Application Form
Showcasing Innovation:
Media and Communication for Disaster Risk Reduction

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<tr>
<th>Name of organisation:</th>
<th>International Federation of The Red Cross and Red Crescent Societies - IFRC</th>
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<tr>
<td>Type of organisation:</td>
<td>International Organization – 189 member Red Cross and Red Crescent National Societies</td>
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| Title of submission:  | Public Awareness and Public Education for DRR: Key Messages |
| Country/region your submission is representing: | Global |

Limit 500 words per question.

1. **Tell us about your communication initiative**
What form(s) of media and/or communication did it use? Why? Please describe in detail.

The Red Cross Red Crescent has a long history of working with communities on disaster risk reduction, increasing safety and resilience through campaigns, social mobilization/community engagement activities, informal education, participatory learning and formal school-based interventions. National Red Cross and Red Crescent Societies have developed a wide array of tools to support these activities carried out through their community-based risk reduction and preparedness programmes.

In 2011, the International Federation of Red Cross and Red Crescent Societies (IFRC) published the [Public Awareness and Public Education for Disaster Risk Reduction: a guide](https://www.ifrc.org), designed to support National Societies scale up their work in disaster risk reduction campaigning, social mobilization, partnerships and education. Alongside this guide, the IFRC carried out research on the activities are implemented by National Red Cross and Red Crescent Societies, and within the wider sector, to harmonize messages for disaster risk reduction.

Based on the research, a compendium of harmonized messages for disaster risk reduction was drawn from 17 widely-disseminated, authoritative sources, from a range of countries and regions, developed through interagency consensus. In addition, a global workshop that gathered experienced representatives experience from 23 National Red Cross and Red Cross Societies from around the world and other partners to deepen and share their knowledge. Participants used a filtering, selection and focusing process to draw up recommendations for the first version of the key messages for wider consultation.

In 2013, IFRC published [Public awareness and education for disaster risk reduction: key messages](https://www.ifrc.org). This tool was developed to highlight the importance of nationally-adopted, consensus-based, and evidence-based action-oriented key messages.
Advocates of DRR agree that disaster preparedness is everyone’s responsibility and involves many different actions. The key messages presented in this guidance too are meant for everyone, from the smallest units of social organization: individuals, households and families.

The core set of common messages, in Section A, addresses all-hazards household and family disaster planning. This section contains the guidance that everyone needs to know, to address all manner of hazards, including guidance for household fires, as well as general messages for early warning and evacuation in response to various hazards.

Section B provides additional hazard-specific messages that supplement the generic information in Section A, without duplicating the same instructions.

In order to organize and simplify a limited but fairly comprehensive set of messages, a rough typology of hazards is used to identify those that occur together and that call for common sets of interventions (see the Appendix). The priorities selected were:

- Earthquakes
- Floods
- Tropical cyclones (referred to in different regions as cyclones, hurricanes or typhoons)
- Wildfires
- Pandemics
- Drought

Field practitioners have recommended expanding on these messages. The following are priorities for expansion:

- Storms (including lightning, tornadoes and snow, ice or hail)
- Release of chemical, biological, radiological or nuclear materials
- Landslides, debris flows and glacial breakout
- Tsunami and tidal surges
- Volcanic eruption
- Cold waves and heat waves
- Climate change

This expansion process is currently under development, a collaborative effort between Save the Children and the IFRC.

2. **What was the aim of the communication initiative? Why?**

*Remember: all entries must involve communication targeted to people at risk.* Was this communication initiative part of a wider DRR initiative? If so, what role did it play?

Harmonized messaging is a key goal in disaster reduction awareness, and is particularly important when it comes to scaling-up efforts to create a culture of safety. Public Awareness and Education key messages were developed to be used as a reference to engage with individuals, households, schools and communities to promote disaster risk reduction and influence positive change in a coherent and consistent way. It involves the participation of government agencies, NGOs, UN agencies, National Red Cross and Red Crescent Societies and members of the communities themselves.

The objective of the key messages validation project is to develop and refine key DRR messages based on a universal template, and that can be contextualized for use anywhere.

Safety and resilience requires dramatic behaviour changes – these only become possible when the public can see that ‘everyone is doing it.’ For behavioural change messages to catch hold, people need to understand the reasons for carrying out specific measures and feel not only convinced of their effectiveness but capable of implementing them.
To promote consistent actions to the public, there is need of a key safety and resilience messages. Ensuring that these messages have credibility, legitimacy and strong impact, they need to be harmonized and consistent, backed by a consensus of key stakeholders, and based on the best knowledge available at the time.

The messages are structured in a way that helps people to think about the issues and problem solve for themselves. The framework for the messages is more clearly linked to the activities that take place in other levels of society, so that action taken at home logically connects with advocacy for action through work, school, community and governance.

The framework used here is based on scientific analytical research¹. This research highlights three logical and consistent spheres of activity that emerge from a wide mix of household hazard adjustment activities:

- Assessing risks as well as planning activities to reduce and/or respond to identified risks.
- Taking risk reduction measures to make built and natural environments safer.
- Developing response capacity, through learning skills and storing provisions.

