

Compilation of National Progress Reports on the implementation of the Hyogo Framework for Action:

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: 2007-2009

This document has been compiled from the national progress reports provided by 76 countries through the HFA Monitor.

Note that these extracts are provided for convenience only.
National HFA progress reports should be considered in their entirety and can be found at:

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

Africa

Algeria (in French)

Level of Progress achieved:

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

Description:

Un début prometteur pour la sensibilisation et l'éducation du public est constaté depuis quelques années. Dans ce cadre, il est à remarquer que la plupart des secteurs concernés par la prévention des catastrophes disposent de programmes d'éducation et de sensibilisation du public.

Néanmoins leur efficacité est variable selon les secteurs et les domaines ciblés. Plusieurs secteurs (Intérieur, Education, Energie et Mines, Agriculture, Environnement, et Assurances) mènent des actions concrètes auprès des populations et notamment scolaires.. En outre, certaines activités de sensibilisation et d'information sont organisées par la Protection Civile et le mouvement associatif, en particulier par le Croissant Rouge Algérien dans les domaines liés à la réduction des catastrophes.

Les moyens utilisés pour la diffusion de l'information sont en général :

- Prospectus, dépliants et affiches
- Conférences et expositions au niveau des écoles
- Quelques spots publicitaires à la télévision et à la radio.
- Des caravanes de sensibilisation au risque sismique

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 et des prescriptions de la loi 04-20 concernant les aspects « information » . L'organisation et les systèmes et réseaux y afférents restent, en fait, entièrement à construire.

Les actions vont certainement recevoir une nouvelle impulsion avec la mise en place d'une « Commission Nationale de Communication liée aux risques majeurs » (créée par le décret 04-181 du 24 juin 2004), et la parution prochaine de textes d'application de la loi 04-20 en matière d'information, d'éducation et de communication..

Angola (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

Description:

Existe programas de sensibilização para os perigos de desastres quer do ponto de vista construção de habitações nas áreas de risco, quanto a prevenção de doenças, centros de acolhimento e reassentamento em áreas de segurança.

Context & Constraints:

Não tem sido fácil para o governo reasentar nos centros urbanos muitas populações que antes deslocadas de guerra construíram em áreas de riscos.

Burkina Faso (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

Description:

Des campagnes d'information et de sensibilisation sont menées chaque année. On peut citer entre autres:

- Les formations, l'information et la sensibilisation des membres des structures décentralisées du CONASUR pour la prévention et la gestion des catastrophes.
- La célébration des journées nationales de prévention de catastrophes;
- Les rencontres d'information et d'échange avec les leaders et les élus locaux;
- Les campagnes d'information et d'échange sur les épidémies et pandémies (méningite, VIH/Sida, choléra...);
- Les campagnes d'information sur les épizooties (grippe aviaire, la maladie de New Castle, le charbon bactérien...)

Context & Constraints:

- L'analphabétisme de la majorité de la population;
 - Les pesanteurs socioculturelles
 - L'insuffisance de ressources pour mener de vastes campagnes de sensibilisation,
 - La faible accessibilité des populations aux moyens de communication (Radio, Télévision et autres média).
 - La couverture insuffisante du territoire en matière de système d'information géographique (SIG).
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Burundi (in French)

Level of Progress achieved:

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

Description:

Des campagnes de sensibilisation et d'information sont organisées à travers des ateliers et descentes sur terrain par les responsables de la Protection Civile en collaboration avec le PNUD et les membres de la PFN.

Context & Constraints:

Les structures à la base ne sont pas encore mises en place (communes et collines)

Cote d'Ivoire (in French)

Level of Progress achieved:

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

Description:

Pour l'instant, il n'existe pas de campagne d'information au niveau national pour créer une véritable culture de prévention à l'endroit des communautés urbaines et rurale.

Context & Constraints:

La mise en place de plateforme RRC offrira l'opportunité d'élaborer un plan d'action à long terme pour informer, sensibiliser et éduquer la population sur les risques de catastrophe et comment elle peut agir pour réduire son exposition aux aléas.

Egypt (in English)

Level of Progress achieved:

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

Description:

Presently, the CMDRS and NCCMDRR are developing a national strategy for the public awareness to stimulate a culture of disaster resilience, with outreach to urban and rural communities. This strategy will be a long-term plan of action with specific goals. Meanwhile, the CMDRS has developed a national training and capacity building program including:

- > Multi-agency trainings.
- > Local-national joint exercises.
- > Training on risk assessment.

Context & Constraints:

The NCCMDRR and CMDRS have considered developing a countrywide public awareness national strategy. Implementable strategy will require mechanisms supported by trained personnel to ensure its efficiency. Local authorities and community should be empowered to reduce risks by allowing a proper access to the "Awareness Materials" to enable the development of a prevention culture. Training and capacity building will be required.

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

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 house journal on various disaster types, outreaches, durbars to vulnerable communities. Education is in both English and local Languages .

Other methods include the celebration of World Disaster Risk Reduction Day and International Civil Defence Organisation Day under various themes are used to heighten awareness.

Context & Constraints:

Messages do not sufficiently get to targeted audience due to proliferation of radio and television stations even though this appears to be an asset.

The Public does not exhibit the desired interest in public education because of the perception that Ghana rarely experiences any major disaster which will attract public attention.

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

Description:

There is need to involve the local communities.

Context & Constraints:

Lack of funds to reach the local communities.

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

Description:

Le pays mène depuis longtemps une campagne d'information pour créer une culture de prévention. Un programme de sensibilisation sur la RRC est diffusé hebdomadairement à la radio nationale qui touche la totalité du territoire malagasy.

D'autre part, un concours national sur la GRC a été lancé pour évaluer le niveau de compréhension de la GRC par les communautés malagasy et pour les sensibiliser à prendre conscience des risques et de la possibilité de réduire leurs impacts.

Madagascar organise également de nombreuses activités dans le cadre de la Journée Internationale consacrée à la RRC.

De plus, le BNGRC travaille très étroitement avec les médias malagasy dans un objectif d'information et de changement de comportement.

Le pays, avec l'appui de nombreux partenaires, élabore, teste et diffuse des outils d'informations des communautés sur les attitudes et comportements à adopter avant, pendant et après le passage d'une catastrophe (affiches, dépliants, films, petit livret,...).

Context & Constraints:

La diffusion des campagnes d'information fait aussi face aux problèmes de développement du pays (absence d'infrastructures électriques, routes, analphabétisme,...). Du fait de la fréquence et de la gravité des conséquences des cyclones et inondations dans le pays, les campagnes d'information pour ces désastres naturels priment sur tous les autres risques. Il faut développer, élaborer aussi des campagnes d'information pour les autres risques (incendies, invasions acridiennes, tsunamis, .risques épidémiologiques...). Il manque aussi une coordination des campagnes d'information. Plusieurs départements, institutions mènent des campagnes de leur côté. Il y a un besoin urgent de coordonner ces activités. Dans ce cadre, la BNGRC est actuellement en train de créer un réseau d'IEC pour harmoniser, coordonner les activités d'IEC dans le domaine de la RRC.

Malawi (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

Description:

While there is no public awareness strategy in place, DoDMA undertake public awareness meetings with communities in flood prone areas every year to sensitise them on the need to be prepared for coming rainy season and where necessary on the need to relocate upland before the rains. This has resulted in some communities in Nsanje and Chikwawa districts, which are very prone to floods in the southern part of the Malawi, relocating permanently upland from low lying flood prone areas. This, in the end, has resulted in reducing the number of households affected by floods. There is, however, need for other stakeholders, such as government, NGOs and UN agencies to also take on this responsibility of sensitising communities as they implement their activities.

Context & Constraints:

1. Lack of adequate funds for the activity.
2. The media are yet to be fully involved. They only participate when invited but there is need for them to

take a proactive approach.

Mauritius (in English)

Level of Progress achieved:

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

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 brochures, posters in public places and talks in communities 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 some organizations.

Mozambique (in English)

Level of Progress achieved:

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

Description:

Public awareness campaigns are carried out in more vulnerable areas especially in flood prone areas. In case of cyclones awareness is almost not existent since it is understood that very few measures can be carried out to prevent their occurrences. Pronounced weakness are existent in the area of making people aware of the consequences of droughts and specially in finding ways of bringing out measures to increase resilience in the area of food security. No combination is know in relation to better planning and combination of production cycles for grains of different maturation cycles to contravene the effects of floods or droughts. In case of earthquakes, no systematic approach is being taken in disaster prone areas to raise awareness and increase resilience although a booklet on seismic awareness was produced by the INGC. In the case of urban communities a national campaign of improving sanitation and hygiene was launched in March 2008 by the President of Mozambique. This is considered a good initiative in order to minimize urban risks. One positive aspect is also the work of the Mozambican Red Cross at distrital level in the area of improving health conditions and sanitation. The Training activities at community level have also increased the number of members for the local risks committee.

