institute (SEADPRI-UKM), Universiti Kebangsaan Malaysia. Safety Guidelines in Disaster and Crisis Situation has been developed and distributed to schools and community leaders (Jawatankuasa Kemajuan dan Keselamatan Kampung – JKKK) to enable the public to respond accordingly to disasters and crises.

Several programmes have been implemented to improve the resilience of schools and hospitals against disasters. The Ministry of Education in collaboration with civil societies and UNICEF has come up with initiatives such as the Smart Support Team and School Watching Program in schools. The Ministry of Health celebrated National Health Day by adopting the theme of the World Health Day: "Save Lives - Make Hospitals Safe in Emergencies". To commemorate the day, the Southeast Asia Disaster Prevention Institute of the National University of Malaysia held a national forum on "Hospitals Safe from Disaster".

Trainings, seminars and drills are constantly organised by Government agencies to both enhance their skills and expertise in disaster management as well as improve communal resilience. In our effort to establish a sustainable and resilient environment for local communities, the Government has encouraged the participation and involvement of non-governmental organizations (NGO) in disaster risk reduction programs.

Context & Constraints:

Awareness campaigns were mainly done on small scales basis due to budget constraints and difficulty in reaching the public in masses. There is also needs for closer cooperation with national TV networks, information and education ministries for the outreach programmes to reach greater mass of public and school children in order to build greater awareness and response capability towards building a more resilient community.

Maldives (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Community based disaster preparedness plans have been developed in 37 islands , CBDRR plans have been developed by Care Society 4 islands , and MRC has conducted CBDM plans in 25 islands. Under these programs emergency drills have been carried out in the island communities and Schools. Public awareness messages by Ministry of Health and Family on communicable diseases and possible risks such as during H1N1 pandemic has been given out. Maldives Meteorological Services (MMS) conducted weather, earthquake and tsunami awareness in Laamu, Seenu, Foahmulah, Haa Dhaalu, Haa Alifu and Male'. Outreach activities have also improved due to a set up of a better transport system between provinces, atolls and islands.

Context & Constraints:

Ad-hoc awareness exists, however there is no country wide strategy for developing awareness, although recently an awareness campaign on DRR named Rakkaave thibiyya dhivehiraajje has been launched.

Under the nation-wide public awareness campaign on DRR, early warning and response actions "be aware | be prepared", long-term social marketing plan for people's behaviour change on DRR, early warning and response action has been developed.

Mongolia (in English)

Level of Progress achieved:

1 - Minor progress with few signs of forward action in plans or policy

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Measures to improve public education on disaster risk reduction are being conducted at the province, soum, and bagh levels aiming to maximize outreach based on their respective internal capacities. We regard that the public has acquired a certain level of understanding about risk reduction.

There are two types of emergency trainings and drills: 1) Comprehensive Disaster Protection Training for the public and 2) Drills for the Disaster Protection Headquarters and Squad. These are conducted annually at the province, city, and district levels. In the same province a Comprehensive Disaster Protection Training is conducted every 3 years engaging the local government officials, business entities and people. During these drills, a hypothetical emergency that has a high probability of occurring in the province in question is assumed to have taken place. The local government officials are expected to make appropriate emergency decisions, which are tested for feasibility in reality by having the emergency squads composed of rescuers and civilians implement the decisions in drill practices.

The training and drills are held in 5-6 provinces every year. During the dry season of the spring when the number of outbreaks of forest and steppe fire is on the rise, the staffs of the special protected areas are trained in fire extinguishing, fire containing, and emergency decision-making techniques.

In addition, work is underway to establish training centers in all provinces and districts, which will serve as the bases for future disaster protection trainings. We expect the training centers to be very useful in improving public.

According to the Law of Mongolia on Disaster Protection, disaster protection trainings are conducted in 5 types for 5 different audiences that are “disaster managers”, “search and rescue squads and professional squads”, “students”, and “other civilians”.

Besides the trainings, in order to improve the disaster preparedness and response capacities of the soum level Professional Disaster Protection Squads, a contest named “Rescuer” has been held among the squads of 17 soums. Various events to raise public awareness of the emergency management system and disaster prevention methods have been organized on the “open door day of the emergency management system” and on other anniversaries and commemorative days. In public implementing awareness raising measures, we cooperate with mass media and related professional organizations.

Context & Constraints:

Due to budgetary constraints, the outreach and effectiveness of disaster risk reduction trainings remain limited.

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

There are many public level events which contribute significantly to raise awareness of the public, sensitize politicians and advocate policy makers. Earthquake day is observed in February commemorating the 1934 earthquake and it has now been extended to many districts. UN ISDR day is also observed each year at national level.

Local radio stations and FMs are covering wide areas to circulate general information about disaster risk reduction and specific emergency incidents.

Few other activities carried out by different organization:

- WASH awareness campaign and counseling program at community level
- Community radios, different IEC materials and observation of days in collaboration with other stakeholders including Government agencies
- Community awareness on DRR
- Earthquake Day and ISDR Day activities and awareness-raising events
- Organizing workshops/meetings to prepare communities to respond to disasters (district and sub-district level)
- Public awareness improved in 13 VDCs and 3 Municipalities in 4 districts
- Collaborative activities on awareness raising activities at local and national

Context & Constraints:

The awareness campaign has gained momentum recently after few fateful events in the new millennium: the 2004 tsunami in Indian Ocean, 2001 earthquake in Gujarat India, 2005 earthquake in Pakistan, 2008 earthquake in China and 2010 earthquake in Haiti. The awareness campaigning is spearheaded by Local NGOs/ CBOs working in the area of DRR with enthusiastic support from the government.

The substantial progress made in awareness raising and sensitizing has resulted in attracting attention of the parliamentarians also. More than 100 parliamentarians (out of 600) have been approached and advocated the disaster risk reduction mainstreaming agenda. A DRR toolkit has also been developed with focus to sensitize the policy makers and parliamentarians.

Most of the awareness activities, however, are focused in urban areas. The activities are neither institutionalized nor internalized within the governance mechanism.

