Questionnaire on the implementation of the PAE strategy

The framework "Tsunami Public Awareness and education Strategy for the Caribbean and Adjacent Regions" (PAE), was approved by the ICG CARIBE-EWS and published in 2013 by the UNESCO as IOC Technical Series No. 107.


Below are some chosen phrases extracted from this framework explaining the general objective of this PAE strategy.

In the executive summary: “This Tsunami Public Awareness and Education Strategy focuses on building long-term education and awareness on how to prepare and respond to tsunamis for countries in the Caribbean and adjacent regions. It concentrates on planning and preparedness rather than providing guidelines to manage crisis communications during a disaster.

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This is the first time that a tsunami awareness and educational strategy of this scope and magnitude has been developed for this region. It is the result of over seven months of extensive research, analysis and consultation with over 30 stakeholders during 2012 and 2013.

Once this communications strategy is validated, a harmonized approach to tsunami public awareness and education can be used by countries and territories from the Caribbean and adjacent regions. Long-term implementation results of this framework are expected to standardize messaging, increase information flow, strengthen cooperation, and bring regional continuity amongst countries and partners.

Tsunami education and awareness are made within the context of broader disaster risk reduction (DRR) initiatives including the establishment of a Caribbean Tsunami Information Centre (CTIC), and building and sustaining disaster resilience as a shared responsibility across the region. It is also expected to complement other public awareness and education (PAE) work being done in each of the countries. “

In page 6: “Every island/country is unique with unique economic, political, cultural factors that guide in PAE implementation. The Tsunami PAE Strategy is not prescriptive and requires each country to do its own due diligence and communications priority setting. There is no one-size-fits-all formula, nor is it likely that many countries would want this.

To receive the maximum benefit from any long-term communications strategy, it is suggested that each country conduct an environmental and program analysis using PESTLE (Political, Economic, Sociological, Technological, Legal, Environmental) and SWOT (Strengths, Weaknesses, Opportunities, and Threats) to adapt this tsunami PAE framework to regional/national/local experiences and realities.”

We consider it important to get the feed back of the ICG/CARIBE EWS member states on how this framework is being implemented in their own country to strengthen public resilience to tsunami. In a first step, we sent the questionnaire below to all of you members of the WG4 to get your feed back.
With your feedback, we could exchange during the ICG to perform the questionnaire, and decide when to send it to all member states. The objective is to determine the complementary actions of those already implemented (annual Exercise, tsunami program recognition, information medias of the CTIC) to develop to help member states to make a commitment in a long-term plan of development of the impact strength of their population.

Questions

1) Have you found the PAE strategy framework useful?
   - YES: [ ] how?
   - NO: [ ] why?
   - Not familiar with document.

2) The Strategy recommends that the Tsunami PAE framework be adapted to regional/national/local experiences. Has your country/agency prepared a Tsunami PAE Plan?
   - YES: [ ] What actions were included in this plan and what financial and human resources were assigned?
   - NO: [ ] Do you think your country/territory will prepare such a plan? For when?

3) Do you believe that a specific training should be given to help prepare a Tsunami PAE plan?
   - YES: [ ] Who in your organization would you like to participate in such a training?
   - NO: [ ] What help would you like to have to prepare or implement the strategic plan?