Context & Constraints:

Awareness campaigns would need massive financial and psycho-social support since their should be carried out in several local languages. The effectiveness of those campaigns in urban areas are difficult to measure due to the level of poverty in periphery urban areas. For example the proposed sanitation improvement campaign did not change significantly the sanitation conditions in local markets and slums at the Mozambican capital, Maputo

Senegal (in French)

Level of Progress achieved:

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

Description:

Le projet d'appui mis en place a inscrit dans ses activités l'organisation de campagnes d'information au niveau national pour créer une culture de prévention avec une large diffusion dans les communautés urbaines et rurales, mais les progrès réalisés dans ce cadre sont encore timides.

Context & Constraints:

Le programme de RRC qui se trouve être un des résultats du projet d'appui et qui censé démarré en 2009 devrait mettre l'accent sur ces campagnes d'information, de communication et de sensibilisation en matière de RRC.

Sierra Leone (in English)**Level of Progress achieved:**

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

Description:

Financial resources and capacity training must be set aside to equip the national disaster management programme to sustain such programme as disaster management is an evolving concept and needs to be review to in cooperate novel issues.

Context & Constraints:

The level is FIVE. The National Disaster Management programme with help from the United Nations have put in place strategy for a community radio sensitisation nationwide. The national programme was undertaking a weekly radio programme in a station that covers the whole country, however, in partnership with the UN, some (though not all) community radios can now be use in disseminating messages of DRR. This venture is to create a positive culture wherein disaster resilience is part of the activities of communities. The public awareness campaign is part of the sensitisation campaign to inform the general public on the options on disaster prevention, mitigation and the chanel in disaster reporting.

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

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

Description:

There is no formal national coordinated programme/strategy aimed at public awareness for building or promoting resilience to disaters with outreach to urban and rural communities. Some NGOs such as World Vision, Lutheran Development Services are assisting some communities to develop and implement community based disaster preparedness emergency plans. Coverage is limited to some rural communities.

Context & Constraints:

There is no research to establish a baseline about the awareness and knowledge base of both rural and urban communities about the culture of resilience to disaters. It is difficulty to gauge the levels of preparedness and or resilience of the communities. Awareness is in many cases generated in the aftermath of a disaster through stories covered by the media.

Tanzania, United Rep of (in English)**Level of Progress achieved:**

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

Description:

A long term national public awareness strategy known as “National Avian Influenza: Emergency Preparedness and Response strategic Plan 2007-2009” was launched in 2008; aimed at increasing Individual and community preparedness for disasters. Disaster Management Committees had indicated that, despite high levels of awareness of the potential for disasters in their respective areas, many individuals and communities are not as prepared as they need to be. Disaster management department and other agencies are advocating preparedness, resilience, self responsibility and public responsibility. They participate in public exhibitions(e.g. farmers day) 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 man made disasters that are beyond the community to cope with

Since 2007 Leadership Initiative for Public Health (LIPHEA) was awarded funds by USAID to spearhead public health emergency management training using School of Public Health as a training hub. The overall goal of the project is to build health emergency preparedness and response capacity especially at regional and district levels using an all hazard approach which will include the emerging threats of pandemic Avian Influenza (AI) and other specific conditions. Initial training involved 10 regions and 30 Districts. The curriculum involves different topics such as: Concepts of disaster risks, hazards and vulnerability assessment; disaster identification; Major disasters in the districts, country and regions; rapid needs assessment and complex emergencies; mass casualty and risk communication; policy frame work for disaster management and coordination; principles of Disaster planning; the sphere standards for disaster response; district disaster management matrix and activity for the district plan and writing plan.

Context & Constraints:

Public awareness of disasters risks is increasing with multi sectoral participation at all levels, from local to national, public and private. The challenge is changing behavior of individuals (learning is an individual process) and organizations, and progressing intention into action.

Togo (in French)

Level of Progress achieved:

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

Description:

le documentaire avec une large diffusion dans les chaines de télévisions et radios nationales et dans radios locales en langues nationales.

Context & Constraints:

les myens financiers pour mener un grand campagne de sensibilisation.

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

Description:

Currently the Disaster Management and Mitigation Unit have been conducting awareness campaigns on the national television and radio utilizing English and major local languages. 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 respective districts.

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

Description:

Drafted in 2008 and in implementation phase in 2009

Context & Constraints:

Funding and staffing have been an issue

Argentina (in Spanish)

Level of Progress achieved:

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

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.

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

Context & Constraints:

Superar las limitaciones presupuestarias para continuar y extender la programación, será el reto.

Bolivia (in Spanish)

Level of Progress achieved:

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

Description:

Existe una estrategia de sensibilización a nivel nacional, en proceso de implementación y desarrollo.

A nivel local y regional existen procesos de sensibilización y capacitación por iniciativa de ONGs.

Existe el plan nacional de prevención y un plan nacional de rehabilitación y reconstrucción que incluyen una Red / Sistema de información como eje transversal, en el marco de la gestión de riesgo.

Se ha iniciado un proceso de sensibilización a medios de comunicación (Pando, Cochabamba, La Paz)

Context & Constraints:

El Estado a través de sus Instituciones involucradas en el área de la gestión del riesgo debe implementar estrategias de difusión e información para lograr un cambio de actitud en la población.

Planificar la gestión del conocimiento en el área de la gestión del riesgo, para garantizar la continuidad y sostenibilidad en el tiempo

Se requiere mejorar la coordinación de las acciones institucionales a nivel local y mejorar la coordinación entre los sectores en el contexto del Plan Nacional de Prevención.

Se requiere avanzar en la incorporación de los medios de comunicación como canales para mejorar la sensibilización en relación al tema, a través de la conformación de la Red de Comunicadores para la Gestión del Riesgo.

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

Description:

The DDM enables a highly effective public information and education programme that has allowed for the establishment of sound relations with the mass media in various forms. The Department produces regular television; radio and newspaper programmes/articles that seek to educate and inform the public. The Department's user friendly website also supports the work of this programme. The DDM pays special attention to providing accurate, timely, useful and instructional information to people at risk during an emergency period. This has allowed for a high level of credibility to be bestowed upon the organization.

Context & Constraints:

From recent exercises in the Territory, it was obvious that emphasis on knowledge pertains to hurricanes within the public sector and not to other known hazard that may affect the Territory. Additional measures are being taken to provide additional educational outreach programmes on the Earthquake and Tsunami Hazards.

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

Description:

A number of agencies are involved in disseminating information about hazards and vulnerabilities:

Hazard Management Cayman Islands employs a full time Communications Officer with responsibilities that include public awareness.

Annual hurricane handbooks are produced and widely distributed.

HMCI establishes information booths at many public events and answers questions and distributes informational material.

The Agency has a regularly updated website, www.caymanprepared.gov.ky which has useful data on the full range of potential disasters and includes mitigation strategies and ways of preparing for a possible disaster.

Public outreach is part of HMCI's strategy and involves speaking to volunteer organizations, schools, civic groups, churches, business organizations and service clubs etc.

Government Information Services (GIS) also plays an active role in disseminating hazard specific information.

During times of an approaching or actual threat from a disaster the Joint Communications Service becomes operational and has responsibility for disseminating information to the public, as well as specific sectors such as visiting tourists, the financial services, airports authority etc.

HMCI and GIS have established relationships with Print and Electronic media in the Cayman Islands and systems are in place to distribute information broadly and rapidly when the need arises.

Text messaging software is used to send mass messages before, during and after a threat.

Senior staff at HMCI and various representatives from partner agencies make frequent contributions in the form of interviews etc to local television, radio and newspapers.

Context & Constraints:

HMCI is developing its communication strategy into a more planned and strategic model covering the range of disasters that could potentially affect the Cayman Islands.

Colombia (in Spanish)

Level of Progress achieved:

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

Description:

Existe una estrategia nacional para campañas de sensibilización en el tema de riesgo. En el Plan Nacional de Prevención y Atención de desastres PAD se incorpora una estrategia de sensibilización (información pública e incorporación de conceptos de desastres en la educación). Se reconocen procesos en términos de la preparación para desastres, más no en términos de prevención del riesgo. En algunas ciudades capitales se han desarrollado interesantes campañas de sensibilización pública que generan capacidades de reacción ante los fenómenos naturales más frecuentes. Casos concretos la campaña de Bogotá “con los pies en la tierra” y puntuales como la amenaza de erupción del volcán Nevado del Huila.

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 más de protagonismo cuando existen afectaciones tanto en vidas humanas como en bienes y servicios. referidos a las grandes ciudades . Los registros de las afectaciones que se dan periódicamente muestran que la estrategia nacional no alcanza lo rural cada vez más se muestra por ejemplo que las regiones afectadas anualmente por las inundaciones son las mismas y la misma población, luego se debe fortalecer o considerar otra estrategia por parte del Gobierno Nacional definida para la difusión de campañas orientadas a la reducción del riesgo

Costa Rica (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

Description:

“Existe 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”

Nivel alcanzado: 4

Además de los esfuerzos que se hacen en el campo de la educación formal, año a año se desarrolla una

campaña en los medios de comunicación pública que tiene por propósito sensibilizar a la población en la adopción de conductas preventivas y en la organización ante emergencias. Los comités de emergencia participan en proyectos específicos a nivel de las comunidades a cargo, con propuestas que van desde la capacitación, hasta la generación de obras de mitigación, como forma de desarrollar conciencia y cambios de percepción.

