

# Building Urban Resilience in Southeast Asia

Lao PDR



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1 city (Vientiane)

6 districts

38,000 people (including government officials, students, teachers, small sellers, and labourers)

The 18-month Building Urban Resilience in Southeast Asia project, funded by the European Commission's Humanitarian Aid Department (ECHO), supports Red Cross Movement partners in four countries, Cambodia, Lao, Vietnam and the Philippines, to build capacities of National Society staff, government officials, school teachers and school children, Red Cross youth and volunteers, and partners, through a coherent, regional strategy building on good practice and using innovative methods. The action emphasizes gender equity and social inclusion, among poor, vulnerable people, including people with disabilities and older people.

## Lao PDR Country Profile

Since 1955, as auxiliary to the Lao Government in delivering humanitarian services, the Lao Red Cross has been supporting the basic needs of the most vulnerable, working with communities to improve health and livelihoods, and assisting in preparing for and responding to disasters. The National Society consists of a national office, 17 provincial branches, one capital city branch and 49 district chapters.

The Lao Red Cross has received financial support for emergencies from ECHO and for disaster risk reduction through IFRC and French Red Cross. This has contributed to building the knowledge and skills of staff and volunteers in disaster risk management.

## Outcomes



**Safer behaviour, improved preparedness and social change** in urban areas through innovative and tailored public awareness and public education (PAPE) for disaster risk reduction

- A national-level workshop on public awareness and public education for disaster risk reduction, behavioural change and risk communication, and good practices for Knowledge, Attitude and Practices (KAP) surveys
- A strong emphasis on research and a tailored approach to developing key messages for different audiences and utilising technologies for enhanced community participation and greater efficiency in collecting data (for example through open software and tablets)
- High impact campaigns designed collaboratively with local and national media, private sector and community members

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