Final Report
Tsunami Public Awareness and Education (PAE)
Stakeholders Consultation Meeting
La Romana, Dominican Republic, 19-20 November 2012

Executive Summary

This report will provide a short summary of the main themes and ideas brought forth at the Tsunami Public Awareness and Education (PAE) Workshop in the Dominican Republic. This was the first time that PAE professionals from over 24 countries came together to provide input for a tsunami communications strategy covering an extended region, including Central and South America, and the Caribbean.

This summary will cover high level feedback received on participant expectations of a regional tsunami communications strategy and suggestions on how they would like to help each other in the PAE process. It provides synopses of most of the presentations, and feedback from the working groups: a) Organisation for Eastern Caribbean States (OECS) countries, b) non-OECS countries/ Other Countries & Territories (OCTs), and c) Spanish-speaking countries. Workshop presentations can be downloaded here.

The report concludes with an indication of the way forward in drafting a regional Tsunami PAE Strategy, and comments from participants on what they have learned during the Workshop.

Introduction & Meeting Objectives

Over 30 Tsunami Public Awareness and Education professionals took part in a two-day workshop in the Dominican Republic on 19-20 November 2012 to discuss developments and recent initiatives in tsunami PAE.

Hosted by UNESCO IOC and the UNDP Barbados Sub Regional Office, the goal of the meeting was to share best practices and to help define the requirements towards drafting a Tsunami PAE Strategy for the Caribbean and adjacent regions. The adjacent regions, in this case, includes Mexico, Central America, the Caribbean and the coast of South America and includes regional representation from:

⇒ The Center for the Prevention of Natural Disasters in Central America (CEPREDENAC)\(^1\);

\(^1\) CEPREDENAC 7 members include: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama. Dominican Republic and SICA are Associate Members and Spain, Mexico and Taiwan are Observers.
⇒ the Caribbean Disaster Emergency Management Agency (CDEMA)\(^2\);
⇒ the Seismic Research Centre (SRC)
⇒ the Organisation for Eastern Caribbean States (OECS)\(^3\)
⇒ non-OECS islands;
⇒ OCTs, through the Overseas Countries and Territories of the European Union Association (OCTA)\(^4\)
⇒ members of the Intergovernmental Coordination Group for the Tsunami and Other Coastal Hazards Warning System for the Caribbean and Adjacent Regions (ICG/CARIBE), ITIC, UNDP and UNESCO.

Specifically, the meeting objectives were to:
⇒ define the requirements towards drafting a Tsunami PAE Strategy for the Caribbean and adjacent regions;
⇒ obtain expert advice on existing public awareness materials chosen by the Caribbean Tsunami Information Centre (CTIC) for wider dissemination;
⇒ learn about existing regional tsunami PAE strategies (i.e. CDEMA, CEPREDENAC, UNESCO); and
⇒ discuss options to integrate tsunami teacher educational materials into school curricula.

Please see Appendix 1 for the official agenda and Appendix 2 for the list of participants.

**Significant Events**

This was the first time a gathering of PAE emergency professionals from over 24 countries had assembled to provide input into the development of a PAE Strategy for Tsunamis which will guide communication approaches and messaging in these adjacent regions.

**High-Level Feedback from Participants**

In a group exercise, participants were asked to provide feedback on two questions:

\(^2\) CDEMA’s 18 Participating States include: Anguilla, Antigua, Bahamas, Barbados, Belize, British Virgin Islands, Dominica, Grenada, Guyana, Jamaica, Haiti, Montserrat, St Kitts and Nevis, Saint Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks & Caicos Islands.

\(^3\) OECS’ 9 members include: Antigua and Barbuda, the Commonwealth of Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, and St. Vincent and the Grenadines. Anguilla and the British Virgin Islands are Associate Members.

\(^4\) OCTs include 9 English and Dutch Overseas Countries and Territories in the Caribbean region: Anguilla, Aruba, Cayman Islands, Curacao, Montserrat, Sint Maarten, Turks and Caicos, Virgin Islands, and the Caribbean Netherlands/BES Islands (Bonaire, Saba and St. Eustatius); and includes several French territories: St. Martin, Martinique, Saint Barthélémy, French Guiana, Guadeloupe, and Réunion.
1) What do you expect from having a regional tsunami PAE strategy?
2) How can we help each other in this PAE process?