Building culture of safety among communities and sustaining the level of awareness created by public events are some of the challenges.

Recommendation

Disaster preparedness planning at national/regional/district and VDC level should have a major thrust to raise awareness, disseminate information and advocate measures for building resiliency of the communities. The activities should extend their outreach to rural area and should target the communities at risk.

All the Schools throughout the country must have at least one disaster drill each year. Schools can play vital role in developing a sustainable mechanism for sustainability of DRR initiatives and it should be a part of formal and non-formal education.

Training and capacity building of local authority on the issue of DRR should be an integral part of any disaster preparedness plan.

Use of innovative methods for information dissemination and awareness raising can be effective. Street drama and making use of cultural activities can be effective and sustainable way for knowledge and education in DRR.

Pakistan (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Institutional commitment has been attained through inclusion of education, training and public awareness raising in the field of disaster risk management as one of the priority areas in the National disaster Risk Management Framework. The Government has already declared 08th October as the National Disaster Awareness Day which is being observed on annual basis. Special awareness events are organised at the federal as well as provincial levels including the Disaster Management Conference and Exhibition (DMEC). Search and Rescue drills are also organised for public awareness on the occasion of National awareness day.

The NDMA has conducted community awareness programmes in the coastal areas of Sindh and Balochistan which included mock evacuation drills during Tsunami. Likewise special community awareness raising programmes have been implemented under the Earthquake Risk Reduction and Preparedness Project in the earthquake prone areas of Mansehra, Muzafarabad, Murree, Chitral and Quetta.

The NDMA has also organised special awareness raising workshops for Parliamentarians, Provincial Legislators, women legislators, media persons, officials of various federal ministries, district officials and private sector stakeholders.

The NDMA is also working on developing different media productions including documentaries, radio

programmes and docu-dramas for raising public awareness about disasters and their management. At the provincial level, the Rescue 1122 of Government of Punjab implements a comprehensive public awareness campaign through its Community Safety Officers in each district. All other stakeholders including the INGOs and NGOs involved in disaster risk management programmes supplement the efforts of the government agencies in raising public awareness especially at the community levels.

Context & Constraints:

Public Awareness plans and strategies are to be implemented by the public institutions. However, most of the institutions themselves suffer from lack of awareness about DRR. Thus the NDMA is facing a two staged challenge. At the first stage it has to overcome the challenge of lack of awareness amongst the implementing partners through a comprehensive awareness raising programme for Government Institutions who will then be able to complement the efforts of the NDMA for implementing awareness raising programmes in the general public.

Sri Lanka (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

The Government has declared the 26th December as National Safety Day. Religious activities were conducted to make the public aware of disasters and commemorate lost lives as a consequence. Disaster awareness programmes were conducted in Ministries and State agencies as a public awareness raising campaign. The commemoration function was held in a vulnerable district with the participation of Government agencies, NGOs, and school children.

The DMC takes part in national and local level exhibitions to carry the message of disaster resilience to public.

Disaster management is included as a subject in the curricula to train Sri Lanka Administrative Service and Police officers.

National and local level early warning and evacuation drills were conducted periodically, especially in areas prone to tsunamis, landslides, and floods.

Posters, leaflets, booklets, and videos were produced as public awareness material and disseminated among relevant communities.

Respective technical agencies disseminated information through mass media. Additionally, emergency notices are disseminated through cell phones and other early warning dissemination methods.

Context & Constraints:

People in the Northern and Eastern Provinces have started settling in their homes and need time establish their livelihoods prior to conducting any public awareness programme on disaster resilience.

Syrian Arab Republic (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

A noticeable progress has been achieved in disaster awareness through integrate the concepts of disaster reduction in the school curricula, in addition to distributing awareness materials such as posters & booklets, and implementing training studies that concentrate on the importance of providing awareness in local communities plus the participation in global campaign for urban risk reduction.

Context & Constraints:

There is a need to allocate sufficient budgets for carrying out awareness campaigns that includes producing and distributing awareness materials through the media, in addition to use Specialized expertise to deliver the subject to all levels of the local community including the far rural areas & more institutional commitment to pay this subject enough attention.

Thailand (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Safety awareness promotion strategy is exist but not implemented seriously on a sustainable basis. Disaster education programme and training are limited in certain areas. Though we have warning system at local levels, they do not cover all parts of the risk areas. Some risk areas do not undergo CBDRM training to have their awareness improved.

Context & Constraints:

Limitation of resources and competencies of key sectors in DRR is still the major hindrance for Thailand's DRR. To acculturate safety mind and disaster awareness into local context, we require budget and experts to create, monitor and evaluate disaster awareness raising programme at all levels.

Yemen (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

In early 2009 the GDEED inaugurated the National Campaign for The Safe Transport, Storage and Use of Chlorine substance which targeted all the local foundations of Water and Sanitation in Yemen. It aimed to raise the social awareness and contribute in enhancing the safety systems in facilities and local communities and how to use the Chlorine substance in drinking and sanitation water. The outcomes of this campaign were a bundle of decisions, recommendations about the standards of Chlorine and its rate in drinking water or sanitation water and the safety conditions for transporting this substance .The Ministry directed these foundations to commit by the required standards.

Despite the national efforts to create ecosystem media to the public but still the outputs of these efforts are below the level required for many overlapping factors: The expertise and technology play a big role and prevent to reach into achieving the active results, lack of specialized staff in environmental media. It should reach to specialized and qualitative media as it is commonly recognized by (developmental Specialized media) like (Environmental / healthy / agricultural / tourism media ... etc .As it is followed in many of the developing countries.

Public awareness should be promoted through media policy and a long-term strategy to integrate the process of awareness in the daily programs of official media, in the light of adequate financial resources and political commitment.

According to UNDP, a national strategy for conducting awareness raising events and campaigns and Disseminate awareness raising materials to targeted groups and governments exposed to disasters, is being developed by the NDMU.