Looking beyond household hazard adjustment to consider the wider range of disaster reduction activities suggested at micro and macro levels, these same spheres of activity still apply². Indeed, risk reduction outcomes require action in all three of these areas, and at every level of society. The key messages are structured to correspond to these findings, with each area of activity set out under these three categories, shortened to the following headings:

- Assessing and planning
- Mitigating risks
- Preparing to respond.

Cutting across all these efforts is the need to consider all members of households and communities, from the youngest to the oldest and including women and men, girls and boys, recognizing their individual access and functional needs, and those of the animals in their care.

3. Who was the target audience? Why?

Reference any audience research where possible. If the initiative targeted an especially vulnerable group, please explain.

The target audiences for public awareness and public education are individuals, families, Schools and communities at risk.

The better each household can plan ahead, reduce its risks (through structural, non-structural, infrastructural and environmental measures), develop response skills and store response provisions, the greater its resilience will be. By following this guidance, households and families can protect themselves, bounce back quickly, and contribute to the rapid recovery of their community. Each household can be part of the solution, rather than part of the problem. This work starts with each and every one of us.

Practitioners can use the Public Awareness and Education key messages to create clarity and understanding to affect changes among the target audience. Collaboration and cooperation is essential for developing consistent, harmonized and standardized messages that will be scaled up and repeated frequently enough to become common knowledge. IFRC invites National Societies, National Disaster Management Organizations, non-governmental organizations (NGOs) and inter-governmental organizations (IGOs) to be part of a global validation project with the objective of developing a comprehensive multi-regional set of key

messages for the World Congress of Disaster Reduction, as a contribution for the Hyogo Framework for Action (HFA).

4. Why should your entry be showcased as a good example of using communication for disaster risk reduction? Please see the selection criteria here.

The Public Awareness and Public Education: key messages are an innovative proposal that is the foundation of any kind of public awareness and education activity. To showcase it can be a very important opportunity to reach a wider audience and contribute to the promotion of a crucial element for the development of the Public Awareness and education materials in the future.

The validity, legitimacy and credibility of the key messages will be established by tens of thousands of role models, leading by example, through disaster reduction in their own households and families.

IFRC believes that this tool can make a great difference in the way that Public Awareness and Education actions are being done and specially can been done in the future. Partners are also invited to promote nationally-adopted, consensus-based, and evidence-based action-oriented key messages.

5. What impact did the initiative make?
How many people within the vulnerable population did you reach? What kind of a change did it make? What evidence do you have to support this? Please provide where possible.

The Red Cross Red Crescent has a long tradition in working with communities on disaster risks, increasing safety and resilience through campaigns, informal education, participatory learning and formal school-based interventions. National Societies, chapters and programmes have developed a wide array of tools to support these activities. Indeed, research found that around 100 National Societies around the world had carried out structured public-awareness and education activities on disaster reduction, were many of them were connected to children, schools and families.

Currently different initiatives can be mentioned as part of the uses and actions taken after the launch of the PAPE Key Messages initiative. This is an ongoing process that had a great potential to be expanded globally, with an expected impact at country and specially at local level. Some example of the activities and potential applications are highlighted in the below list:

- For integration into School curriculum, resource for simple Family Disaster Plans, developing public service announcements, as a reference for measurable social/behavior change actions, as a set of criteria against which to evaluate Public Awareness and Education activities.
- Key resource for development of Information Education and Communication materials eg.
  - Safe Steps messages - NatGeo and Prudential's Foundation - Philippines campaign and for the second phase to expand to other countries.
  - Disney-sponsored Activity Book (American Red Cross, Save the Children), and Pillowcase project (Global Disaster Preparedness Center (GDPC))
  - Hazard Apps (various languages) - Global Disaster Preparedness Center
- Preparedness Game (GDPC – UNESCO)
- Guidance for Protective Actions to take during Earthquake Shaking - GeoHazard International
• As part of the IFRC training and complementary Guidance e.g. Climate Change trainings in Asia and Africa - 2013 and 2014 and part of the new IFRC Community Early Warning System: Guiding Principles and Training Toolkit.

• The Global Assessment Report (GAR) for UNISDR 2014 highlights the PAPE key messages initiative under Indicator ‘Priority for Action (PFA) 3 – Core Indicator (CI) 2: School curricula, education material and relevant training include disaster risk reduction and recovery concepts and practices.

• PAPE Key Messages were integrated into the Comprehensive School Safety Framework that The Global Alliance for Disaster Risk Reduction and Resilience in the Education Sector and The Worldwide Initiative for Safe Schools, is promoting in preparation for the 3rd U.N. World Conference on Disaster Risk Reduction, 2015.

The following countries have consensus-based action-oriented Key Messages adapted and adopted at the national level,

• Laos – Lao
• Vanuatu – Bišlama
• Nepal – Nepali - Risk Reduction Consortium

It is expected that in the near future more countries can join this initiative, Save the Children, IFRC and the Global Alliance for Disaster Risk reduction and resilience in the Education sector are working to reach this goal in many countries as possible.

The PAPE Key Messages template is available in 24 languages. English, French, Spanish, Arabic, Russian. Thanks to the support of Translators without Borders as part of the promotion of the tool at country level 19 more languages will be launched in March 2015: Bosnian, Catalan, Croatian, Czech, Danish, Dutch, Farsi, Finnish, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Slovenian, Ukrainian.
Public awareness and public education for disaster risk reduction: key messages

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