Responses were considered and surprisingly consistent. Appendix 3 on High Level Feedback provides more detail as to this process and individual comments.

In response to the first question, participants expect the regional communications strategy for tsunamis to be helpful in three main ways:

1) To share best practices, knowledge, successful experiences, and products;
2) To develop a simple, common strategy for the extended region that can be adapted, with clear guidelines and without duplication for each country; and
3) To ensure the strategy uses consistent messages.

Participants expect the Strategy’s uniform methodology and harmonized response approach would stimulate a unified response, increase information flow, and strengthen cooperation and regional continuity amongst countries and partners.

In response to the second question, participants wanted to help each other during this PAE process, personally, professionally, and through partnering. More specifically,

1) On a personal level, participants wanted to be honest with each other, and strengthen relations so that they could be their brother’s and sister’s keepers. During this workshop, they hoped to deepen and strengthen their individual commitment to sustain the PAE process and above all, maintain contact;
2) On a professional level, they wanted to share best practices, existing material and lessons learned;
3) More partnerships were sought to review and translate existing products and those being developed; refine and adapt Standard Operating Procedures that have been tried; look for mutually beneficial funding opportunities; and share both human and financial resources.

Review of Information Sessions

REGIONAL
Welcoming and introductory remarks were made by Mr. Marlon Clarke from the UNDP and Mr. Bernardo Aliaga, from UNESCO IOC. The Chair of ICG/CARIBE
EWS then discussed ICG/CARIBE’s mission, vision and achievements. Ms. Christa von Hillebrandt Andrade stated that while the greatest threat is the infrequency of tsunamis, they can very strongly affect coastal and economic resources of most countries in areas of tsunami impact. The US Virgin Islands was used as an example of an island that completely transformed its thinking due to three factors: the Japanese tsunami, recent tsunami deposit research on the island, and the country’s now sole dependence on tourism after its oil refinery closed.

In general, the Caribbean is better prepared than before the Asian tsunami since 90 percent of countries now have a tsunami focal point. However, the area is still missing some critical infrastructure, while monitoring, PAE material and protocols are still concerns.

**SOUTH AMERICA**

The second lecture by UNESCO’s Ms. Giovana Santillan presented findings from a recent PAE project in four Latin American countries: Columbia, Chile, Ecuador and Peru to enhance community learning, awareness and participation and strengthen regional early warning systems in the Pacific South East. In Chile, three sets of tsunami teaching kits were developed with teachers, students and parents to be in line with existing Ministry of Education curriculum (pre-primary school, primary and secondary school). UNESCO IOC worked with a range of stakeholders to hold training workshops, as well as print and distribute the three types of education kits to targeted communities in the north of Chile. A regional contest was held and students continue to meet regularly. Communities in the south of Chile are now asking for similar programs.

**PACIFIC & INDIAN OCEAN**

In her presentation, Dr. Laura Kong, Director of the International Tsunami Information Center (ITIC), quoted Kofi Annan after the 2004 Indonesian tsunami who advocated for one percent of funds to be allocated to education and awareness activities. ITIC recommended that preparedness priority be put towards earthquakes and presented several PAE tools that can be applied anywhere in the world. A guide to the process of adapting and developing materials was also shared as well as some lessons learnt from Indonesia in adapting PAE materials.

**TSUNAMI-READY ANGUILLA**

Ms. Susan Hodge from the Department of Disaster Management in Anguilla stated that being *tsunami-ready* is about people knowing what to do - not just
about tsunamis - but for all disasters. Anguilla built in many redundancies in their tsunami PAE activities which includes partnering with the Anguilla Red Cross to distribute a multilingual leaflet in all holiday villas/resorts, providing a free Disaster Risk Reduction colouring book to preschoolers and children in kindergarten (W is for Warning), putting up a two week library display complete with leaflets and globes, and conducting tsunami outreach with whistle stops in each community.