Context & Constraints:

- Non-availability of financial allocations to the authority concerned with issues of disasters represented by the National Focal Point and the national team for implementing the tasks of publishing and awareness.
- The lack of an independent Institution on this matter as the national focal point and the formed National Team did not reach to all of their powers. All governmental apparatuses see that they are not all concerned by this role except for the performance of its obligations regarding the disaster during its occurrence and to tackle situations at that time.
- Not determining roles (up to now), which is supposed to be developed within the framework of a unified national plan, which will be conducted by the National Focal Point and the relevant authorities.
- High rates of illiteracy in the community.
- The presence of the media and environmental awareness could be focused primarily on print media such as newspapers, periodicals and magazines. These publishes are attributed that they are occasion-present and periodic. They are non-attendant, as well as changing of their names and limited distribution, and in some cases the total disappearance for these publications after a few number of issues.
- Lack of financial means and technical equipment, skills and human resources.

Therefore, it is a must to find an international expert to assist those involved in Yemen to determine the roles and complete the national plan, as well as providing financial and technical capabilities that enhance this role.

Europe

Armenia (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

With taking into consideration that the strategy of informing the population about the risk of disasters and the ability to reduce exposure to hazards is a responsible, long-term and necessary task in the instruction of DRR, the level of progress can be assessed as some progress, but without a systematic strategic institutional commitment.

Key issues and means of verification

Public information companies exist, but their activity is not correlated on necessary level and depends on the actions of territorial administrations, simulating basically only occurring disaster of any scale.

Trainings of local authorities carried out regularly by special exercises for leading municipal authorities' actions with the involvement of the communities.

In particular, from 11 to 17 September in the country a multinational exercise on organizational mechanisms of action during emergency situations of natural and anthropogenic origin in the territories of Kotayk and Yerevan communities is planned.

Naturally, all activities aimed at improving the culture of adequate DRR activities.

Context & Constraints:

There is no centralized management for actions in the national structures system due to absence of national system of monitoring, analysis and early warning of population.

Bulgaria (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Strategy for training activities for the population in the area of disaster protection. Training programs for number of target groups are drawn. At national level voluntary teams are established. Chief Directorate Fire safety and Civil Protection creates and fills the list of the voluntary teams for disaster protection and list of the instructors of the volunteers.

Context & Constraints:

After the incorporation of DG Civil Protection and DG Fire Safety and rescue, the voluntary formations will be also integrated so that to mitigate the duplication of functions and activities.

The migration of the working population from the small towns and villages to the big cities complicates the formation of voluntary units in territories remote from the regional services with professional firefighters and rescuers.

Czech Republic (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Educations and campaigns have been done especially in flood prone communities but usually in connection with some recent flood event. Mayors and members of local crisis management staffs have been trained. The Czech Association for Flood Protection, Fire and Rescue Service and the Czech Hydrometeorological Institute often help with such trainings.

Context & Constraints:

The main problem is involving of NGOs at community level. There have been just a few of such organizations. The best organizations existing practically in all communities are Voluntary Firebrigades and they should be more involved in such activities.

Finland (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

More emphasis is needed on public education. The awareness among the general public is mostly related to recent major emergencies abroad, such as earthquakes, and the humanitarian needs, or domestic emergencies, such as the storms, not on disaster risk reduction efforts.

In the Rescue Act there is the obligation on self preparedness. The aim is to make people recognise their own responsibility for developing and maintaining a safe environment.

Owners and occupants of buildings, business entrepreneurs, government offices and agencies, and other organisations are obliged to prevent adverse incidents. The obligation to prevent accidents and adverse incidents applies to both the care of buildings and operations conducted in them. Readiness must also be maintained for protecting persons, property and the environment and undertaking rescue operations in the event of an adverse incident.

Households are required to make provision for various types of adverse incidents and for rescue operations for which they are independently capable. The aim is that people know how to take precautions and act at home and work in the event of a protracted disorder affecting society, such as a failure in the power, heating or water supply, or storm devastation. Homes should be stocked with several days' supply of food, any medication taken regularly, and other daily necessities. It is also a good idea to keep batteries readily available for use in the event of a power failure.

Each person should act responsibly in situations where there is a risk of fire or other accident. The Rescue Act specifically mentions open fires, prescribed burning, fire safety in peat production areas, and the risk of forest fires. Each individual is obliged to take part in rescue operations in the event of a fire or other accident. Persons in danger should be warned and an emergency call made, and everyone should undertake rescue operations to the best of his or her ability. Smoke detectors are compulsory for each dwelling. Each occupant should install a smoke detector in the home. A smoke detector will detect a fire that is starting, at the earliest possible moment, and alert those in the living space. The exits and access routes of buildings must be kept serviceable and free of obstructions. Rescue routes intended for emergency vehicles must be usable, free of obstructions, and appropriately indicated.

Context & Constraints:

People are highly vulnerable to cuts of electrical power. Rural areas a slightly more prepared than urban

areas, but in general there is a huge need to increase people's awareness of what can be done in advance to ensure that they will survive without electricity at least for a few days.

Germany (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Many parts of this question have been addressed in the last three Core Indicators. Additionally, however, the DKKV has the official mandate to inform the public and build awareness for disaster reduction through campaigns, educational programs, events, informational brochures and much more (see extensive information in the link below). Through its members from all areas of disaster reduction, management and education, the DKKV multiplies its approaches at all levels. The "Federal Office of Civil Protection and Disaster Assistance" (BBK), the UBA, other national authorities, as well as the German insurers work in a similar way by distributing information to the public through publications. All of these actors, especially the DKKV, circulate flyers about natural hazards and possible disasters to inform and sensitise the public. The continuous activities of the DKKV, such as its yearly forum for disaster reduction, aim to inform the broader public.

Most of the research facilities have their own division for the press, public and even for educational campaigns, conferences or school visits. The German press landscape (even the mass media) has had a larger focus on natural disasters and the impacts of climate change, at the latest since the Elbe Flood in 2002 and the Tsunami in 2004.

The THW and other actors in disaster management such as the German Red Cross regularly participate in a variety of different activities to increase citizens' awareness of their focus and profile through exhibitions, dialogue with citizens, and outdoor activities in public places, among others.