Context & Constraints:

Es necesario vincular la problemática de desastres con los temas de ambiente y desarrollo. Desde el punto de vista cultural la población asume los desastres como aspectos fortuitos y los disocian de la dinámica económica del país. En el campo de la educación formal, en especial el nivel primario, ha necesidad de reforzar los contenidos que permiten reconocer causas a los desastres. De tal modo, hay necesidad de avanzar a en cambios curriculares y en directrices de educación.

Dominican Republic (in Spanish)

Level of Progress achieved:

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

Description:

Recientemente se ha establecido un Equipo Consultivo de Información Pública adscrito a la CNE, elaborando estrategias.

Los esfuerzos de comunicación quedan fragmentados

Context & Constraints:

Compromiso de todos apoyar programas de sensibilización publica a nivel nacional.

Hace falta apoyo al desarrollo de una estrategia de comunicación de la CNE con actividades a lo largo del año

Ecuador (in Spanish)

Level of Progress achieved:

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

Description:

• AVANCE

POLITICA 1. Contar con una cultura de prevención y preparación frente a riesgos y desastres.

POLITICA 3. Contar con capacidades comunitarias para participar en las actividades de gestión de riesgo en su territorio.

Context & Constraints:

Recomendación:

- Se recomienda el diseño y la implementación de la Estrategia Nacional de Sensibilización Pública en materia de Gestión de Riesgos.
 - Se requiere financiar la publicación y la difusión de los materiales que existen (informativos y de sensibilización), y aumentar así su cobertura y alcances (esta gestión puede incorporar a los canales y medios privados de comunicación)
 - Crear mecanismos para una adecuada sensibilización pública tomando en cuenta el incremento de vulnerabilidades como parte de los retos aún no resueltos en materia de Gestión de Riesgos.
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El Salvador (in Spanish)

Level of Progress achieved:

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

Description:

No se cuenta con una Estrategia de Sensibilización Nacional, pero se han realizado esfuerzos por generar procesos de sensibilización que permitan iniciar el camino hacia una cultura de resiliencia ante los desastres a través de diversos programas y proyectos de sectores gubernamental y No Gubernamental. Los resultados aún son mínimos. Sin embargo, en algunos sectores donde se ha tenido mayor incidencia, la población ha comenzado a identificar sus carencias y potencialidades ante diferentes eventos naturales y antrópicos y ha actuado, en algunos casos, con autonomía.

Context & Constraints:

La elaboración y ejecución de una estrategia de sensibilización Nacional debe pasar por incorporar a la mayor cantidad de actores, lo cual permitirá tener una mayor cobertura e incidencia en las zonas urbanas y rurales.

La incorporación de los diversos actores sociales debe establecer una ruta común en la gestión del riesgo y apostar a sumar esfuerzos sin desplazar de las áreas de acción a las instancias que ya cuentan con cierta trayectoria de trabajo en determinadas áreas geográficas.

Aún no se ha planteado un esfuerzo por coincidir a instancias de gobierno en sus diferentes niveles, ONG, empresa privada, entre otros, para elaborar una estrategia de país que permita contar con líneas estratégicas comunes y específicas en cuanto a procesos de sensibilización pública.

Jamaica (in English)

Level of Progress achieved:

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

Description:

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.

Context & Constraints:

Challenges

- 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.

Recommendations

- Strengthening of the resource allocation to the National Disaster Office, to bolster its outreach programmes.
 - Build additional partnerships with Community Based Organizations and Private Sector Organizations in support of awareness building programs.
 - Design and develop new information portals and enhance existing ones.
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Panama (in Spanish)

Level of Progress achieved:

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

Description:

Existe el contacto interinstitucional con los medios de comunicación, y la participación de los mismos en los procesos de formación, promoción y divulgación pero aún no se mantiene como Plan Nacional que se utilice como estrategia de sensibilización pública, ni como plan de acción a largo plazo, con objetivos específicos que organice la manera en que se informa a la población en general sobre el riesgo de desastres.

Ya los medios conocen y divulgan las formas en que el público puede tomar acciones para reducir su grado de exposición a las amenazas. Existen guías e instructivos de la manera en que el público puede tomar acciones para reducir su grado de exposición a las amenazas. Las mismas han sido suministradas (SINAPROC, MINSA, ANAM son algunos ejemplos) en diferentes formatos a los medios de comunicación.

Las instituciones en este renglón de sensibilización pública utilizan herramientas individuales e importantes para ayudar a integrar la reducción del riesgo de desastres en la vida cotidiana, pero no es un trabajo permanente o continuo, se da principalmente al requerir utilizar los medios de comunicación como un puente para salvaguardar a la comunidad de alguna situación de riesgo específico.

Hay canales de televisión locales específicos que se toman el trabajo de pasar documentales o programas formativos en el tema como es el caso de Canal 5 FTV, que es el canal local que más toca el tema.

Context & Constraints:

Limitantes Existentes:

- Son pocos los medios de comunicación locales que forman u orientan a la comunidad en cuanto al tema de reducción de riesgos de desastres, incluyendo medios que son del estado, su participación en la temática es superficial.
- Estamos trabajando el tema puntual, sin mantener un plan, ni estrategia nacional de sensibilización pública lo cual a largo plazo genera mayores costos y un mal aprovechamiento del recurso. Si solamente usamos los medios de comunicación para divulgar las alertas y en ocasiones las medidas de prevención y autoprotección (justo en el momento crítico); no aprovechamos el recurso (tiempo al aire en televisión y radio) para la promoción del tema de forma constante

Podemos mejorar a través de:

- Organizar este tema de forma que la población general se informe sobre los riesgos de desastres previamente.
- Las acciones de sensibilización pública son herramientas importantes para ayudar a integrar la reducción del riesgo de desastres en la vida cotidiana.
- Hay que integrar los medios de comunicación estatales y utilizarlos en este proceso, no solo como herramienta de divulgación de alertas sino también como base para crear la cultura de gestión de riesgos.

- Se puede trabajar en la creación de un proyecto para divulgar la información sobre reducción de riesgos de desastres a nivel nacional y que a su vez permita la participación de las instituciones involucradas, ya sea un programa de televisión o de radio, donde exista el espacio para promover y educar a la población.
-

Peru (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

Description:

Nivel de Progreso 4:

Existe el Plan Nacional de Comunicación Social en PAD que orienta el tratamiento de la información y Campañas de Sensibilización a Nivel Nacional, cuyo público objetivo son las Autoridades que integran las Comisiones de Comunicación de los Comités de Defensa, Comunicadores Sociales y de manera especial a los líderes comunales con quienes se viene trabajando la comunicación participativa en el PAD. La estrategia 5 "Fomentar la participación comunitaria en la Prevención de Desastres del Plan Nacional de Prevención y Atención de Desastres considera entre otros programas de sensibilización a nivel comunitario. En la fecha se viene propalando diariamente un micro programa por una emisora televisiva de nivel nacional y en algunas regiones se cuenta con programas radiales.

Context & Constraints:

Esfuerzo insuficiente por parte de los Comités de Defensa Civil para el desarrollo de programas de sensibilización pública.

Limitado compromiso de los medios de comunicación en los programas de difusión masiva.

Los esfuerzos de comunicación no alcanzan a las poblaciones rurales quechua hablantes.

La percepción sobre la importancia de la RRD no se ha generalizado al interior de las organizaciones de la sociedad civil

Saint Lucia (in English)

Level of Progress achieved:

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

Description:

NEMO has provided Public Service Announcements (PSA's), both audio and video for all major hazards to all major media houses for public sensitization. These were received under a regional project coordinated by CDERA. Additionally, NEMO developed ten (10) video and audio productions in English and Creole on response planning for the key hazards. 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:

Availability of information and products does not necessarily redound to use their use for the sensitization of people. There is a need for greater use of the information and products by the media houses. Also, relative to engaging in sensitization of persons 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.

United States of America (in English)

Level of Progress achieved:

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

Description:

The United States has made substantial investments in national public awareness campaigns to stimulate a culture of disaster resilience, with outreach to both urban and rural communities. Much work remains to be done, however, in this core indicator. Development of public preparedness exercises and commemorations of major disasters with significant outreach activities as done for the centennial of the 1906 San Francisco earthquake are one tool being effectively used. Efforts primarily focus at the local level.

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

Description:

La Organización Nacional de Protección Civil y Administración de Desastres con el Proyecto CAPCOMEIA, y su implementación en comunidades en la mayoría de los municipios del país, ha promovido la sensibilización en materia de riesgo y desastres, y ha brindado, entre otras cosas, conocimientos que las personas pueden usar para enfrentar eventos con efectos adversos.

Además, la ONPCAD ha desarrollado jornadas anuales para la capacitación a los comunicadores sociales a través del talento humano responsable de la difusión de información.

En la actualidad la ONPCAD está desarrollando un proyecto de Diagnóstico de Vulnerabilidad Sísmica (DVS), cuyo propósito será determinar los niveles de vulnerabilidad no estructural y social ante sismos.

Por otra parte, se está diseñando, junto con UNICEF, un Plan Integral Bianual de Prevención y Atención de Desastres con énfasis en el área psicosocial, el cual persigue entre sus objetivos la preparación de funcionarios y docentes a nivel nacional para brindar ayuda en dicha área y aumentar el nivel de resiliencia en niños, niñas y adolescentes ante los desastres.

