Tsunami Public Awareness & Education Strategy for the Caribbean and Adjacent Region

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ICG-VIII
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Tsunami Public Awareness & Education Strategy

- Participation of WGIV Members in Tsunami Public Awareness and Educational (PAE) Stakeholders Consultation Meeting, November 19-21, 2012, Dominican Republic

- Contributed by providing technical input and guidance to the development of the Tsunami Public Awareness & Education Strategy for the Caribbean and Adjacent Regions
The strategy / (guidance document) :

- focuses on building long-term education and awareness on how to prepare and respond to tsunamis for countries in the Caribbean and adjacent regions be adopted.

- concentrates on planning and preparedness rather than providing guidelines to manage crisis communications during a disaster.
Tsunami Public Awareness & Education Strategy

• **Methodology**
  ▫ This strategy has been developed through extensive research, analysis and consultation.

  ▫ Once this communications strategy is validated, it is expected that a more harmonized approach to tsunami public awareness and education - taking in consideration earthquakes and other coastal hazards - will occur over time.
Tsunami Public Awareness & Education Strategy

• It is envisaged that a harmonized approach to tsunami public awareness and education can be used by countries and territories from the Caribbean and adjacent regions.

• Results: 1) standardize messaging, 2) increase information flow, 3) strengthen cooperation and foster regional continuity amongst countries and partners
Tsunami Public Awareness & Education Strategy

• 4 areas were chosen so as to generate the highest potential public awareness impact
  ▫ Curriculum integration (Target group: Education sector)
  ▫ Specialized training (Target group: media, teachers, first responders, PAE professionals)
  ▫ Community participation and input (Target group: multiple stakeholders)
Tsunami Public Awareness & Education Strategy

- Country/community designation or recognition by a program such as *Tsunami Ready®*. Communities could also become designated as “Marine and Coastal Hazards Ready”.

- If designation or recognition is not possible, at a minimum, install unaffiliated tsunami or other coastal hazard signage on key public beaches (Target Group: tourism and private sectors, residents).
Tsunami Public Awareness & Education Strategy

- It is expected the regional communications strategy for tsunamis to be helpful in three main ways:
  - To share best practices, knowledge, successful experiences, and products;
  - To develop a simple, common strategy for the extended region that can be adapted, with clear guidelines and without duplication for each country; and
  - To ensure the strategy uses consistent messages.
Recommendations of WGIV to the ICG VIII

• Approve the Tsunami Public Awareness and Education Strategy for the Caribbean and Adjacent Regions
Comments or Questions?

Thank You