The "Federal Foreign Office" (AA: see link) regularly finances practical international training courses, e.g., for seismologists from states particularly affected by earthquakes carried out by the GFZ Research Centre Potsdam (see link) and so-called „training for the trainer" courses for staff of UN organisations. It furthermore facilitates projects for international research cooperation in the context of earthquake early warning in central Asia.

The German development cooperation supports the improvement of public awareness in partner countries through campaigns and participative risk analyses at all levels. Through this work it also contributes to

increased awareness in Germany. The improvement of resilience to disasters is one of the main approaches of the development cooperation agencies.

The German Red Cross and national Red Cross and Red Crescent Societies with a high profile in Disaster Reduction, Prevention and Management (such as those in Indonesia or Bangladesh) engage in national awareness campaigns and programs.

Public information on wildfire risk in generally is sufficiently broadcasted. A national wildfire prevention symbol exists since several decades and is used by State Forest Services and NGOs (e.g., German Forest Protection Association).

Context & Constraints:

Nonetheless, public awareness for DRR is developing slowly, likely because of the current lack of urgency. With the exception of the aforementioned incidents, such as the Elbe Flood in 2002 or Hurricane Kyrill in January 2008, the German public is seldom confronted with major natural hazards with far-reaching effects, therefore making permanent awareness more difficult. There is, however, disaster resilience, especially in rural communities, although this is more of a result of tradition than current strategies.

Related links:

GFZ Potsdam <http://www.gfz-potsdam.de/portal/>-

AA <http://www.auswaertiges-amt.de/diplo/en/Startseite.html>

DKKV <http://www.dkkv.org/>

Italy (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Several disaster awareness campaigns have been performed in recent years. Extensive campaigns have been carried out by using all available communication means and tools. General campaigns include earthquakes, floods, heat waves, severe storms and other risks. Additionally, tailored communication on earthquakes, volcanoes, tsunamis etc. has been brought to communities living in territories affected by specific risks.

Public information concerning disasters is performed by the Civil Protection Department at the National level, by Regional Administrations at the regional level and by Mayors at the local level. Other actors such

as the National Fire Brigade, the National Forest Guard and volunteers' associations promote disaster awareness as well.

Context & Constraints:

Difficulties are still experienced in reaching small communities settled in remote and isolated areas

Norway (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

There are several countrywide public awareness programmes with the aim to integrate disaster risk reduction into every-day life. A new act on planning and building aims to decrease disasters through risk reduction in planning. A new civil protection act highlights the role of the municipality level in disaster risk reduction. Both acts impose the use of risk and vulnerability in connection with land-use planning and new area developments. According to the new act on civil protection, annual exercises have to be held at municipality level in order to strengthen emergency preparedness at local level.

Context & Constraints:

-

Poland (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

No

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

The great importance of civil readiness to face extreme threats is clear. We consider civil readiness as pragmatic, legally normalized responsibility for realization of certain tasks and duties, beginning from the House of Parliament and finishing at individual inhabitants. In such case there is a great need to improve strategic approach regarding comprehensive action dedicated to the public awareness in Poland.

Context & Constraints:

The basis of any co-operation with the society is access to information, which can support every activity. In the civil readiness system, a media information policy must be included. In this field we still have much to do in our country.

Romania (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

The National Strategy for Emergency Situations Communication and Public Information was developed and implemented during 2008-2010.

Furthermore, the National Strategy for Emergency Situations Public Information and Education is been developed and partially implemented.

Context & Constraints:

Lack of required funds and human resources are the main constraints. In order to properly build up the public awareness, public authorities' activities must collaborate with mass media and NGOs. Mass media emphasizes touching stories and shocking images. Thus, mass media prefers to present the disaster's effects rather than the risk reduction measures and proper behavior in case of disaster.

Sweden (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* No: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

The County Administrative Boards' responsibility towards the public with regards to awareness and resilience in case of emergency is regulated by law and regulations. The general population shall be given information on the ability of authorities to act in an emergency, and on the way that warnings and information will be given in case of serious accidents.

Several training courses and seminars occur on a regular basis including an annual coastal conference on erosion and flooding, seminars on landslide and erosion (2008) and floods (2010). Seminars on climate adaptation have been arranged by the Swedish Geotechnical Institute (SGI) and the Swedish Meteorological and Hydrological Institute (SMHI). The Geological Survey of Sweden and MSB collaborate with the training/education of local emergency services on groundwater vulnerability.

Seminars for officials at the municipal level on the effects of flooding were undertaken in the fall of 2010 by the Swedish National Platform for DRR.

Context & Constraints:

No constraints have been identified.

Switzerland (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

-- Nothing reported within this timeframe. --

Means of Verification:

* No: Public education campaigns.

* No: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Severe flood, storm and avalanche events of the past years served as “windows of opportunity” for the specialist departments to inform the public about natural hazards, mainly through the media. The flood event of 2005 received unprecedented media coverage. A fair public awareness therefore has been achieved regarding hydro-meteorological hazards. Although a campaign has taken place to raise awareness for earthquakes, deficits remain.

In 2008, a “prevention portal” has been established in all national languages and English. It is directed to the population and covers information on natural hazards in Switzerland, gives advices on how to prevent damage and how to respond in emergencies.

Context & Constraints:

Several specialist departments at national and Cantonal level inform about natural hazards, thus there is not just one countrywide public awareness strategy.

Further efforts are made to raise public awareness: FOEN develops an internet-based platform with information on earthquake prevention; PLANAT has adopted an action-plan for a broad risk dialogue.

The former Yugoslav Rep of Macedonia (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

NPDRR stakeholders organize public education campaigns, training of local government in their domain of work and often post DRR related information, manuals and publications.

For instance, the Ministry of Health educates the public on climate change risks related to health through its “Protecting health from climate change” web portal (<http://www.toplotnibranovi.mk/en/>); the Institute for Public Health is educating the public through its “Early Warning System for Communicable Diseases Surveillance” (<http://www.alert.mk/en/index.asp>); CMC, in cooperation with the Macedonian Radio-Television (the public broadcasting service) produced a series of (38) TV debates “Hello, 195” covering DRR through various risks in the period 2009/2010.

