**Tsunami Education and Awareness**

Nicolás Arcos
UNESCO/IOC – NOAA/ITIC

**Call for Action**

UNESCO Director-General, Koïchiro Matsuura, 3 January 2005

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

UN Secretary-General Kofi Annan

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

**Activities: Information Management & Exchange**

- **Terminology**: easily understood, update and disseminate international standard terminology.
- **Networks**:
  - strengthen networks among disaster experts, managers, planners across sectors and regions.
  - promote & improve dialogue among scientific communities, practitioners, and other stakeholders
  - develop local, national, regional and international information/data sharing systems

**Activities: Education and training**

- **Education**:
  - promote inclusion in school curricula
  - promote implementation of preparedness in higher education
  - promote community-based training initiatives
  - ensure educational opportunities for whole community, including: women, vulnerable populations.
  - including gender and cultural sensitivity training
Activities: Research

- **Research:**
  - develop socio-economic cost-benefit analysis of risk-reduction actions at all levels
  - strengthen the technical and scientific capacity to develop and apply methodologies to assess vulnerabilities
- **Public awareness:**
  - promote the engagement of the media to develop and sustain a culture of disaster resilience and strong community involvement

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

- **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

Curriculum, Language, age-appropriate
Teaching Materials

Diversity
- Tsunami science and hazards
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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 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.

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:
- International Strategy for Disaster Reduction (ISDR/UN).
- 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:
Materials for teachers, students, and communities. Also, reference materials for professionals.

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

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

Customizable Awareness Materials
Tsunami safety poster
- 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)?

Customizable Awareness Materials
Tsunami Warning!
- English, Spanish, Indonesia, Thai, Sri Lanka, Maldives, Mozambique
- Sources: Alaska, Indonesia, Chile
**SELECTION PROCESS**

- **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

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<thead>
<tr>
<th>Users</th>
<th>Content</th>
<th>Trade-offs</th>
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<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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