**TSUNAMI-SMART CARIBBEAN STRATEGY (Funded by USAID/OFDA)**

Drafted in 2008 by CDEMA and the SRC under the CDEMA Tsunami and Other Coastal Hazard Warning Systems (TCHWS) project, the *Tsunami Smart* Strategy was electronically distributed to all CDEMA participating states. Since its inception, and subsequent revision in January 2010, the *Tsunami Smart* strategy has been piloted by four countries, implemented in four; and introduced in five more (total= nine islands).

Ms. Judith Szabo, the strategic, risk and crisis communications consultant responsible for drafting the expanded Tsunami PAE Strategy, noted in her presentation that evaluations of the revised *Tsunami Smart* PAE campaign exist only for Grenada and Jamaica. She also stated that this Workshop provided an opportunity to re-examine how and to whom communication would be undertaken on this topic.

One barrier that has been observed is that long-term planning does not seem to be a priority in the Caribbean region. In addition, the new extended regional PAE strategy will need to accommodate the interests of at least three regional organizations: CDEMA, OECS, CEPREDENAC within the context of 40 Caribbean islands [including sovereign and dependent territories (Other Countries & Territories). The presentation also included a detailed strategic framework and offered several considerations as topics for the break-out groups taking place the following day.

**Feedback from Plenary Sessions**

The second day was devoted to three break-out group sessions for Caribbean (OECS & Barbados) members, Caribbean (non-OECS, OCTs) islands and Spanish-speaking countries. Each group presented its findings at a plenary session which was followed by extensive discussion.

All groups were asked to consider and comment on the topics below:
1. **Main Thinking Behind the Strategy** - partnerships, community-based approach, resilience

2. **Approach** - Concept of one-to-many for best traction, economy, best practices, lessons learned, tools (products)

3. **Inputs** - Identify, analyze & prioritize new key inputs (new stakeholders, Chile/Japan tsunamis, Early Warning System (EWS) PAE campaign/messaging, changes in PAE practices/ technology, other?), *Tsunami Smart*

4. **Messaging** – Can EWS behavioural messaging work as the common denominator for PAE strategies on tsunamis/ hurricanes/ flooding? Other disasters? Can tsunami PAE fit within a more general DRR context? Do we need separate campaigns for each disaster?

5. **Internal PAE** - Credibility: building trust and confidence in Disaster Agencies for enhanced credibility, authenticity, relations with media, coordination

A synopsis of each group’s comments follow.

**CARIBBEAN (OECS & BARBADOS) MEMBERS**

1. **Main Thinking Behind the Strategy** - This group advocated engaging in partnerships with relevant stakeholders, including media, using existing regional, multi-group entities. It also suggested regional harmonization of hazard messages within a specific time frame or period.

2. **Approach** - A harmonized platform was envisioned which included using resources efficiently, sharing best practices (common signage, colour, codes, etc), learning from the experiences of others, employing similar tools and adjusting the *Tsunami Smart* strategy to regional/local experiences and realities. It was recommended that undertaking situation analyses would help identify gaps eg: SWOT (Strength/Weakness/Opportunity/Threat) & PESTLE (Political, Economic, Sociological, Technological, Legal and Environmental). Similarly, monitoring and evaluation were considered important and part of the PAE iterative process of Plan, Do, Check and Act. The group also recommended advocacy at the political level during the PAE process of implementing and financing an Action Plan.

3. **Inputs** – By taking advantage of internal and external stakeholder partnerships, this group hoped that many quality resources and programmes could be accessed such as:
   - Tsunami Smart include Drop, Cover, Hold On
   - Recent regional projects
• Telecom providers, educational institutions, IT Center
• Cultural stories, plays, books etc.
• Natural signs, animal behavior
• Risk profile (vulnerability and capacity assessment)

It was also suggested that an annual Disaster Risk Reduction (DRR) Exhibition Week/Day etc. etc) be created and promoted with a generic template useful to all.

4. **Messaging** - Comprehensive Disaster Management (CDM) should include all aspects of hazards and their origins. The group suggested that the PAE campaign be comprehensive to include universal messaging for themes (fires, hurricanes, flooding) and a regional harmonization of the timing of messages (promoting specific hazards at various times of the year). It was recommended that absolutes and jargon in language or messaging not be used, and that one message identifies shelters in the safe zone(s) for evacuation and assembly points. Sometimes, key technical terms or facts need to be used verbatim.