Several publications and booklets on DRR were published and distributed to NPDRR stakeholders and the general public, including:

- Lazarevski, P., Gjorgon, N., Taleski M., (ed.) National Platform of the Republic of Macedonia for Disaster Risk Reduction, CMC, Skopje, 2010, (in Macedonian and English);
- Manual for citizens: crisis management system, UNDP, Skopje, 2009;

Following the adoption of NPDRR, Local Councils of NPDRR were established, and training and workshops for the Mayors and other members of the Local Councils were held. The purpose was to inform them of the NPDRR, the obligations and competences of the Local and Regional Councils of the NPDRR.

Within the Council of State Secretaries, a working group on public relations and public awareness has been established. Furthermore, one of the thematic working groups that is planned to be created within NPDRR is a thematic working group on media and public awareness. In this regard, NPDRR implies the creation of a second working group on resilience of local communities, led by the Ministry of Local Self-government.

Context & Constraints:

Despite the achievements, there is need for sustained commitment and capacities at all levels. For this purpose, a public awareness strategy on DRR related issues is needed, that would be developed with involvement of all relevant stakeholders, especially the local communities.

The thematic working group on media and public awareness is yet to be established in accord with the Government adopted NPDRR.

Oceania

Australia (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* No: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

All Australian governments have endorsed the need for and importance of a countrywide public awareness strategy to stimulate a culture of disaster resilience.

This was reinforced in February 2011, when all governments endorsed the National Strategy for Disaster Resilience that recognises that a national, coordinated and cooperative effort is needed to enhance Australia's capacity to withstand and recover from disasters. The Strategy aligns with the principle that disaster resilience is based on all sectors of society taking their share of responsibility for preventing, preparing for, responding to and recovering from disasters. They can do this by drawing on guidance, resources and policies of government and other sources such as community organisations. The Strategy recognises that influencing long term attitudinal and behavioural change will require continuous and consistent messaging and the development and availability of guidance and resources. It aims for information on disaster risk to be communicated in a manner appropriate to its audiences, and to consider the different needs, interests and technologies used within communities. The Strategy's priority outcomes include that current information is available on websites and in other forms about disaster risk and mitigation; and that communities are supported through appropriately targeted training and awareness activities.

In endorsing the national Resilience Strategy, Australian governments agreed to a series of priority actions, including developing guidance, in a prioritised sector approach, to assist business, the non-government sector, governments, and communities in building disaster resilience through existing planning processes, wherever possible. A community engagement framework will be developed, aimed at assisting people to understand risks and use the information in making decisions. The framework will consider a range of sources of information and methods of dissemination (such as insurance companies, the education system, local networking) and give particular attention to the emerging role of social media. Core messages will be developed to reinforce this approach.

To promote the Resilience Strategy Australian governments will look to engage key stakeholder groups across government, business, academia and the not-for-profit sector in a prioritised sector approach, to promote the concept of disaster resilience amongst the broader Australian community. Existing communication channels will be utilised to promote core messages in the most cost effective manner; tailor

messages to specific sectors, communities and organisations about the practical steps they can take to build disaster resilience; and adopt a long term sustainable approach to influence attitudinal and behavioural change. Core messages will be developed to reinforce this approach. A Disaster Resilience Strategic Communications Plan is to be developed by governments, in consultation with key stakeholders. The Plan will aim to work towards a countrywide public awareness strategy to stimulate and maintain a culture of disaster resilience, in both urban and rural communities.

All Australian governments conduct public awareness raising activities to stimulate and maintain effective emergency preparedness and response in the community, to both urban and rural communities.

Examples of effective public awareness raising include the correct use of the Triple Zero emergency assistance telephone service; household preparations for forthcoming fire and storm seasons; and on the commencement of operation of a national telephone-based emergency warning capability ('Emergency Alert') which sends warnings to fixed line telephones and mobile telephones based on the customer's registered service address.

Since it commenced operation in 2009, Emergency Alert has been used many times in the States and Territories ('States') for a wide range of emergencies. In the lead up to Emergency Alert's commencement, all Australian governments agreed on core messages to be promoted to the community about the capability, when people might receive a warning message by telephone, what they should do if they receive a warning message, and the wording to be used to convey the messages. With funding from the Australian Government the States developed the media (television, radio and print) advertisements to promote the new warning system. Even though the public-awareness raising involved a nationwide campaign, each State and Territory retained the ability to tailor the core message to fit local conditions, and the precise method by which the message would be communicated to their community. Periodic reminders about Emergency Alert to the community are publicised and promoted in each State, and reinforced more regularly in the lead up to the higher risk (fire, flood, storm) summer season.

State government authorities are responsible for coordinating and planning for the response to disasters and civil emergencies. Each has its own strategies to develop and maintain public awareness of disaster resilience with a particular focus on the role of the individual to be prepared to respond effectively in time of emergency. Community-based organisations also contribute to planning for the response to emergencies.

A culture of disaster resilience in the community is supported by public awareness projects and programs tailored to the needs of the region/State. Examples include safety in storms ('StormSafe'), floods ('FloodSafe'), and fire safety in the context of kindergartens and primary schools etc. In 2011, the government of the State of Western Australia released a new DVD aimed at delivering vital home safety messages in twelve languages to assist recently arrived migrants to that State to stay safe this winter. The 16 minute DVD contains vital fire safety messages and reflects research in Western Australia that shows that 60 per cent of deaths from house fires in that State between 1992 and 2006 were of people from non-English speaking backgrounds. The DVD provides new arrivals to the State with information in their first language about the role of the fire service and also what to do if a fire starts in their home. In releasing the DVD, leaders of those communities with large proportion of people from non-English speaking backgrounds were encouraged to ensure the DVD is made widely available throughout their community.