FUNVISIS ha impulsado el programa educativo de la Aula Sísmica Madeleilis Guzmán, dirigido a las comunidades, grupos estudiantiles e instituciones, en el cual se conjugan la experiencia profesional y los recursos didácticos para transmitir, de manera pedagógica, diversos conocimientos e información técnica relacionada con la autoprotección ciudadana ante la ocurrencia de un sismo. El programa está basado en el desarrollo de Talleres de Prevención Sísmica, cuyos contenidos y estrategias son adaptados de acuerdo con los diferentes niveles de comprensión del público.

Context & Constraints:

Generar una política nacional sistemática de sensibilización entre todas las instituciones orientada a aumentar la resiliencia de los individuos y comunidades de todo el país.

Aumentar el recurso humano capacitado, para lograr cubrir las necesidades derivadas de los programas y políticas de sensibilización a nivel nacional.

Asia

Bahrain (in English)

Level of Progress achieved:

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

Description:

- There is Individual Stakeholder Awareness - but this is not institutionalised or coordinated between stakeholders.
- Similarly due to safety and awareness programmes, the community is alert to certain risks (mainly fire).
- However, there is no overall Public Awareness Strategy.
- It is planned that the NCDM will coordinate this strategy.
- However, there is no overall Public Awareness Strategy.
- It is planned that the NCDM will coordinate this strategy.

Context & Constraints:

- While some awareness exists - much remains to be done to coordinate the effort on a National basis.
- Again this is best done once the Risks have been updated and prioritised.

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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

Description:

Draft National disaster management plan 2005-15, included an element of public awareness on different hazards. Media has been identified as key driver in public awareness. GoB has established annual Media Award provision to encourage media in disaster related reporting. Considering high earthquake risk, substantial investment 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 organised each year in the television channels. Following cyclone in 2007, media has been producing significant number of discussion in climate change and DRR issues. Bangladesh Television has introduced a regular program since April 2008 on Disaster Risk Reduction. Observation of National Disaster Preparedness Day and IDDR by the GoB and NGOs continued in the reporting period. (Sectoral initiatives by the different GoB departments such Department of Agriculture Extension, Department of Environment, Directorate of Health, Directorate of Fisheries)

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. There is no systematic process to understand impact of and need for public awareness on various risks. Many community led initiatives introduced by the NGO are in limited in scale. A national public awareness strategy (does not exist currently) 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 able to grasp the knowledge and severity of risks.

Cambodia (in English)

Level of Progress achieved:

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

Description:

Under implementations of various projects of local, international and regional organizations in the country, they have their own public awareness strategies to raise public awareness to urban and rural communities to simulate a cultural of disaster resilience, for example, ADPC, LWF, CWS, Action Aid, CRC, World Vision, Plan International etc developed Information Educational Communicational materials (IEC materials) and public awareness materials, such as posters, booklets, leaflets, brochures, and billboards, films on "Living with Flood", film on "Mekong River Rise" and Radio Spots etc . In addition to IEC materials and public awareness materials, raising public awareness activities on disaster risk reduction measures and activities have been implementing by those partner agencies at community level, for example, cultural performances, folk songs and shadow dramas etc.

Context & Constraints:

Even though, there are many types of IEC and public awareness materials have been developed and utilized for conducting public awareness activities, however, those materials have been distributed and disseminated widely in only coverage areas of those partner agencies are working, while other prone communities out of the coverage areas are not available and raising public awareness activities are in not in place.

Capacity of national government agencies at all levels are challenging in term of human resources, funding, and taking into account in taking over the implementation of activities by themselves, for instance, there are still limited participations of media and private sectors in raising public awareness on DRR.

Recommendations to Overcome:

- > In order to ensure the sustainability, long term running and wider outreaching to disaster prone communities in the country, the government agencies at all levels should take into account in taking the lead role in development and implementation of extensive disaster awareness campaign and promote the formulation and implementation at all levels, especially disaster-prone communities in the country.
- > There are some more advocacy works to be considered including, encourage and convince the mass media and private sectors to undertake in implementing the initiatives, enable the message would be widely coverage to all disaster prone communities
- > Centralized/standardize IEC material production
- > Coordinated IEC, dissemination strategy

India (in English)

Level of Progress achieved:

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

Description:

A Steering Committee has been constituted at the national level by Government of India with allocation of dedicated resources for public disaster awareness programmes. Detailed plans have been drawn up for creating awareness on flood, cyclone and earthquake preparedness through All India Radio, Television and print media. Funds have been provided to State Disaster Management Authorities/State Department of Disaster Management for conducting specific awareness programmes on disaster prevention, response and mitigation. The Disaster Risk Management Programme implemented by Government of India in partnership with United Nations Development Programme (UNDP) has also played a catalytic role in creating mass awareness. Awareness programmes have been carried out in large scale under the

programme at all levels (state, district, block and village). The academic institutions and the civil society organizations in the country are also conducting awareness programmes on disaster risk reduction among various stakeholders.

Context & Constraints:

The national strategy for enhancing public awareness on disaster risk reduction requires a multi sectoral and a multi partner approach. Efforts are underway to identify the potential stakeholders in various sectors and create awareness at different levels. The major challenge that exists is to bring in behavioral changes among people. There is a need for sustained awareness campaigns, long term education programmes followed by refresher courses.

Indonesia (in English)

Level of Progress achieved:

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

Description:

Stakeholders, including the government and non-government organizations, institutions of higher education and media have strengthened efforts to increase countrywide public awareness on the disaster risk reduction and on the importance of a strategy to stimulate a disaster resilience culture in the face of disasters. On the other hand, business institutions have not been involved in the disaster risk reduction program that outreaches the community at all levels, even though some companies in particular those related to natural resources; have started developing an awareness program to strengthen the disaster-preparedness in a limited scope.

Up to this point, the previously-mentioned activities are sporadic in nature, having no continuity and strategies related to these issues in the national level. The materials prepared or produced to increase countrywide public awareness and the dissemination of the products, such as leaflets and booklets, are still limited in number, content, coverage, as well as distribution.

The data and good practices as well as access to obtain information/materials are available but still very limited. In the local level, data sharing and good practices are done in several community forums, in particular in the disaster-affected areas or high-risk areas. Media has played its part in increasing public awareness, with the signing of the Memorandum of Understanding between Indonesian Red Cross and Media Indonesia to allocate an information column on disaster risk reduction/disasters. However, the media knowledge on disasters, including disaster risk reduction, techniques and ethics of media coverage on disasters needs to be improved.

The disaster risk reduction day is observed nationally every year but the participation of the multi-sectoral partners is very low. The observance coordinated by Disaster Management National Agency is always supported by the civil society organizations/institutions, international communities, institutions of higher education and the media. In the local level, the disaster risk reduction day is only observed by the people in the areas with thorough understanding and awareness of disaster risk reduction. The government involvement in the regional and international forums is very high but the effectiveness of the activities is in question because there are no meaningful follow-up measures.

Furthermore, it is necessary to synchronize the enhancement of public awareness and institutional capacity development programme so that these two programmes can be aligned and become sustainable.

Context & Constraints:

One of the existing challenges is the unavailability of national strategies for this purpose. As a consequence, the activities carried out by the stakeholders are sporadic and unsystematic in nature, so that there is no continuity to ensure the optimal results or impacts. In addition, the level of success in the

implementation of community awareness-raising initiatives cannot be measured objectively because there are no indicators developed for such purpose.

In terms of content, most of the community awareness-raising initiatives are focused more on preparedness for emergency response, which actually is only one of the many components in disaster risk reduction. This is caused by, among others, the lack of or limited understanding of disaster risk reduction among the people who designed and developed the community awareness-raising initiatives.

The adequate human resource capacity is very important in the contexts where culturally Indonesian people still believe that disasters happen because they are destined by God and it is an inevitable fate. Therefore, the strategies in the implementation of community awareness-raising initiatives must be approached in a certain way.

To overcome such challenges, a national strategy to increase community awareness of the disaster risk reduction and the institutionalization of the community awareness-raising initiatives are called for. In addition, evaluation method and substantive indicators to measure the success of the community awareness-raising initiatives of disaster risk reduction must be formulated so that the success of the initiatives can be optimized among the urban and rural communities. The capacity of human resource to design and implement the initiatives or disaster risk reduction programs must be enhanced.

In view of Indonesian distinctive culture and diverse local cultures, special efforts must be carried out to increase the communication with the local community so that the local community will accept and understand the education and knowledge of the importance of disaster risk reduction.

Iran, Islamic Rep of (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

Description:

Development guidelines and standards for sustainable development in earthquake prone areas considering land-use planning and proper allocation of facilities and infrastructures.

- Evaluation of the seismic resistance of critical public facilities and physical infrastructure, such as fire fighting stations, hospitals and water networks.

- Strengthening some of the hospitals and schools in Tehran and other cities.

- > Ministry of Education & IIEES

- > 2002: Strengthening of 150 Schools was begun in 2002.

- > 2006: School Safety Act passed by Iran's Parliament for reconstruction and strengthening of 257,945 vulnerable classrooms

- > (39% of total) within next 4 years, with budget of \$4 Billion

- Development criteria for land readjustment in old urban areas at the earthquake prone zones.