5. **Internal** – The credibility of the Disaster Organization is, according to this group, dependent on what or who the source of information is. They recommend that established protocols be created and used that identify the national Disaster Focal Point; identify the designated person (s) delivering the message; and outline the distribution mechanisms. Credibility is also affected by a lack of message uniformity being used across a wide cross-section of stakeholders eg: nurse, doctor, police, fire, security, coupled by the lack of regular, standardized instructor training and instructor accessibility. The group points out that one of the PAE weaknesses across the region is the lack of evaluation and quality control.

Comments in the plenary were on the similarity of the key points in this presentation with that of the non-OECS/OCTs Caribbean Islands, and several comments on political awareness and advocacy. After the last three tsunami events, political decision-takers in one country increased their awareness about lives lost and the economic impact of tsunamis. Another island is now working hard to convince their government to set up a reserve budget for response contingencies, rather than waiting for international aid to come.

**CARIBBEAN (NON-OECS, OCTs) ISLANDS**

1. **Main Thinking Behind the Strategy** - This group stressed that public awareness and public warning are two different things and shouldn’t be mixed up. They stated that effective communications requires both in-country operational procedures and a national plan. Given that their communities are more hurricane-informed then
tsunami-informed, they wanted PAE’s main objective to be giving people tsunami knowledge so that people can take ownership over their own safety.

2. **Approach** - This group suggested that choosing audiences depended on the situation in every island country but that at a minimum, target groups should include the public, and executives of large industries (refineries, harbour-bound companies). In addition, partnerships should be expanded to include, for eg: hotel and tourist organizations as well as government organizations and NGOs.

In addition to working on community-based information, they suggested listening to people, and using a SWOT analysis to determine which tools the target audience wants/ needs, depending on their motivation. They recommended the importance of keeping the population informed on a continuous basis with understandable information. The group also noted that being honest with the media and the public to say when information has its limits should be part of the plan.

3. **Inputs** - The group recommended informing audiences using multi-based systems rather than regular PAE tools such as books, flyers and booklets, and finding more creative (and even shocking) ways/tools such as a regional contest for a tsunami information video clip/film or animation (that can be filmed later) by youth in the region. While the group recognizes the need for social media, they are not certain whether the increasing role of social media helps inform or misinform the community.

4. **Messaging** - Some suggested messages include: a) referring to the past; the threat is real; severity/impact on their communities; how to prepare; how to recognize the warning signs; and react immediately! - don’t wait for the warning system.

5. **Internal** - There was a strong emphasis on the need for Disaster Agencies to retain and improve their credibility by making alliances with countries and islands in the region so as to provide fast, accurate scientific information about seismic events. In some islands, PAE officers wanted to obtain a better scientific understanding of the likely impacts of tsunamis in their region, possibly by upgrading the number of scientists.

Comments in the plenary were on sharing seismology resources more efficiently, and a discussion on earthquake and tsunami messages, their applicability to regions/countries and what to say when messages seemingly conflict.
SPANISH-SPEAKING COUNTRIES

1. **Main Thinking Behind the Strategy** - This group advocated a concise, community-based strategy.

2. **Approach** – It is suggested that a national, permanent education system be created involving different stakeholders. Curriculum subjects would be based on reliable scientific information. The group stated that this suggestion ties in well with the conclusions reached by the Caribbean (OECS & Barbados) Members. Additionally, a non-formal way to work with the communities would also be used so that learning could take place in both the education system and in the communities.

3. **Inputs** – Local and national data, experiences and lessons learned, including cultural, ancestral knowledge, would be gathered systematically and analyzed using a wide variety of technological tools since communities have different levels of technological capability. For example, some communities will need to develop technology.

4. **Messaging** – The group consensus was to ensure that messaging be clear, concise, precise and take into consideration existing communication platforms. They stressed however, that messaging must be differentiated by disaster or event since for example, a hurricane watch doesn’t mean the same thing as a tsunami watch.

5. **Internal** – To enhance the credibility of disaster organizations, this group suggested that media be integrated into emergency alert systems. As such, media outlets should only take into consideration information originating from scientific advisors or experts. Official academic institutes need to be strengthened. It was also recommended that the public be made aware of tsunami criteria/protocol and response plans. For example, if the public is aware of the protocols in place of how the government responds to an event, it will be difficult and unfair of the public to criticize the authorities and their actions, thus leading to a lack of credibility.