The Australian Emergency Management Institute (AEMI) is a centre of excellence for knowledge and skills development in the national emergency management sector. In addition to its significant role in building the capacity and professionalism of the emergency management sector in Australia, the Institute provides a wide range of disaster resilience related community awareness services to the nation and our region. For example, in electronic form, the Emergency Management in Australia website – provides the key online access point for emergency management information from the Australian Government. The Institute prepares Australian Emergency Management Manuals and Handbooks that guide emergency

management doctrine in Australia and are available to download from the website. AEMI produces numerous public awareness raising printed publications (i.e. natural hazards: what to do before, during and after), with emphasis on mitigation and preparedness and provided nationally to the States and Territories for dissemination as requested. The Institute publishes the Australian Journal of Emergency Management which is provided free of charge in print format to a subscriber base of over 3,000. It is also available electronically via the Emergency Management in Australia website and a number of externally hosted databases. All Institute community education and awareness material is developed for national applicability and accessibility.

The Institute also delivers training courses aimed at extending emergency management expertise to local government through its Emergency Management for Local Government and Business Continuity Management for Local Government courses. Places are available at other courses delivered by the Institute for local government representatives.

In the context of country-wide public awareness raising for disaster resilience, being able to communicate effectively with the community is a vital component of risk management, disaster mitigation, response and recovery. For over a decade, the Institute has worked to build emergency management capability to engage with multicultural communities to address their needs in relation to dealing with disasters and developed a range of programs and publications. Numerous information sessions, diversity forums and community events have been delivered collaboratively. Resources have also been developed and shared nationally as part of the following projects: a practical guidebook for emergency management organisations with state-wide demographic profile (Western Australia), a community newsletter (Australian Capital Territory), an emergency management exercise report involving culturally and linguistically diverse (CALD) community members (in the State of South Australia) and a state-based CALD community engagement map (Victoria).

Public awareness of disaster resilience is also enhanced through the school curriculum, which provides opportunities for teachers and students to study the issues involved in the risk and consequences of disaster. These issues, and the knowledge of preparedness and risk reduction methods, can often be studied in a local context, developing life skills and knowledge at an early age, which can influence families and local communities.

The Attorney-General's Department's schools education program supports the learning and teaching in this area with publications, videos and interactive learning games for students, teachers and the general public. The latest interactive resource is due to be available later in 2011. The Institute's School Education program develops teacher resources for school age education nationally of disaster risk, impact, preparedness, planning, response and recovery. This is primarily web-based, but hard copy education kits are provided free of charge to any school on request.

Context & Constraints:

Challenges in public awareness raising of disaster resilience include:

- when attempting to educate school children, the school curricula can become oversubscribed and bringing new activities into the curricula can be difficult;
- it can be difficult to maintain a continuing public awareness, as the frequency of some events in Australia such as earthquakes and tsunami is low; and
- ensuring that national publicity campaigns to develop and maintain public awareness of existing and new disaster resilience capabilities are nationally consistent, but allow for appropriate tailoring of the message to suit each State. For instance, in recognition that while each State faces a range of risks of natural disasters, the risks of particular hazards (i.e. fire or cyclone) varies significantly between them.

Cook Islands (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

Public education campaigns on DRR reach risk-prone communities to some extent. EMCI has promoted disaster awareness through the media, particularly during the annual Disaster Awareness Week. The Red Cross has coordinated community-based disaster preparedness and first aid training on all inhabited islands and EMCI has undertaken community level DRM awareness in the South Group of the Cook Islands. Furthermore, the National Environment Service (NES) and Cook Islands Red Cross have developed programs to document and preserve traditional knowledge of DRM in Pukapuka and Manihiki. Several international agencies have provided training on various aspects of disaster risk management, including operational exercises and geographical information systems.

EMCI has conducted a media campaign on pre-cyclone preparations (stressing the importance of tying down roofs, preparing emergency supplies and identifying alternative shelters should a cyclone hit). Some progress has been achieved as regards developing and implementing long-term communication strategies using all media available: annual Disaster Awareness Week activities, radio spots and TV commercials.

Context & Constraints:

During the response of the Tropical Cyclone Pat in February 2010 it was identified that vulnerable groups had lower levels of information and preparedness than the general population, and they should receive greater attention in the future through community consultations and disaggregated monitoring and evaluation. The real concern is the complacency among the people towards the tropical cyclone warning when everyone was aware that they are in the cyclone season. Even when the cyclone warning for Pat was issued not many took notice of it and the general comment after the cyclone was 'we didn't expect that it was going to be this bad'.

There were lessons learnt from TC Pat and the people now know that they must be prepared for any potential disaster heading their way. It would also be opportune to nurture greater community interest in DRM following the 2009 Samoa tsunami as a means to strengthen community-level preparedness. This is a role which could ably be filled by EMCI, if it received funding for the Disaster Risk Planning Officer position, recommended in the EMCI Business Plan (2009-11) and the NAP. The Cook Islands Red Cross, with its strong community presence, including on the Outer Islands, would also be an important actor, as would civil society groups including the Religious Advisory Council.

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

A framework for public awareness raising in DRM and related issues is in place with responsibilities for individual departments. Sector agencies produce good sector specific information to which the public easily relate to. There is a plethora of materials on DRR available for use at all levels with many targeted at the community level. These are sourced broadly from within government and from outside agencies.

The NDMO runs a National Disaster Awareness Week whilst various other agencies conduct public education campaigns. In general the public is further informed about disaster risks and preparedness through TV, radio, dvd, newspaper, booklets, pamphlets, posters, yellow pages, telephones, school tours and trainings.

The community is well targeted with government conducting community disaster response exercises in collaboration with NDMO & NGOs. This is in addition to normal NGO partnership programmes with government in community development work where use is made of community -based DRM projects to include public education on DRM.

Public education is a daily routine activity amongst the key ministries of Health, Agriculture, Education, Water and Works. In addition they conduct regular radio broadcasts in which they incorporate DRM issues as appropriate.