- Planning for allocation of disaster risk management infrastructure (such as evacuation sites, emergency response centers, etc.)

Earthquake Preparedness Planning in Schools

Context & Constraints:

We have recently started to developed strategy for public awareness from national to local levels.

In the past there have been some activities for public awareness

1. Preparing television and radio programmes during the second week of October every year as the Iranian National Day for Natural Disaster Reduction in order to introduce IDNDR initiative and 9 sub-committees of NDR Committee of Iran on central and local television channels. These programmes include interviews with related ministers and their deputies, the national authorities, provincial authorities, scientists, scholars, specialists, policy-makers, disaster management directors and general governors;
 2. Producing various materials about the theme of each year's campaign;
 3. Presentation of television and radio programmes on various types of disasters in the country and providing necessary information to the public on ways of disaster reduction;
 4. Presentation of short messages about NDR by television and radio as well as newspapers and magazines for public use;
 5. Contribution of the country's media and press in reflecting the different aspects of NDs during the second week of October each year as Iranian National Day for NDR to enhance Public Awareness.
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Japan (in English)

Level of Progress achieved:

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

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.

Further, 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. More than 10 such events have been conducted since 2007.

Context & Constraints:

N.A.

Kazakhstan (in English)

Level of Progress achieved:

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

Description:

Further enhancement of the educational system is introduced into the Strategic Plan of MES for 2009-2011 and approved by the National Budget Commission.

In Astana and Almaty the national command-post exercises are holding annually with involving central and local executive bodies.

Preparedness of people communities for earthquake in organizations follows the rules approved by the Governmental Decree No 50 from 17 January of 2003 "Establishment of the Rules of information, public relations, study of population and specialists in a field of emergency situations".

Only in Almaty 570 exercises and 900 seismic trainings were organized in organizations and institutes from the beginning of 2009.

In a current year about 14422 people had an advanced training in CD and ES at the competent department of MES and 29484 people in regional training centers. 115 officers have graduated The Technical Institute of MES in Kokchetau in 2008.

Context & Constraints:

A public relations system for ES and CD is not effective enough since does not cover all interested recipients as officials, industrial managers, population.

Korea, Rep of (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

Description:

To promote public awareness and simulate a culture of safety, the Safety Management Charter has been declared in 2004. It declares that the safety is one of the most important issues in the modern society and several key factors that the government and the people should emphasize for disaster risk reduction.

Also, every 4th day of each month is designated as the Safety Checking Day and public campaigns are done for various seasonal disaster types.

Korea Disaster Safety Network has been formulated involving thirteen key players in voluntary organizations and NGOs such as the Korea Red Cross in Dec. 2004.

Context & Constraints:

To encourage more active participation of not only the central government but also local governments and NGOs, it is necessary to have institutional support such as establishment of "the Safety Cultural movement Support Act".

Kyrgyzstan (in English)

Level of Progress achieved:

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

Description:

The state system and the programmes on awareness raising of the senior staff of organizations and institutions, pupils and students, and various strata of the population are developed. At the moment these programmes are being revised within the framework of the joint projects of MoES of the Kyrgyz Republic and international organizations with participation of international experts

We can state that the activity on awareness raising of the senior staff of organizations and institutions, pupils and students is conducted in accordance with the developed programmes, but the activity of the relevant state organizations (e.g., MoES of the Kyrgyz Republic, Ministry of Education, etc.) on promotion of the culture on disaster sustainability among the rural and urban population is implemented improperly. Almost all governmental and non-governmental international organizations implementing their activity in our country work fruitfully and effectively in this direction together with MoES of the Kyrgyz Republic. For instance these are the following organizations: IOM, ACTED, NRCS, UNDP, and the supporting donor organizations: ECHO, SCO, GTZ, USAID and UNISDR.

From among the NGOs fruitfully working in Kyrgyzstan in this field we can point out National Red Crescent Society of Kyrgyzstan, PF "Alternative", PF "Mehr-Shavkat" whose activity is more or less supported by international organizations.

These organizations developed and disseminated a lot of brochures, illustrations and other informative materials among the population.

Context & Constraints:

Constraints:

1. Insufficient attention is paid by the relevant state organizations to the awareness raising of the rural and urban population on the issues of getting them prepared to possible disasters
 2. Improper coordination of actions during the implementation of activities by various organizations
 3. Doubling of activities implementation in the same settlements
 4. Inconsistency of the used informative manuals and materials
 5. Shortage of disaster-related popular scientific literature
 6. Low level of the living standards of the local population
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Lao People's Democratic Republic (in English)

Level of Progress achieved:

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

Description:

Disaster management and awareness campaign are regularly conducted both at the national and local levels. Every year, in October the NDMO organizes activities to celebrate the International Day on Disaster Reduction. Activities include walking, meetings, exhibitions, sports, news and drama in television, radio and newspaper, etc.

Context & Constraints:

Due to financial constraints, the NDMO lacks the human and logistical capacity to meet the requirements for countrywide public awareness programme.

Maldives (in English)

Level of Progress achieved:

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

Description:

A guide to community preparedness plans is developed and exercised which shares ways to enhance community preparedness and planning. It has been carefully emphasized that the plans are developed

keeping in mind the uniqueness of the Islands. Community preparedness plans have been developed in 30 islands and disaster management tasks forces instituted with training on basic emergency response as part of the Community Based Disaster Programme

Context & Constraints:

Outreach activities are a very tedious process due to the wide dispersion of the islands. Culture of disaster resilience can be put into place with strong political commitment. Outreach activities needs to be prioritized depending on the ongoing scenario of the country than focus on project deadlines for execution and completion.

Nepal (in English)

Level of Progress achieved:

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

Description:

Nepal has been commemorating the IDNDR/UNISDR Day since the beginning of the IDNDR and the Earthquake Safety Day for lasts several years. Some efforts have been carried out through school children by the use of IEC materials, quiz context, debate and discussions at the community level. Similarly, several agencies have been posting/ erecting hording boards on DRR in different locations, organizing songs competitions and street drams; public announcements through radio and TV, etc. Likewise, few academic institutions have bee involved in pursuing researches on fire resistant thatch materials, etc. However, these awareness raising activities are inadequate to reach to the real mass or the potentially disaster prone communities of the country.

Context & Constraints:

Major challenges includes; lack of systemic institutional mechanism and commitments from central to community levels; inadequate coordination and support mechanisms both at central and district levels along with government and non-government sectors, no focused programme to empower the community level institutions in DRR, etc.

Recommendations:

Establish systemic institutional mechanisms at the district level and assigned responsibility to identified organizations to design and initiate various district and community levels public awareness activities, provide technical and financial support to these lead agencies, etc. Plan capacity building program at the district and community levels.

Pakistan (in English)

Level of Progress achieved:

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

Description:

Pakistan could be ranked at level three. NDMA is committed to organize systematic awareness country wide. It is currently working on a number of initiatives to develop a national awareness raising strategy. 8th October has been declared as the National Disaster Awareness Day by the Government, in commemoration of the October 2005 earthquake, which killed over 73,000 people. NDMA commemorates the 8th October as awareness day with a view to raise awareness of people and stakeholders. NDMA is planning to develop a range of media products for awareness raising, including talk shows, special supplementaries etc. Besides, in collaboration with the private sector, an annual Disaster Exhibition is held on rotation basis in cities and towns to stimulate public private partnerships in the field of DRR as well enhance public awareness.

Realizing the potential of radio as the most effective medium of mass communication, the NDMA is planning to engage FM Channels for raising mass awareness about DRR. For this purpose, a variety of programmes are currently receiving attention by the NDMA in collaboration with electronic media. The NDMA also plans to organize orientation sessions for media personnel to engage them in awareness raising activities.

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.

Philippines (in English)

Level of Progress achieved:

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

Description:

The national strategy to increase DRR public awareness contained in NDCC's Four-Point Plan of Action on Disaster Preparedness is centered on NDCC-organized activities and fails to marshal non-governmental and private resources effectively. To what degree awareness or knowledge enhancement has increased every year is not measured.

Notable is designation of July as the National Disaster Consciousness Month in order to heighten public awareness on the importance of disaster prevention, mitigation and preparedness through simultaneous nationwide earthquake drills, search and rescue exercises, disaster preparedness seminars, and tri-media advocacy campaign. Although posters are produced and distributed every year, budgetary constraints limit the development, production and distribution of other IEC materials using various media.

In the READY Project, IEC campaigns are conducted as hazard mapping results are disseminated and community-based early warning systems are established. Community watching exercises are done by PHIVOLCS in order for local officials and residents to be aware of the risks and vulnerabilities and find ways to deal with them. While PAGASA teaches the educators how to track tropical cyclones and the persistence methods for them to understand disaster scenario better.

Science and technology institutions have organized public information activities. A DOST institute, the Science and Technology Information Institute (STII) produces articles and press releases to media. Film and media are also utilized by PHIVOLCS and PAGASA extensively. On the other hand, PAGASA also conducts annual seminars on themes like climate change and El Nino Southern Oscillation (ENSO) to have an effective understanding of the terminologies and formats of weather forecast and climate outlooks and warnings. Evaluation of information materials used and performance of resource persons including knowledge gained by participants is regularly conducted by PAGASA.