Comments in the plenary were focused on media engagement, and on disaster agencies being more proactive in making traditional media part of preparedness and prevention campaign, rather than just being reactive. Discussions resolved around media’s role in early warning systems, as opposed to public education, and in the new cell broadcast technology introduced in the Netherlands.
The Way Forward

Overall, there seems to be much congruence in the expectations, needs and concerns of each region.

Many workshop participants were struck by the relevance of the South American educational campaign to issues taking place in their countries/islands/territories. In many ways, the Chilean example provides a blueprint to some strategic imperatives and impactful best practices in long-term educational PAE. These include the importance of working with the Ministry of Education for increased credibility and authenticity; developing targeted educational kits to fit the school curriculum and for different audiences; partnering with a wide variety of public/private stakeholders; and trusting local/cultural knowledge to lead the way.

In spite of, or perhaps because of, the strong strategic elements that were put in place at the beginning of this project, the successful promotion of this campaign could in fact be due to the old-fashioned method of “word of mouth” – to which there is no better substitute. Good news travels fast and communities in the South of Chile soon learned about the successful tsunami lesson plans in the North. And so the word will continue to travel, right through the Dominican Republic to the PAE Tsunami Workshop Participants and onto their countries/islands.

Comments from Participants

Participants were asked about their greatest learning or insight as a result of this two-day consultation. They generally agreed that the consultation was of benefit and that the information gathered would be incorporated into specific country-based systems upon their return. Detailed comments from participants are found in Annex 4.
APPENDIX 1  Tsunami Public Awareness and Educational (PAE) Stakeholders Consultation Meeting  
La Romana, Dominican Republic, 19 - 20 November 2012

DRAFT AGENDA

DAY 1 : Monday 19 November 2012

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker/Leader</th>
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<tbody>
<tr>
<td>9:00AM</td>
<td>Welcoming Remarks</td>
<td>Christa von Hillebrandt Andrade, Chair ICG/CARIBE EWS</td>
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<tr>
<td>9:15AM</td>
<td>Structure and Goals of Meeting</td>
<td>Bernardo Aliaga, UNESCO</td>
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<tr>
<td>Part 1.-</td>
<td>Setting the scene, ICG/CARIBE EWS, PAE international experiences, DRR PAE Regional Policies</td>
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<tr>
<td>9:30AM</td>
<td>The ICG/CARIBE EWS mission, vision and achievements</td>
<td>Christa von Hillebrandt Andrade, Chair ICG/CARIBE EWS</td>
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<tr>
<td>10:00AM</td>
<td>Coffee Break</td>
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<tr>
<td>10:30AM</td>
<td>UNESCO DIPECHO projects in South America: experiences in Tsunami PAE materials introduction to national curricula</td>
<td>Giovana Santillan, Project Coordinator “Strengthening the Regional Tsunami Early Warning system, preparations in Colombia, Chile, Ecuador and Peru”.</td>
</tr>
<tr>
<td>11:00AM</td>
<td>Experiences in developing systematic approach to Tsunami PAE tools and scope of PAE tools in the Pacific and Indian Ocean regions</td>
<td>Laura Kong, Director International Tsunami Information Center (ITIC)</td>
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<tr>
<td>11:30AM</td>
<td>Discussion: what is required for the Caribbean to integrate systematically PAE tools for tsunami to formal and non formal education?</td>
<td>All</td>
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<tr>
<td>12:30PM</td>
<td>Lunch Break</td>
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<tr>
<td>Part 2.-</td>
<td>Towards a Draft Tsunami PAE Strategy for the Caribbean (1)</td>
<td></td>
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<tr>
<td>2:00PM</td>
<td>Draft Tsunami PAE Strategy for the Caribbean</td>
<td>Consultant UNDP/ERC Project</td>
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<tr>
<td>2:30PM</td>
<td>Adaptation and translation of three select tsunami materials developed through the collaboration of the, CTWP, ITIC and UNESCO/UNDP</td>
<td>Bernardo Aliaga</td>
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<tr>
<td>3:00PM</td>
<td>Discussion: general comments to the Draft Tsunami PAE Strategy for the Caribbean</td>
<td>All</td>
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<td>4:30PM</td>
<td>Adjourn</td>
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DAY 2 : Tuesday 20 November 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker/Leader</th>
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<tbody>
<tr>
<td>Part 3.-</td>
<td>Breakout Groups</td>
<td>Facilitators: Christa von Hillebrandt Andrade, Laura Kong, Bernardo Aliaga, Kerry Hinds</td>
</tr>
<tr>
<td>8:30AM</td>
<td>Breakout Groups in rooms SAONA and IMPERIAL Goal= to refine the document “Draft Tsunami PAE Strategy for the Caribbean”</td>
<td>Facilitators: Christa von Hillebrandt Andrade, Laura Kong, Bernardo Aliaga, Kerry Hinds</td>
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<tr>
<td>10:00AM</td>
<td>Coffee Break</td>
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<tr>
<td>10:30AM</td>
<td>Continued Breakout Groups</td>
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<tr>
<td>12:30PM</td>
<td>Lunch Break</td>
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<tr>
<td>Part 4.-</td>
<td>Towards a Draft Tsunami PAE Strategy for the Caribbean (2)</td>
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<tr>
<td>2:00PM</td>
<td>Presentation of Working Groups contributions</td>
<td>Working Groups</td>
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<tr>
<td>4:00PM</td>
<td>Closing and next steps</td>
<td>All</td>
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<td>4:30PM</td>
<td>Adjourn</td>
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### APPENDIX 2