Government has mainstreamed reporting on DRR activities to come through the Provincial Development Boards where departments, community leaders and private sector consult on development issues. More information is available on the individual web pages of agencies, as well as of the individual NGOs.

There are various ways in which the effectiveness of public education awareness programme is evaluated across the sectors. Health has a comprehensive and integrated monthly in-patient reporting. Education uses the school attendance roll to judge heeding of warnings by the community. Agriculture and Water Authority conduct field visits and assessment. The feedback confirms that messages are reaching the community on time and they are responding effectively.

Context & Constraints:

There are many agencies conducting public education training, awareness and campaign on DRM with

varied interpretation in DRM terminology eg storm surges and tsunami waves have the same word “ualoka” in translation. Some standards are needed on translation of technical terms and information on disaster risks as they are disseminated to all communities. An emerging need now is to consider also standards for gender- and rights-inclusive awareness programmes.

From the beneficial values of the NDAW, the NDMO is to consider staging Disaster Awareness Week at district levels, perhaps to be included in the Provincial Council Meeting Agenda. Viewed together DRR/DRM and CCA are two sides of the same coin and there is a need for synergy across specific public outreach campaigns. Both value analysis of traditional coping mechanism and much analysis and promotional work on traditional mechanism is needed to ensure the knowledge from the older generation is documented for the use of future generations.

Substantial achievement has been attained yet more can still be done as there still exist remote and vulnerable communities and disadvantaged groups.

Marshall Islands (in English)

Level of Progress achieved:

3 - Institutional commitment attained, but achievements are neither comprehensive nor substantial

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* No: Availability of information on DRR practices at the community level

Description:

Significant progress is being achieved against this core indicator, although again it appears to be unrelated to the priority given to education in the DRM NAP. Despite this fact, government ministries and civil society groups are educating the public in various ways to reduce underlying risk, and how to better prepare for and respond to disasters. The NWS run an annual Hazards Workshop (with assistance from NOAA) for Mayors and government officials providing information on climate and disaster related hazards. The Ministry of IA run annual Mayors Workshops, which include information on disaster preparedness and response, thus understanding of response procedures should filter to the public.

As previously mentioned, public awareness initiatives exist within the MoH and the EPA, both drawing upon various forms of media (radio, newspaper) and targeted educational products in Marshallese. WUTMI are also active in public awareness on a range of issues, and reach outer islands via their vast network of members. The US Land Grant via CMI includes public outreach and involves capacity building for agriculture, aquaculture, fishing, cooking and nutrition. Youth-to-Youth in Health, a youth-led NGO, undertake elements of risk reduction via their program relating to health, well-being and disease.

The ADMIRE project conducted a workshop on renewable energy at Majuro Middle School, and other school related programs are also underway. The EPA visited 41 schools both on Majuro and Ebeye and

presented on water quality, pollution, littering, solid waste, global warming, climate change and high tides. The “Close-Up” Program, funded by US Department of Interior (US DoI) sends students to Washington DC and included in the program is a module on climate change.

Context & Constraints:

The main challenge associated with this core indicator is raising the awareness of the importance of viewing risk reduction as a development issue, thus something worth taking seriously across and within all sectors. And as mentioned, this is particularly needed for alaps (traditional land owners) so as to make a real difference at the local level. A dedicated awareness strategy, in Marshallese, is required to overcome this challenge, as ignoring this obstacle will result in lack of real progress for local communities for years to come.

The development of a DRM knowledge base as a resource for developing public awareness programming material is a challenge for the RMI. The EPA is updating its website, which aims to provide a comprehensive source of information on DRM and environmental issues, however, once again, limited resources hamper the establishment of a 'one-stop' resource center for information on DRM.

New Zealand (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

- * Yes: Public education campaigns.
- * Yes: Training of local government
- * Yes: Availability of information on DRR practices at the community level

Description:

The challenge for emergency management agencies is to sell messages of preparedness, resilience, self-responsibility and community responsibility. Achievement is defined by a growing increase in percentages of people aware of the risks of hazards and taking action to mitigate or prepare.

Research had indicated that, despite high levels of awareness of the potential for disasters in New Zealand, many individuals and communities are not as prepared as they need to be to deal with, and recover from events when they happen.

A long-term national public education programme and social marketing campaign, “Get Ready Get Thru” (link below), was launched in 2006 aimed at increasing individual and community preparedness for disasters.

Research in 2010 indicates that the preparedness messages are continuing to have an impact with increased awareness of hazards and growing numbers of people who are prepared.

Other national public education activities related to other hazard risk management include:

- The On-farm Adverse Events Recovery Framework promotes a shared understanding of the roles and responsibilities of central government, local government and the primary production sector in preparing for, and recovering from, adverse events; Adverse Events are severe climatic events or natural disasters that are beyond the ability of the community to cope with (link below)
- Earthquake preparedness, EQ-IQ (link below);
- National brochure and signage for tsunami hazards
- Fire-safety: “C’mon guys, get fire-wise” (link below);
- Pandemic health messages are broadcast at times of heightened risk (link below);
- Biosecurity risks are heavily promoted to travellers and workers at border entry points (link below)
- Climate change (link below).

Information on many websites is now available in nine languages to ensure ethnic communities have access to the information. Resources have also been developed for people with a hearing disability.

Context & Constraints:

Awareness of hazards is increasing with inter-agency engagement at all levels, from local to national, public and private, on risk reduction and civil defence emergency management matters. In part, this increase is attributed to increasing knowledge from ongoing research, public education, and to news media portrayal of emergencies and disasters in New Zealand and in other countries.

The major challenge is changing behaviour of individuals and organisations, and progressing intentions into actions.

Behaviour changes can result from sustained education campaigns over the long term, for which the maintenance and refreshing of programmes are an ongoing requirement.

Samoa (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

DMO in collaboration with SFESA and AusAID have launched a nation-wide public awareness/education campaign through television informing the public of measures to take in preparing for and responding to cyclones, flooding, earthquakes, tsunami, road and fire safety. The television advertisements are delivered in both the English and Samoan languages and include sign language for the deaf or hearing impaired

members of the public. These ads have been well-received by the general public.

