Tsunami Education and Awareness

Nicolás Arcos
UNESCO/IOC – NOAA/ITC

Call for Action

26 December 2004
230,000 dead, 500,000 injured, 1 million displaced, $8 billion in damages

“We cannot stop natural calamities, but we can and must better equip individuals and communities to withstand them.”

UN Secretary-General Kofi Annan

Anticipating, educating and informing are the keys to reducing the deadly affect of such natural disasters. Unfortunately such activities have not been given priority.”

UNESCO Director-General, Koïchiro Matsuura, 3 January 2005

Basic topics

- Tsunami science and hazards
- Historical tsunami events and their impacts
- Tsunami Warning System
  - Sources
  - Modes of dissemination
  - Types of messages
  - Timing
- Tsunami Emergency Response System
  - Safety actions
  - Services available
- Tsunami Safety Rules

Warning Sources:

- Natural Warning ➡ Tradition
  Education
  Awareness

- Official Warning ➡ Education
  Awareness

- Informal Warning ➡ Education
  Awareness
Considerations

- **Culture**: requires sensitivity to develop understanding and approaches that build based on local culture, beliefs and practices
- **Programmatic**: requires solid, broad consultation approach and sustained commitment by all stakeholders
- **Locality**: requires use of location, hazard and language context effectively to assure clear understanding and good communication
- **Diversity**: requires knowledge on community and society structures to develop meaningful hazard/risk/safety communication strategy

**Education : What, Who**

- **Formal**
- **Structured**
- **Standards**
- **Science-based**

Curriculum: Content, Language age-appropriate Teaching Materials

**Targets:**
- Schools: Elementary, Primary, Secondary, High
- Out-of-school, Home-school children
- Adults – may be non-formal education program
- Individuals
- Professional
- Special needs - Disabled Children / Adults

**Education : Formal**

- Books
- Teaching Materials

**Education : Informal**

- Comics
- Toys & Games
- Video, CD, DVD Rom

**Education : How**

- Classroom – Schools
- One-on-one teaching
- Train-the-Teacher
- Special Meetings:
  - ex: youth groups, local planning groups
- Drills & Exercises

Customize Education

*Every community is unique*

Ask the community

*Engage community leaders prior to workshop to understand their needs*
Public Awareness: What, Who

- Informal
- Public Education and knowledge building
- Mass dissemination
- General disaster preparedness (All-hazards)

Targets:
- Public
- Targeted Communities, hotels and tourism (multi-lingual), Industries.

Public Awareness: How

- Community Meeting and Workshops
- Assemblies & Special Meetings
- Toys & Games
- Drills, Simulations, Exercise
- Publications, Media (Printed and Electronic)
- Exhibitions: Fairs, booths, displays
- Disaster Commemoration

Resources:

The Regional Disaster Information Center (CRID) is an initiative sponsored by six organizations that decided to join efforts to ensure the compilation and dissemination of disaster-related information in Latin America and the Caribbean.

These organizations are:
- Pan American Health Organization - Regional Office of the World Health Organization (PAHO/WHO)
- International Strategy for Disaster Reduction (ISDR/UN)
- Costa Rica National Risk Prevention and Emergency Commission (CNE)
- International Federation of Red Cross and Red Crescent Societies (IFRC)
- Coordination Center for Natural Disaster Prevention in Central America (CEPREDENAC)

http://www.cridlac.org

Resources: ITIC

Audiences include:
- Students
- Communities
- Emergency management officials
- Science/technical
- Media
- Teachers

http://www.TsunamiWave.info
http://itic.ioc-unesco.org

Resources: ITIC

- Tsunami: The Great Waves (1975)
  - Global phenomenon - Indian Ocean
  - Comprehensive tsunami mitigation: hazard risk assessment, warning guidance, preparedness and education
  - Customize with stories, graphics, photo

- Tsunami Warning! (1991)
  - Children’s booklet on Tsunami Response
  - Customize Source
  - Customize National / Local Response

- Tsunami Safety Poster / Rules (1970s)
  - Customize Stories, Photos

- Tsunami Glossary (1990s)
  - Tsunami-related terms
  - Classification, Characteristics, Measurement, Surveys, Instruments, Governance, Warning, Mitigation
**Customizable Awareness Materials**

**Tsunami safety poster**
- Template - national or local safety posters
- Customize - local languages, photos, graphics
- Standard set of information for public
  - What a tsunami is?
  - How do tsunami act when they come ashore?
  - What are natural tsunami warning signals?
  - What should you do when a tsunami warning is issued?
  - Where do I find out more tsunami information (national, local)?

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**Tsunami Warning!**
- English, Spanish, Indonesia, Thai, Sri Lanka, Maldives, Mozambique
- Sources: Alaska, Indonesia, Chile

**Materials Adaptation and Development:**
- The Process
  - Gap Analysis: Materials, audience, information, national, local, NGO, consultations
  - Production Planning: Distribution, targets, prioritization
  - Implementation: Adaptation, local context, language, culture
  - Production: Testing, evaluation, feedback, adaptation
  - Prioritization: Training, behavior, and visualization of inventory

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**SELECTION PROCESS - PHILIPPINES**
- **Key message** - identify
- **Inventory of all** information materials currently available in the country
- **Assessment** as to which existing information materials answer to key messages
- **Identification of current gaps** in materials (age-appropriateness, culture-sensitive, gender-sensitive, Persons with special needs)

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**Materials Produced: Indonesia example**
- **Material:** Adapted from: Washington, USA
- **Produced:** 500 copies

<table>
<thead>
<tr>
<th>Users</th>
<th>Content</th>
<th>Trade-offs</th>
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<tbody>
<tr>
<td>Public sector: Media</td>
<td>How electronic media understand warning products and responds to the information in order to save more lives</td>
<td>Need complimentary training and materials</td>
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Sustainability

Remember…
Long intervals between tsunamis, so education must be constant, consistent and accurate.

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