#### List of Attendees

**Tsunami Public Awareness and Educational (PAE) Stakeholders Consultation Meeting**  
La Romana, Dominican Republic, 19-20 November 2012

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Organisation</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Mr. Sherrod James</td>
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<td>Ms. Michelle Forbes</td>
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<tr>
<td>Ms. Susan Hodge</td>
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<td>Mr. Simon Boxall</td>
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<td>Public Awareness and Media Relations Officer</td>
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<tr>
<td>Ms. Kerry Hinds</td>
<td>Barbados</td>
<td>DEM and ICG/CARIBE EWS WG4 Chair</td>
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<td>Mr. Marlon Clarke</td>
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<td>Mr. Karl Payne</td>
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<tr>
<td>Ms. Giovana Santillan</td>
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<td>Mr. Julian Augusto REYNA MORENO</td>
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<td>Secretary, National Ocean Commission Colombia</td>
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<td>Ms. Rosario Martinez Olvera</td>
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<td>Ms. Flor de Maria ESCOBAR</td>
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<tr>
<td>Mr. Alejandro Gutiérrez Echeverría</td>
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<td>Universidad Nacional de Costa Rica - Comision Nacional de Emergencia</td>
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<td>Ms. Corrine Leysner</td>
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<tr>
<td>Ms. Christa von Hillebrandt Andrade</td>
<td>USA</td>
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Overview

During the PAE Workshop, each of the more than 30 participants was asked to answer two questions:

1) What do you expect from having a regional PAE strategy?
2) How can we help each other in this PAE process?

It is a testament to the future impact of these consultations that each of the participants thought deeply about their responses. The results were surprisingly harmonious and congruous in most respects, particularly given the diverse regions represented at the consultation: CEPRENEDAC members, (Mexico, Central America, South America), the Caribbean (CDEMA, OECS, non-OECS/OCTs), along with ICG/Caribe, ITIC, UNDP and UNESCO.

Each of the two questions is preceded by a short synopsis that captures the majority thinking. This is then followed by individual responses to the question.

**Question 1: WHAT DO YOU EXPECT FROM HAVING A REGIONAL PAE STRATEGY?**

*Synopsis* - Participants expect this regional communications strategy for tsunamis to be helpful in three main ways:

1) To share best practices, knowledge, successful experiences, and products;
2) To develop a simple, common strategy for the extended region that can be adapted, with clear guidelines and without duplication for each country;
3) To ensure the strategy advocates using consistent messages.

Participants expect the Strategy’s uniform methodology and harmonized response approach would stimulate a unified response, increase information flow, and strengthen cooperation and regional continuity amongst countries and partners.