Community level awareness is conducted through the DRR and CCSDP workshops and have been incorporated in the various community programmes led by MWCSD, Ministry of Health, Ministry of Agriculture, Samoa Water Authority, MNRE forestry, and energy programmes to name a few. All programmes are well attended by the different social groups that exist within each village (women's committee, youth, etc). Village participation in government programmes is done through the Sui-ole-Malo (Village Mayor) and the Sui-Tamaitai-ole-Malo.

There is however a large group of people who reside on the fringes of the village system, they include ostracised families, households on freehold land (normally within new settlements), and those living in squatter-type settlements (many of which are found in the Apia urban area). Although many are located within villages, they are not active participants in the village system and therefore are not able to access community DRM awareness and education programmes. The MWCSD is addressing this problem by conducting six-monthly assessments under the Aiga Ma Nuu Manuia Project and is the main reason government is now able to identify these families through the assistance of the Sui-Tamaitai-ole-Malo and village mayors. So far this programme has assisted in gaining birth certificates for children so they are able to attend school as well as domestic violence and sexual abuse referrals.

Context & Constraints:

Although many community-targeted programmes call for equal participation of the different social groups, little is known as to the effectiveness of such programmes. Most community programmes do not normally have follow-up action (impact assessments), so it is difficult to assess its impacts on the community as a whole, women and men, youth and children and other vulnerable groups.

The need now is for Samoa to not only maintain and strengthen awareness programmes but also to move on to increased efforts in the DRM implementation. The challenge however exists not only in resourcing implementation but also ensuring effective and efficient coordination of all DRM programmes at all levels. In addition more needs to be done to evaluate the effectiveness of public awareness strategies for DRM. Integrating DRM considerations into existing community-based programmes will assist in furthering DRR mainstreaming.

The Ministry of Health and the Samoa Red Cross Society need to regularly update the List of Vulnerable Families and include within this list ostracised families, households on freehold land, and squatter settlements. This list needs to include information collected by the MWCSD.

Solomon Islands (in English)

Level of Progress achieved:

4 - Substantial achievement attained but with recognized limitations in key aspects, such as financial resources and/ or operational capacities

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

There are extensive public education campaigns especially before and during the cyclone season. On average, TV broadcasts air for 15mins per day approximately 5 days per week and there are around 6-7 radio spots per day. Dedicated awareness raising radio and TV broadcasts are conducted in English and Pidgin. A budget of SI\$500,000 per annum is used for public information on disasters.

There is an issue with lack of involvement in public awareness raising from other sectors with DRM roles and responsibilities, however it is hoped that this will improve with implementation of the new arrangements and with the establishment of the Provincial Disaster Officers (PDO's). The PDO's are the means by which the NDMO will engage in ongoing capacity building and training at the provincial level.

Context & Constraints:

Although there are many mediums for awareness raising such as TV, radio, newspaper rural communities are often not able to benefit from these campaigns, as they don't all have access to TV's, radio's etc. Standardised information on disaster risks needs to be disseminated to all communities and standards for gender-inclusive awareness programming should be used.

Community access to radio technology needs improvement, particularly in remote parts of the country.

Provision of clockwork radios would negate the need for replacement batteries.

Posters containing guidance for preparing for disaster events would be useful, particularly for remote communities. Levels of literacy and language use (Pidgin or local dialects) should be carefully considered if this course of action is to be explored.

Vanuatu (in English)

Level of Progress achieved:

2 - Some progress, but without systematic policy and/ or institutional commitment

Do public education campaigns on DRR reach risk-prone communities?

Yes

Means of Verification:

* Yes: Public education campaigns.

* Yes: Training of local government

* Yes: Availability of information on DRR practices at the community level

Description:

There is a very high level of awareness about DRR-DM issues across government – from national through to provincial level. This is significant achievement and a strong testament to the work the NDRMO has done to raise the profile of DRR-DM issues since the NAP was first introduced.

In terms of community awareness and participation, the Vanuatu government (NDRMO, Meteorology, Geo-hazards) have:

> conducted successful annual National Disaster Awareness Week events

- > conducted numerous education and awareness programs at provincial level
- > distributed information and education materials on key issues to all provinces (e.g. over 1200 brochures on what to do in the event of a tsunami, earthquake or cyclone were distributed in three languages)
- > conducted radio broadcasts to try and educate the community about new threats, such as tsunamis.

Anecdotally, there is evidence that this has raised community awareness and led to modified behaviour (e.g. more people moving to high ground when a tsunami alert is issued).

Several NGOs and other key agencies have also conducted numerous community awareness programs in Vanuatu. This support has helped many a significant number of communities to establish their own disaster management plans and committees. To date community disaster plans have been developed in Ambrym, Tanna, Shefa (Tongoa), Futuna, Maewo, Santo and Vanua Lava. Communities have also received practical support in areas such as identifying hazards, conducting disaster assessments, first aid training, water supply and sanitation (WASH), and emergency response drills.

Context & Constraints:

Although awareness of DRR issues within government is generally high, the NDRMO currently lacks the human resources to conduct routine training of government officers or to lead a national community awareness program. At present, the NDRMO's community awareness activities are largely opportunistic (i.e. conducted when on assessment missions), rather than a strategic national approach which targets the most vulnerable communities. Moreover, there are as yet no nationally endorsed guidelines for DRR.

The majority of community awareness programs are being undertaken by NGOs. Due to resource constraints, the NDRMO is currently unable to play a lead role in overseeing, prioritizing and coordinating the efforts of the many NGOs engaged in delivering community based programs. NGOs are also using a variety of different tools, systems and approaches, which has sometimes led to mixed messages on the ground. Concerns have also been raised over the sustainability of some of these activities (e.g. where community based DRR programs have been implemented as a one-off intervention with no follow up).

In terms of traditional knowledge, the Vanuatu Cultural Centre has collected information on traditional knowledge and community coping mechanisms in the event of a disaster, but this information is yet to be transcribed and incorporated into national guidance, policies and tools.
