

# Investing for a pre-disaster urban children DRR



Global Platform  
for Disaster Risk Reduction

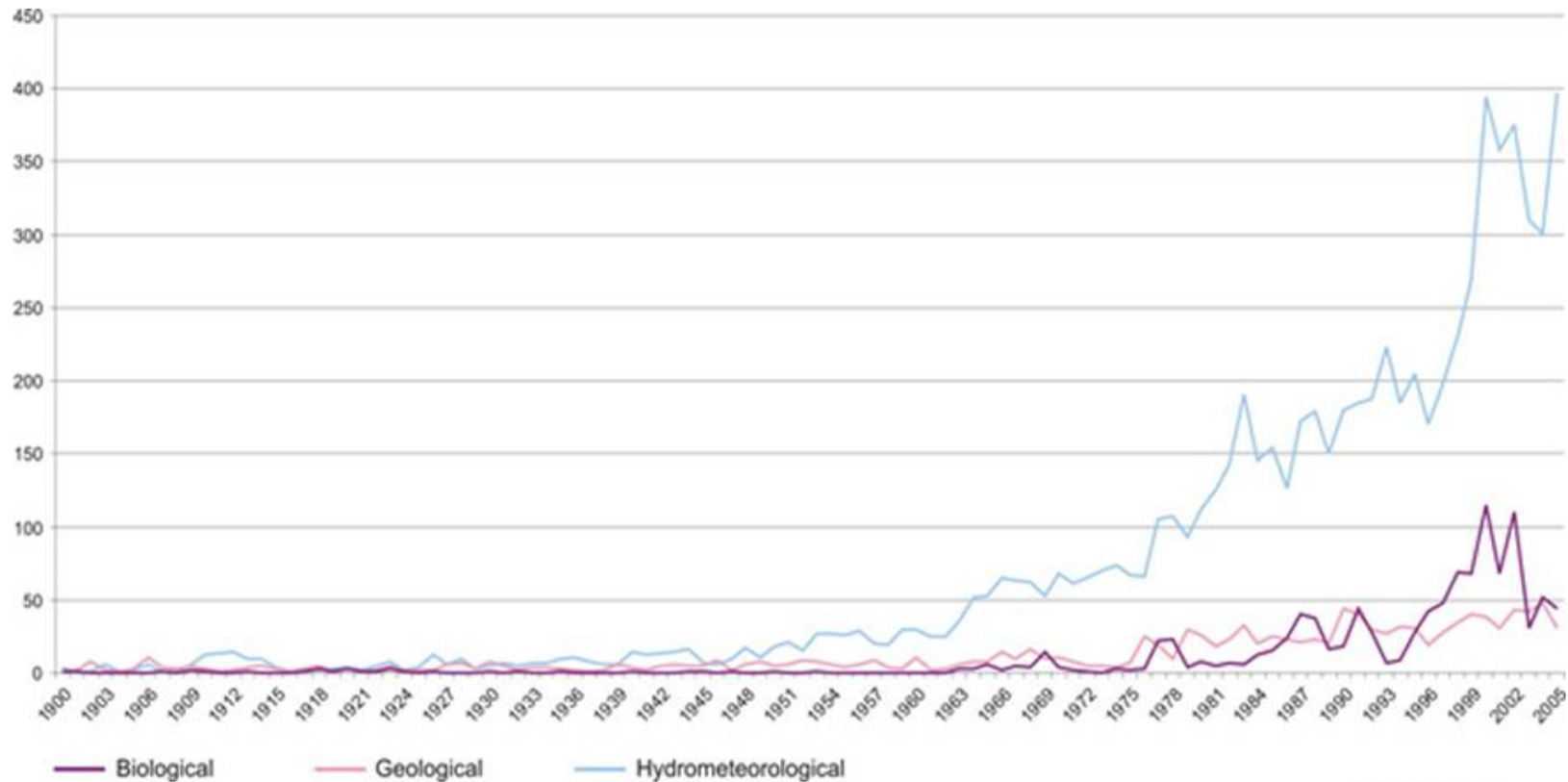
Geneva, Switzerland - May 10 2011



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# Increasing Occurrences

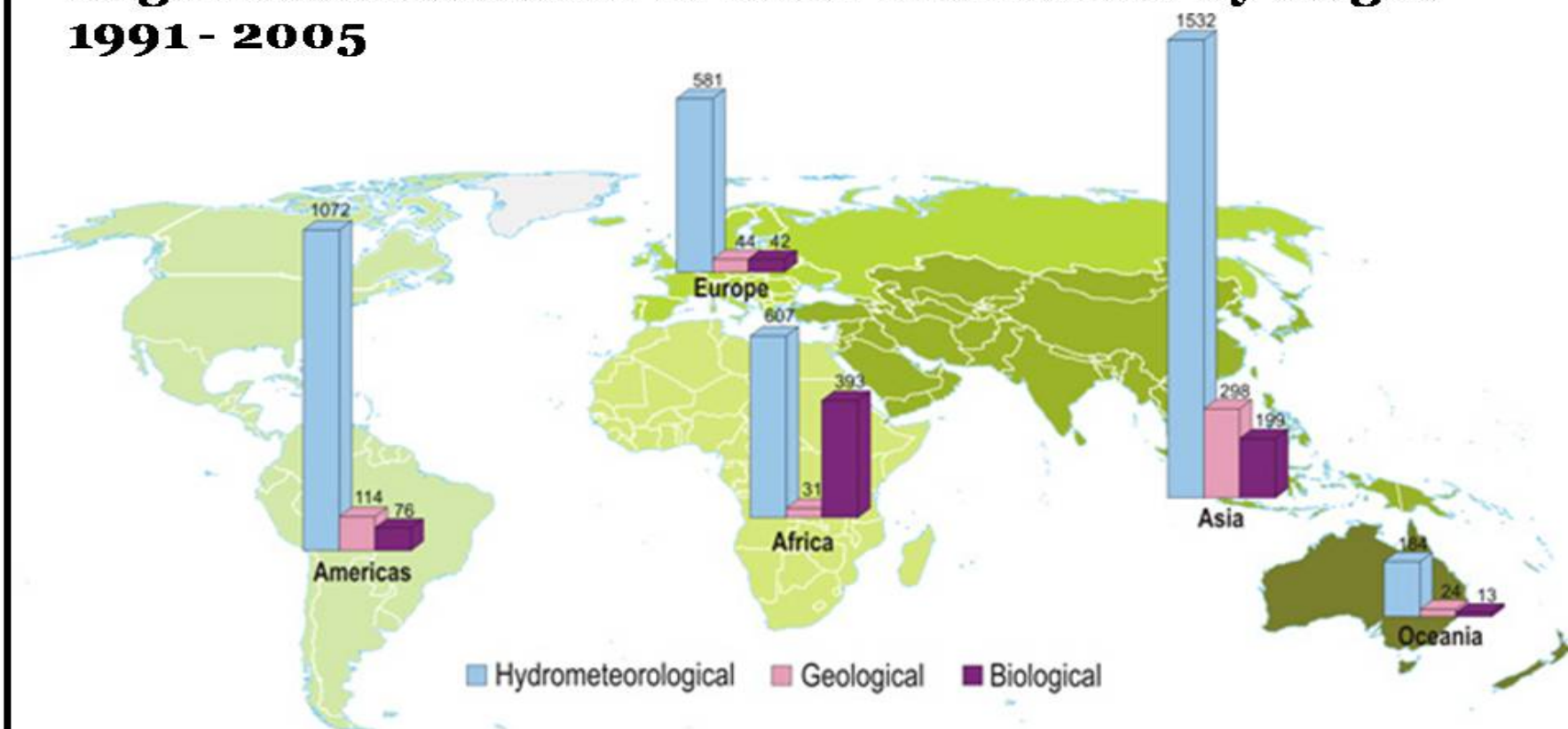
## Increasing occurrence of disasters



source: UN ISDR

# Around the Globe

## Regional distribution of natural disasters by origin 1991 - 2005



Base map: UNEP/DEWA/GRID-Europe, November 2004 - source: UNISDR

Note: The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

# Urban Danger

**2.57 billion** low & middle  
income urban dwellers at high  
risks of disasters



## FACT:

Most DRR investment take  
place **AFTER** disasters

## CHALLENGE:

Investment in **Pre-disaster**

\$1 → \$6-\$7 loss prevented

# Investment for change

Objective is to increase community based disaster risk reduction and preparedness in highly vulnerable 10 districts

July 2008 – December 2011

- Teachers : 5,325
- Students : 249,392
- Schools : 2,505

Locations: Medan, Batam, Surabaya, Semarang, Jakarta, Manado, Denpasar, Jayapura.



# Training for Trainers



# BCC Materials





# Investment by local Government



# *Investment by Schools*



# *Investment by teachers*



# *Investment by students*



# *Investment on Behavior Change*



# *Investment for live-saving*





# INVEST, before disasters!

Bring hope. Change lives!

Charles Ham

Global Disaster Response Coordinator

HOPE worldwide

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