*Spanish/English Translation*

- Avanzar de manera conjunta en la región intercambiando experiencias.
  - Move forward together in the region to exchange experiences.
- Considerar una estrategia evita duplicidades.
  - Consider a strategy that avoids duplication.
- Apoyar a los países vecinos con avances específicos de un país.
  - Supporting developments of neighboring countries with country-specific expertise.
- Incrementar el impacto de nuestro trabajo.
  - To increase the impact of our work.
- Una estrategia que se adapte a cada país de la región sin dejar de tomar en cuenta las necesidades y características de todos y cada uno de los países.
  - A strategy that suits each country of the region while taking into account the needs and characteristics of each and every one of the countries.
- Que el conocimiento compartido permita el desarrollo de capacidades y potencialidades en nuestros propios países y regiones.
  - Shared knowledge allows the development of capacities and potential in our own countries and regions.
• Establecer comunicaciones continuas para ofrecer los “tips” de cómo llevaron a cabo la capacitación entre los alumnos.
  o Establish ongoing communication to offer "tips" on how the training conducted among students.
• Compartir la información que genera cada país en la sensibilización del fenómeno natural.
  o Share the information generated by each country in raising awareness about this natural phenomenon.
• Identificar los obstáculos a una estrategia para poder encontrar soluciones juntos.
  o Identify obstacles to a strategy together to find solutions.
• Bien identificar los elementos necesarios, indispensables para desarrollar la estrategia.
  o Well identify the elements essential for developing the strategy.
• Tener documentos que ya pueden ser traducidos y compartidos por todos.
  o Having documents that can be translated and shared by all.
• El reconocer y divulgar las experiencias exitosas, o los logros que se han obtenido, para aprovechar las experiencias y entender cómo ayudar a otros, y aprender de ellos.
  o Recognizing and disseminating successful experiences, or achievements that have been obtained, to draw on the experience and understand how to help others, and learn from them.
• Una estrategia con lineamientos claros que pueda ser adaptada a nuestras localidades partiendo de una línea común.
  o A strategy with clear guidelines that can be adapted to our locations based on a common line.
• Verificar procesos educativos y facilitar la comunicación nacional e internacional para mejorar la administracion del riesgo por tsunami.
  o Check educational processes and facilitate national and international communication to improve risk management by tsunami.
• Mantener una comunicación a nivel regional es importante para estar informados de cualquier fenómeno en el área.
  o Maintain regional communication is important to be informed of any phenomenon in the area.

English
• Recognizable, simple way to get our community tsunami ready
• Simplified method for reaching into the greater community to inform
• The strategy must lead to the minimization of socio-economic impacts.
• Greater communication flow among Caribbean countries
• A unified response by emergency agencies
• A uniformed methodology to guide stakeholders
• Harmonized approach to response, taking into consideration our resources as a group
• Harmonized approach to tsunami awareness
• Technical and scientific assistance to provide realistic knowledge and understanding of the tsunami risks
• Expertise to deliver media interrupts from smart phones
• Social media strategies for tsunami threats
• Consistent messages that can be used in different countries, but responds to the Caribbean tsunami situation and motivate greater involvement of non-conventional stakeholders
• Good protocols of communication
• Real time data available
• Regional continuity of tsunami information
• A clearing house mechanism for providing PAE resources for community awareness etc.
• Utility and adaptability
• More useful cooperation among partners such that saves and shares expertise and resources
• Branding (uniform methodology) adaptable to audiences
• Interactive template product utilizing audio/visual, CGI etc.
• Interactive products (audience generated content)
• Time bound
• Consistency of basic message across region

Question 2: HOW CAN WE HELP EACH OTHER IN THIS PAE PROCESS?

Synopsis - During this PAE process, participants wanted to help each other personally, professionally, and through partnering. More specifically,

1) On a personal level, participants wanted to be honest with each other, and strengthen relations so that they could be their brother’s and sister’s keepers. During this workshop, they hoped to deepen and strengthen their individual commitment to sustain the PAE process and above all, maintain contact;

2) On a professional level, they wanted to share best practices, existing material and lessons learned;

3) More partnerships were sought to review and translate material existing products and those being developed; refine and adapt Standard Operating Procedures that have been tried; look for mutually beneficial funding opportunities; and share both human and financial resources.