Current public education programs focus on information dissemination with a "top down" approach, rather than a "bottom-up" approach which involves local communities, NGOs and other civil society organizations' inputs to promote greater public ownership.

Context & Constraints:

Stakeholders should be enjoined to conduct IEC campaigns within their organizations to instill DRR consciousness among the management and staff. The message of the campaign shall be that managing

risks is everybody's responsibility; they are themselves champions of DRR. As IEC campaigns progresses, it would be useful to assess its effectiveness. Risk communication must seriously be undertaken with a scientific understanding of how Filipinos perceive hazard, warnings, and other related aspects of DRR.

Local officials have an important role to play in raising public awareness about DRR. The level of awareness about DRR among LCEs needs immediate attention. Learning opportunities through seminars and fora organized by the leagues of different levels of LGUS should be utilized. Also, disaster field or exposure trips where LCEs observe good practices and talk with the people involved can be effective in increasing their motivation and equipping them with the knowledge and attitude to move DRM forward in their respective LGUs.

Singapore (in English)

Level of Progress achieved:

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

Description:

SCDF has introduced a multitude of programmes to equip the population with knowledge and skills to deal with emergencies. SCDF has in place the Community Emergency Preparedness Programme (CEPP), which is a modular-based programme that provides both theory and practical training in First-Aid, Cardio-Pulmonary Resuscitation, Fire Safety and Casualty Evacuation, Emergency Preparedness and Emergency Preparedness for Unconventional Threats. Complementing the CEPP are community exercises with counter terrorism themes that are conducted at residential heartlands to sensitize the public to realities of such threats, and more importantly, to help them pick up essential skills and knowledge to deal with emergencies.

Context & Constraints:

Nil

Sri Lanka (in English)

Level of Progress achieved:

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

Description:

Information on hazards is publishing in DMC website regularly.

Early warning system established to disseminate hazard risk and warning to general public on available media(TV, Radio, Mobile, etc)

Resource center with assistance of Oxfam America is been set up in DMC to facilitate information sharing and usage.

At present weather information is disseminated through three early warning towers erected in Northern, Eastern and southern regions of the country.

Most of the awareness programmes are conducted in three languages, Singhala, Tamil and English and reading materials are made available in English and some cases in two local languages.

DMC has organized public forums to share information and good practices on DRR and adaptation to climate change especially on drought and flood hazards.

Regular press briefings are arranged during disaster time to educate public.

December 26th declared as “National safety day” and observed annually since 2006. First safety day was held on 26 Dec 2006 at Galle and the 2nd at Rathnapura 3rd in Kandy. Safety day in 2009 will be held in Kurunegala.

Frequent visits to countries in south Asian region are taking place and DMC and other stakeholders have close relationship with the DM organizations in the region sharing good practices. Information are regularly Shared on tsunami, earthquake and weather related hazards by the DM organizations in the region.

International workshops on CBDRM and Disaster Free Asia was held in Sri Lanka and discussed possibilities of sharing experience and information

A series of programme open to public named ‘Sanhinda” initiated by DMC with the assistance of UNDP is in progress to promote scientific knowledge, create awareness and influence policy makers on current issues leading to disasters. It is a forum for interaction with public affected by various disasters, stakeholders involve in DRR activities and focal point in public sector.

Context & Constraints:

Media is more prefer to cover post disaster activities which have more news value. Disaster risk reduction programme does not get covered sufficiently. A suitable DRM awareness programme for journalist to understand their role in DRM is a requirement. Development of reporting format and establishing strong links with media at District level is essential to publish speedy and accurate information. Awareness programme for jornalist in Anuradapura district was conducted.

Application of regional experience and knowledge at local level is limited. Mechanism to exchange resource personnel regionally is required to share regional experience at local level through the implementation suitable DRM projects and activities.

The public forums organized to express their views on existing disaster related issues are not focused to remedy the problem or the community responsibility on mitigation. The outcome of these dialogs to be made available for the public as well as the authorities concerned to act responsibly.

Syrian Arab Republic (in English)

Level of Progress achieved:

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

Description:

There is no national public awareness strategy to stimulate a culture of disaster resilience which includes urban and rural communities and the only field that is currently undergoing is incorporating disaster risk related issues into curricula in order to guarantee publicizing awareness culture against disaster for all generations.

Context & Constraints:

Tajikistan (in English)

Level of Progress achieved:

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

Description:

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

The state system and the programs for increasing awareness of the top personnel of organizations and institutions and for students of schools and universities and various groups of population were developed. At present these programs are being reviewed in accordance with the projects of CoES and international organizations, with participation of international experts.

While the work on increasing awareness of the executive personnel of organizations, students of schools and universities is carried out within the accordingly designed programs, the work of the relevant state organizations (e.g. Committee for ES and CD, Ministry of Education, etc. on stimulation of the culture of resilience to disasters, with inclusion of urban and rural population is far from satisfactory.

In this direction, almost all governmental and non-governmental international organizations active in the country fruitfully and productively cooperate with the Committee for ES and CD. The examples of such work are FOCUS Humanitarian Assistance, German AgroAction, Oxfam, Mission East, Caritas, UNDP DRMP and the donor organizations - ECHO, SCO, GTZ, USAID, and UN ISDR.

Among the local NGOs the most fruitful activities belong to the National red Crescent Society, CAMP Kuhiston, CCDR, Man and Nature, PMP International - which to the varying degree are supported by international organizations.

These organizations had developed and disseminated among the population large numbers of brochures, illustrations and other information and promotion materials.

Context & Constraints:

Difficulties:

1. Insufficient attention on behalf of the relevant state institutions to the issues of increasing awareness of the urban and rural population in terms of preparedness for possible natural disasters
 2. Insufficient coordination in activities of various organizations
 3. Duplication of activities in the same settlements
 4. Non-systemic use of information and promotional materials
 5. Shortage of scientific-popular literature in the field of natural disasters
 6. Low living standards of the population
-

Uzbekistan (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

Description:

The law of the Republic of Uzbekistan "On civil defense" (adopted on 26 May 2000, Tashkent) sets out public policy priorities in protection of population and territories, material and cultural values against the possible hazards. The key operational procedures prescribed by the law make it possible to prepare people at large to protect themselves from hazards. A "State Programme on Forecasting Emergency Situations of Natural and Technological Character" was approved by the resolution of the Cabinet of Ministers as from 03 April 2007 under #71.

MoES accepted a number of international projects for implementation:

The first phase of a joint MoES / UNICEF project "Risk reduction among vulnerable groups of population particularly children and women in six oblasts of Uzbekistan mostly exposed to natural disasters" has been finalized (for the period from 01 April 2007 to 30 June 2008). The primary goals of the project are:

To train population on action planning skills before natural disasters, as well as to response during and after natural disasters in order to reduce the damages from their consequences

To strengthen the capacity of the Population and Administrative Bodies Training Centres (MBTC) under the regional Departments of Emergency Situations (DoES) to coordinate and carry out measures for natural disaster preparedness of mahallas (communities), schools, nursery schools and medical facilities. The

training programs for all categories of population are aimed at ensuring safety of life activities. The specially designed educational programs, approved by Ministry of People's Education and Ministry of High Education, embrace the pre-school institutions, secondary schools, colleges and universities, and the Institutes for Upgrading of Teachers. The strategy for prevention and recovery from emergency situations was upgraded, by strengthening the involvement of the mahallas (lowest administrative unit) in the activities in preparedness and mitigation of natural disasters.

Context & Constraints:

n/a

Viet Nam (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

Description:

National Strategy emphasizes the responsibilities to enhance the disaster prevention awareness of communities in its specific objectives till 2020. However, to the results of these objectives will only be achieved after a long enough period with continuous and regular efforts of all stakeholders. MARD in collaboration with other ministries and local governments develop a proposal for CBDRM that will be approved and implemented from 2009 to 2020.

Capacity building and training for staffs who directly works in DRR sector have been implemented widely and achieved substantial results. MARD has also developed a proposal on education, and training in order to standardize the training and education materials and strengthen the coordination among ministries, provinces in their capacity building for DRR activities.

In 2008, MARD has directed relevant agencies to prepare and edit DRR materials and issued guidelines to provincial people's committee and district people's committee to implement DRR activities. Moreover, the "disaster mitigation" newsletter has been issued monthly to disseminate the disaster-related news, guidelines and policies of CCFSC.

Context & Constraints:

In the past few years, disaster risk management has significantly reduced the damage caused by natural disasters. However, the loss of lives is still high. According to the statistical information, the number of deaths and injures due to storm are far fewer than due to flooding and landslide. One of the reasons is the lack of regular awareness raising programs on disaster prevention and mitigation. Current disaster awareness raising is mainly through mass media and not integrated into annual action plan of communities. Moreover, there is no specialized agencies or staffs at local levels for the CBDRM activities and, therefore, the CBDRM at local levels is insufficient and limited.

The materials for enhancing community awareness are inconsistent. Many stakeholders have developed CBDRM training materials and organized training on CBDRM. However, it is needed to review, revise these materials to be applied national wide.