Spanish/ English Translations

• Para los países experimentados, dar métodos claros, etapas para construir el programa de sensibilización.
  o For experienced countries, provide clear step-by-step methods to build awareness program.
• Creando estrategias que permitan ser adaptadas a cada país.
  o Creating strategies to be adapted to each country.
• Presentar que se está haciendo en cada país para no duplicar esfuerzos y a partir de entonces, complementar nuestras estrategias en este proceso.
  o Showing what is being done in each country to avoid duplicating efforts and thereafter, complement our strategies in this process.
• Compartiendo materiales elaborados.
  o Sharing materials developed.
• Compartiendo lecciones aprendidas.
  o Sharing lessons learned.
• Compartiendo contactos con socios y donantes.
  o Share contacts with partners and donors.
• Compartiendo las experiencias y el material educativo que se desarrolle a través de diferentes medios de divulgación.
  o Sharing experiences and educational material developed through different mass media.
• Aprender de la experiencia de los demás e ir implementando mejoras a nivel regional.
  o Learning from the experience of others and to implement improvements at regional level.
• Compartiendo información sobre cómo se han resuelto algunos problemas comunes para el desarrollo de PAE.
  o Sharing information about how others have solved some common problems in the development of PAE.

**English**

• Keeping in touch and exchanging local experiences
• Sharing experiences
• Sharing best practices
• Share best practices and programs from countries
• Honest and open exchange of ideas
• Sharing what went well and what didn’t so we avoid pitfalls
• Sharing respective experiences and extracting those that are suitable to our local situations
• Provide existing materials and lessons learned from PAE experiences in our countries
• Identifying/sharing best practices in each individual territory of public awareness success experiences (finding resources as well)
• Providing comprehensive review of materials being developed
• Redefining and adapting most of the standard operating procedures (SOPs) that have been tried and proven in affected countries
• Looking for mutual funding for example, for translation of PAE material and development of methods
• Effectively implement and utilize procedures and mechanisms developed to address tsunamis
• Sharing of resources, both human and capital (financial)
• Development of a model strategy which is tested, and (its) impact monitored and reported
• Strengthen relations with each other. Be our brother’s keeper. Partnerships are key.
• Sharing of resources, expertise, best practices
• By deepening and strengthening individual commitment to sustaining the process
• Exchange email and data and keep in touch after the meeting
Participants were asked about their greatest learning or insight as a result of this two-day consultation. They generally agreed that the consultation was of benefit and that the information gathered would be incorporated into specific country-based systems upon their return. The table below lists participants’ comments about the benefits found.

<table>
<thead>
<tr>
<th>being better prepared</th>
<th>opened eyes in terms of what needs to be done and what can be done at home</th>
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<tbody>
<tr>
<td>managing stakeholder expectations</td>
<td>confirming that the methodology for this regional PAE strategy is important and congratulations to the whole group</td>
</tr>
<tr>
<td>realizing that PAE is a shared responsibility and that we don’t need to do it alone</td>
<td>feeling reassured that their country is not isolated; they have the same problems even though the situation is different.</td>
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<tr>
<td>discovering lessons learned</td>
<td>learning best practices and other countries’ strategies</td>
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<tr>
<td>There is no right or wrong way. Just get the message out.</td>
<td>There is more than one formula to talk about tsunamis.</td>
</tr>
<tr>
<td>establishing regional &amp; personal relationships</td>
<td>sees connections between PAE and the need for policy development</td>
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<td>getting more confidence</td>
<td>being excited about developing a regional PAE strategy</td>
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<tr>
<td>being happy to be around like-minded people</td>
<td>There is information commonality to the same challenges occurring in the Seychelles, and the Pacific Islands. Think for the long term, sustainability.</td>
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<tr>
<td>would have liked to have had simultaneous English translation of Workshop proceedings</td>
<td>would have liked a longer workshop</td>
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<tr>
<td>Need to be honest and upfront with information. Learned a lot.</td>
<td>privileged to be a part of a process in which all participants were so courageous in their honesty</td>
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<tr>
<td>Protection of life is the highest priority but we need to combine it with protection of our economy.</td>
<td>knowing that 80-90% of schools are within one mile of the coast</td>
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