The poor conditions of infrastructures, which are vulnerable to disasters, coupled with the isolated and remote geographical and socio-economic conditions lead to many challenges in implementing CBDRM programs.

Proposed solutions:

The national project proposal on CBDRM needs to be approved and implemented as soon as possible in order to accomplish the objectives of the National Strategy: Ensure 100% of local staffs who directly work in the field of disaster prevention, response and mitigation at all levels to be trained and strengthened of capacities for disaster prevention, response and mitigation by 2020; and ensure more than 70% of population living in disaster prone areas to be disseminated of knowledge on disaster mitigation.

Yemen (in English)

Level of Progress achieved:

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

Description:

The institutional commitments attained via several awareness departments that already part of the organizational chart of the following agencies with specific mandates and can be utilized in building the DRR resilience :

- Environmental Awareness Dep. Within the Environment Protection Authority specified on building the public awareness related to the environmental hazards and other environmental aspects.
- Agricultural Information Dep. within the Ministry of Agriculture and Irrigation specified on building the public awareness related to the agriculture , flash flood and veteran hazards.
- Relations and Information Dep. Within the Ministry of Interior , specified of building the public resilience related to the crime, traffic, terrorist, and other related hazards
- The Nation Center of Health Information and Culture within the Ministry of Health and Population specified on building the public health culture and awareness and reducing the related hazards .

The EEGD mandated to build the resilience on reducing the environmental (natural and manmade) risks at the public and official levels.

An awareness campaign on Disasters and Climate Change Risk Reduction is already planned as one component of the MWE-GFDRR program that is already started this year (2008)

Context & Constraints:

The main constraints are

- The available resources are very limited .
 - The language barrier where most of the publication and information in DRR are only available in foreign languages which main the needs to a large translation process to Arabic.
 - The lacking of experience and trained staff .
 - The limited capacity of the governmental agencies
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Europe

Armenia (in English)

Level of Progress achieved:

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

Description:

Project aimed to mainstream disaster risk reduction into land-use policies at the community level. Project timeframe was 9 month. It covered local level. Archive and stored data on rural dams with the height less 15m have been collected. Data have been systemized and classified. Geophysical investigations have been provided on some hazardous dams. The investigation involved measurement of resistance and Self Potential (SP) together with visual inspection. Assessment of flood risk in case of dam critical damage had been assessed.

Good results have been achieved so far and it was decided to extend the programme into the next year with the intention of strengthening the mainstreaming of disaster risk into various sectors and training of key personnel and actors, and achieving better linkages with World Bank and ProVention Consortium international assistance.

The first indicator was assumed to be: The inundation map compiled as a visual didactic poster revealing the importance of dam break risk reduction.

Context & Constraints:

The project revealed a lack of appropriate awareness and advocacy on dam risk reduction among owners and local population. It has taken a lot of effort to communicate to and influence the main sector authorities, as they often do not have a focus for risk reduction. In near future we are going to have dam owners get familiar with the problems regarding their dams and provide our assistance in dam monitoring and panel operators' dam maintenance training. and establish a Non Governmental Organization (NGO), which will be dealing with the issues relating to the awareness raising of the maintenance specialists and local population in-situ.

Bulgaria (in English)

Level of Progress achieved:

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

Description:

Ministry of Emergency Situations made a 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. MES creates and fills the list of the voluntary teams for disaster protection and list of the instructors of the volunteers.

Context & Constraints:

Information campaigns are being realised.

Croatia (in English)

Level of Progress achieved:

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

Description:

There are differences in risks specific to different parts of the country, but the people in rural areas are well aware of the risks. The efforts are being made to implement preventive measures at national level (floods in the continental part of the country, forest fires in the coastal area and earthquake hazard in the whole country).

Context & Constraints:

A continuing process calling for constant upgrading making it necessary to work through electronic and other media to raise public awareness, which in turn calls for substantial financial means.

Czech Republic (in English)

Level of Progress achieved:

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

Description:

Strategy has been continuously introduced through all parts of the state emergency system at state, regional and community levels. Exercises are organized each year. Sirens are checked once a month in the whole country. Projects for improvement of flood protection have been often submitted for cofinancing by EU.

Context & Constraints:

Lack of money and capacities.

France (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

Description:

- Un Document d'Information Communale sur les Risques Majeurs (DICRIM) assure la diffusion de l'information : la sensibilisation du public aux risques et à leur réduction a été engagée depuis de nombreuses années. L'engagement progressif des différents acteurs, dont les collectivités territoriales, sur ce champ permet de disposer aujourd'hui d'un ensemble complet permettant de répondre à un besoin qui se manifeste à travers une demande d'information notamment par les visites sur les sites internet.

- Parmi les différents vecteurs de la sensibilisation, peuvent être cités : l'information en direct à travers la presse écrite et parlée, les émissions TV à vocation documentaire sur les phénomènes naturels et les conséquences probables (changement climatique, volcans, séismes...), la semaine nationale du développement durable, la carte bi-quotidienne de vigilance météorologique, la procédure de vigilance des crues présentant cartes, bulletins et graphes, les supports pédagogiques, les conférences et manifestations diverses (ex : « les Irisées » à Aix en Provence).

Context & Constraints:

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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

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 multiples its approaches at all levels. The 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.

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.

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.

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

Description:

Disaster awareness has been improved among the population during the last years. Extensive campaigns have been set up and carried out by using all available and relevant communication means and tools in order to make the population aware of risks that people may have to face in the whole Country, such as heat waves or severe storms. Besides, tailored communication and information have been brought to communities living in territories affected by specific risks such as earthquakes, volcanoes, tsunamis etc. Public information concerning disasters is a task 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 volunteers' associations promote disaster awareness as well, in close coordination with the institutional partners mentioned above.

Context & Constraints:

The main challenge to be faced in the field of risk awareness is that, even if important goals have been reached, difficulties are still experienced in reaching some of the several small communities settled in remote and isolated areas. In some cases this problem can affect the performance of the whole Civil Protection system, since small municipalities often do not have sufficient technical means and capabilities to adequately carry out the activities needed.

Macedonia, The former Yugoslav Rep of (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

Description:

Achievements have been made on raising awareness, training and education aiming to improve the level of self-protection.

The educational sector is involved by incorporating DRR concepts in the primary and high school curricula, especially in the subject "Peace and tolerance". Also, at university level, there is training of professionals for reducing seismic and flooding risks (on both M.A. And PhD levels) at the Institute of Earthquake Engineering and Engineering Seismology, the Seismological Observatory, Faculty of Natural Sciences and Mathematics (both part of the University of Ss. Cyril and Methodius.) Furthermore, the special training of teachers and members of the special task forces include DRR and recovery concepts and practices.

Achievements have been attained through projects for raising public awareness on DRR and recovery issues. The CMC is currently working on a special activity for developing the awareness on crisis management issues among the healthcare, educational, social and other institutions on local level.

Crucial part of CMC's public awareness strategy is the workshop on the Public Relations (PR) and the crisis management system that will further improve the coordination with the PR sector and its active involvement in the crisis management. PR of the CMC and the Regional CMCs will take part in the workshop.

CMC's long term media strategy also includes the: (1)affirmation of the CMC and its work among the public; (2)affirmation of the CMC emergency number 195 and the E-112 (once it's introduced); (3)introducing and educating the general public on crisis management and DRR issues through forty four TV debates in 2009 / 2010; (4)publishing annual and monthly Disaster Management Review, thus enhancing the crisis management and DRR culture.

CMC's daily media strategy consists of 24 hour announcements for the general public on current risk related issues.

Context & Constraints:

Despite the achievements, there is always place for improvement in respect of a systematic approach towards raising the public awareness on DRR related issues. To answer these issues, the CMC is working on a public awareness strategy.

Montenegro (in English)

Level of Progress achieved:

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

Description:

We are currently working on the Strategy for stimulating the culture of disaster resilience. We cooperate together with the Ministry in charge of education, culture, public media etc. on that issue.

Context & Constraints:

We do not have countrywide public awareness strategy yet; only individual attempts of raising public awareness exist; therefore old-fashioned ways should be modernized.

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

Description:

There are several countrywide public awareness programmes with the aim to help integrate disaster risk reduction into every-day life. There is an important ongoing strategy related to adaptation to climate change.

Context & Constraints:

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

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

Description:

There is no National Strategy for Public Awareness, but there are single (thematic) instructions on how the public should behave and respond in case of emergency situation (disaster).

Context & Constraints:

It is important to make a National Strategy for Public Awareness.

Slovenia (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

Description:

Every other year (last time in 2007), "Protection and Rescue Days" take place in a different region in Slovenia. The event is an opportunity to bring disaster management activities closer to the local residents. The purpose of the event is also to bring together responsible national institutions, professional and voluntary members of rescue services, private companies, non-governmental organisations and other experts in the field of protection, rescue and disaster relief to present their activities and/or products to the wider public. Within the event, a national emergency response exercise, conferences and other educational activities for different populations (children, adults, experts, etc.) are organised.

Every year different prevention and preparedness activities are organised in October - fire safety month.

During this period a conference on a topical issue is organised (2006 - fire extinguishers, 2007 - evacuation, 2008 - fire in the natural environment). Additionally, for each theme publications for adults and children are published.

On 1 March (Civil Protection Day) each year on the national and regional levels, individuals and organisations are rewarded for their efforts in protection, rescue and relief activities. Celebrations provide opportunities to raise awareness about civil protection activities through the media.

Context & Constraints:

Public information must become one of the key instruments to raise awareness and a culture of resilience.

Sweden (in English)

Level of Progress achieved:

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

Description:

The knowledge about the environment and sustainable development is high among politicians, authorities, organisations and the public. The knowledge and awareness of climate change is also high. Regarding natural hazards the knowledge and awareness is much lower, especially among the public.

The awareness among the public is mostly related to recent emergencies such as flooding, storm and forest fire.

A large number of conferences and seminars have been arranged on the topic natural hazards. The target group is usually local, regional and national authorities, not the public in general.

Context & Constraints:

An increased dependency of electrical power and electronic communications increases the vulnerability - especially in urban areas. People in rural areas are more prepared to handle black outs and other consequences of emergencies. The major challenge is to reduce vulnerability in urban areas.

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

Description:

A fair public awareness has been achieved in relation with meteorological and hydrological hazards. A campaign has taken place to raise awareness for earthquake risks, but deficits still exist.

Context & Constraints:

Around two out of every three Swiss towns have suffered from floods during the last 30 years. Therefore awareness regarding flood hazards is easy to achieve. That is not the case with very seldom events, like earthquakes, although earthquakes are identified as one of the most serious threats in terms of risk. More awareness raising efforts are needed for seldom events.

Turkey (in English)

Level of Progress achieved:

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

Description:

Public awareness campaigns conducted by GDDA aims to build a culture of disaster resilience at all levels. In this respect first off all education and training activities at schools are given importance. Another pilot project started at GDDA is in Ankara region and aims to train school children on disaster, especially earthquakes.

There have been lots of public awareness campaigns organized by different governmental and academic units. For example Middle East Technical University, Disaster Management Implementation and Research Center (METU-DMC) conducted a local pilot project namely "Strengthening citizen participation in disaster management; Pilot project in Bursa". DMC also started a painting contest for school children on disasters

ISMEP Project is also a good example to public awareness activities in Turkey. Within the aim of the project there are public awareness campaigns and training activities to be conducted in Istanbul.

Istanbul Metropolitan Municipality plans to establish Natural Disasters Training Park in Istanbul in 2009. The aim of this project is defined as to increase the awareness of public. There is planned to be first aid unit, shaking table unit, fire smoke simulation unit, simulation rooms for different types of disasters, etc. Another good example is the publication of disaster training books. One of them is the "I am Learning Safe Life" and 240.000 of this publication is distributed at schools in Istanbul.

In order to improve public awareness, a pilot project is being implemented in a district of Ankara province. "Çubuk District Disaster Education Program" has 5 sub Project and the aim of program is educate nearly 45.000 citizens aged between 6 and 65. 5 different education modules were using and at the end of this program it is expected to change their behavior against disasters.

Context & Constraints:

There is not a country-wide public awareness campaign as a national programme being implemented in a coordinated manner at the moment. The public awareness campaigns are conducted at regional and local levels by different institutes like governmental, academic and non-governmental units. A committee should be established consisted of representatives of the related public institutions, academic units, NGOs, etc. to provide strategic guidance and to oversee the implementation of the campaigns and trainings. Another alternative could be the national platform of any country could co-ordinate those campaigns at national level with Ministry of Education and universities.

United Kingdom (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

Description:

The response to, and recovery from, most major emergencies will generally be more effective if citizens and communities act in support of the 'blue light' services

Not all Communities are ready to help each other but there are enough to make this a concept worth pursuing. The UK follows four basic principles;

- Community resilience must go with the grain of existing citizen engagement initiatives
- Community resilience should be done by people (with support from practitioners), not to people
- The 'communities' involved are small - the strength of the concept e.g. a Village or a Ward
- Activity should be targeted on the risks people perceive as being most likely to affect them, their family & their friends.

The best tasks for community action are the obvious ones:

Immediate action

Resources - shelter; generators; chainsaws; 4 x 4s
Helping others, especially the vulnerable
Central Government should enable & no more, providing:
- Information and Resources

Context & Constraints:

The UK has developed a range of early warning systems to inform the public of imminent danger. These can only be effective if the public change their behaviour as a result of that information. The Met Office undertakes regular research to monitor how its early warnings are received. 87% of the public were aware of it, 90% thought they were a good thing, but only 8% of the public changed their behaviour as a result of this information. CCS has commissioned research to look at how people respond in such situations, and especially in their own communities.

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

Description:

The Australian Government advocates that engaging local communities in emergency management, as well as increasing involvement and awareness at a grass roots level, is a critical step in improving national preparedness for emergencies and disasters of all types.

There are a wide variety of freely available community awareness and education publications from all levels of government. These provide background information as well as practical advice on preparation for, and coping with major hazards including severe storms, floods, cyclones, tsunami and earthquakes. These publications are produced in collaboration with subject matter experts.

All states and territories have public education awareness campaigns.

National review of community education awareness and engagement programs designed to enhance community safety for natural hazards due for completion December 2008. After the completion the National Community Safety Working Group (NCSWG) will identify appropriate means of disseminating principles and creating capacity within jurisdictional emergency services agencies to implement the outcomes.

The Ministerial Council for Police and Emergency Management has tasked the National Community Safety Working Group to investigate a national approach to community education that aims to develop individual and community resilience. This would constitute a paradigm shift from a dependant community to building more resilient communities and individuals.

Emergency Management Australia (EMA) has developed curriculum-based materials and resource kits to support studies in relevant curriculum areas at both primary and secondary school levels. Resources for students, teachers and principals can be accessed via the EMA website. EMA has a dedicated school education officer to ensure that the material developed meets the needs of the Australian school community.

Context & Constraints:

The emergency management sector considers that there is a need for a fundamental shift from a community dependent on government services to a community that more closely participates in emergency planning, preparedness, response and recovery and is, to some degree, self-reliant.

As commissioned by the Ministerial Council, the AEMC is considering the feasibility and implications of a paradigm shift in governments' messages regarding preparedness in the event of emergencies, including catastrophic disaster. When complete, this research will inform a national policy approach aimed at efficacious and more direct involvement by the community in emergency management.

Marshall Islands (in English)

Level of Progress achieved:

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

Description:

- o Immunisation coverage rate is now estimated at 80% for 2-year old children (Polio, Diphtheria, Tetanus, TB, Hepatitis, Mumps, Measles),
- o All MOH staff trained in emergency preparedness and drills conducted regularly for plane crash, hospital fire drill, bird flu.
- o Public awareness campaigns in outer islands include traditional authorities

Context & Constraints:

- o Not all kinds of emergencies are covered
 - o Sustainability of training and public awareness programmes once funding ceases
-

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

Description:

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

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.

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

Research into the effectiveness of the programme, and changes in the level of readiness of individuals, is ongoing.

Specific examples of national public education activities include:

- Get ready, get thru (all hazards, all risks and a focus on everyone; www.getthru.govt.nz);
- The On-farm Adverse Events Recovery Framework promotes a shared understanding of roles and responsibilities of central government, local government and the primary production sector in preparing for, and recovering from, adverse events at the on-farm level; Adverse Events are natural disasters that are beyond the ability of the community to cope with; On-farm means commercial agriculture, horticulture, viticulture and forestry properties (<http://www.maf.govt.nz/mafnet/rural-nz/assistance/>);
- Earthquake preparedness, EQ-IQ (www.eq-iq.govt.nz);
- Fire-safety: "C'mon guys, get fire-wise" (www.fire.org.nz);
- Pandemic health messages are broadcast at times of heightened risk (<http://www.moh.govt.nz/pandemicinfluenza/>);
- Biosecurity risks are heavily promoted to travellers and workers at border entry points (<http://www.biosecurity.govt.nz/>).

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 do result from sustained long-term education campaigns, for which the maintenance

and refreshing of programmes are an ongoing requirement.

Vanuatu (in English)

Level of Progress achieved:

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

Description:

Various groups and sectors are involved in their own awareness programmes to do with disaster risk reduction and disaster management. Ad hoc public awareness exists across the relevant sectors in Vanuatu, namely with:

- a. National Disaster Risk Management Office
- b. Geo-hazard Unit
- c. Water Unit
- d. Vanuatu Meteorological Services
- e. Agriculture Department
- f. Department of Land
- g. Live Stock Department
- h. Quarantine Department
- i. Department of Public Health
- j. Police Department
- k. Environment Unit
- l. Department of Public Works
- m. Fire Service Section
- n. Department of Cultural Centre

In addition to these initiatives, the World Disaster Risk Reduction Campaign is conducted every October with specific target audiences. In 2007, it was specifically targeted for schools in the Northern region of Vanuatu.

Context & Constraints:

The NDRM arrangements allow for public awareness on disaster risk reduction and disaster management as the individual responsibility of all government departments, provincial and municipal councils and NGOs, in collaboration with the beneficiaries of such and to be supported by the NDRMO and the Training Advisory Working Group for DRR and DM. However a strategy for such an approach has yet to be formulated.
