

Regional Workshop on Public Awareness and Public Education (PAPE)

18-20 October 2016

Hive Hotel, Quezon City, Manila

Introduction

With 1,265 reported disaster events between 2005-2014, Asia-Pacific is one of the world's most disaster-prone regions. As a result of these devastating disasters, approximately 500,000 people lost their lives with an additional 1.4 billion people affected, and \$523 billion worth of economic damage. Furthermore, almost half of the region's population live in urban areas and is estimated to rise above two-thirds by 2050: this rapid growth will exacerbate pressures on infrastructure and resources, exacerbate socio-economic disparities, and magnify the risk of environmental hazards and health risks.

The 18-month *Building Urban Resilience in Southeast Asia* project, funded by the EU, supports Red Cross Movement partners in four countries, Cambodia, Lao, Viet Nam and the Philippines, to build capacities of National Society staff, government officials, school teachers and school children, Red Cross youth and volunteers¹, 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. The International Federation of Red Cross and Red Crescent Societies, in partnership with Finish, German and Spanish Red Cross societies, brings to the project extensive experience in school safety, public awareness and public education and risk mapping, with strength in regional sharing and learning, and peer support.

Public awareness and public education for disaster reduction seek to turn available human knowledge into specific local action to reduce disaster risks. It mobilizes people through clear messages, supported with detailed information. Hazard awareness alone does not lead directly to people adopting risk-reduction measures.

Hence, the purpose of this concept note is to outline Regional PAPE Workshop agenda and preparation which the workshop will be during 18-20 October 2016, and to clarify roles and responsibilities within IFRC and relevant PNSs and NS to be involved, in particular Philippine Red Cross and Spanish Red Cross.

¹ <http://www.ifrc.org/en/what-we-do/principles-and-values/youth-as-agents-of-behavioural-change-yabc/>



Objectives

- 1) To design and develop PAPE for DRR in the urban contexts, and train selected RCY and RCV on PAPE strategies and skills in the urban context
- 2) Carry out PAPE for DRR in each urban area in the four cities, led by RCV and RCY, including developing and giving out new, inclusive PAPE and IEC materials on DRR and CCA for urban areas, using good practices, new technologies and social media

Expected Outcomes

In the third week of October 2016, under the 'Building Urban Resilience in Southeast Asia' project, IFRC in conjunction with project partners German Red Cross, Spanish Red Cross and Finnish Red Cross, plans to conduct a 3-day Teaching of Trainers (ToT) workshop on designing and implementing Public Awareness and Public Education (PAPE) campaigns for disaster risk reduction (DRR), in Manila, Philippines. They shall contribute to the following expected outcome:

- 1) Participants increase their knowledge in effective behaviour change communication processes, based on the PAPE guide and key messages
- 2) Participants reflect on existing BCC practice in their countries and identify innovative ways to enhance their outreach in urban contexts
- 3) Participants are able to facilitate the design, implementation and monitoring & evaluation of the PAPE in their respective countries (particular focus will be given to the KAP survey and national workshop)
- 4) Participants can confidently replicate the training with Red Cross National Society staff

*Participants will include Red Cross National Society staff from Disaster Management, Communications and Health departments, as well as Red Cross Youth and Volunteers. Members from IFRC's Gender and Diversity and PMER units will also potentially attend.

Venue: Hive Hotel, Quezon City, Manila, the Philippines

Pre-Workshop Tasks:

- 1) Identification of a national behaviour-change case study or good practices (to bring to workshop)
- 2) Bring the existing the promotion materials and IEC materials for market place

TENTATIVE AGENDA

TIME	AGENDA	SESSION OBJECTIVE	KEY SPEAKER / LEAD FACILITATOR
Day 1 –October 18, 2016 (Tuesday)			
08:30-09:00	Participant registration		IFRC
09:00-09:30	Welcome and introduction Welcome & Opening Remarks: PRC Introduction of the workshop: IFRC Group Photo	To introduce the meeting objectives to participants.	IFRC & PRC
09:30-10:00	Expectations and Ground rules	To understand the participant's expectation from the training To establish ground rules for effective training/participation	Muhammad Shafique
10:00-10:30	Pre-test	To establish the baseline of knowledge	
10:30-10:45	Coffee break		
10:45-11:15	Session 1: 'Building Urban Resilience' Project Overview	Project overview	Kanokporn Jaroenrith, Regional Project Manager
11:15-11:45	Session 2: Introduction to BCC - Why BCC - What are behaviors and determinants of behaviors	To explain the BCC and related concepts To develop the understanding of	Muhammad Shafique & Co-facilitators team

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	- Process of behavior changes	participants about the key determinant of behavior change	
11:45-12:30	<p>Session 2: (Cont'd) Overview of key steps and components in planning & implementing a PAPE campaign/initiative (refer to 8 key questions) Why is initiative important - Empower communities as active partners Who is initiative aim at - Identify target audience What could the initiative consist of? - creating enabling environment</p>	To explain the key steps and components in planning and implementation of PAPE/BCC campaigns or initiatives	Muhammad Shafique & Co-facilitators team
12:30-13:30	Lunch		
13:30-14:45	<p>Session 2 (Cont'd) Who should we work with? - Partnership When and where - Integrate PAPE How will we approach - Selection of the appropriate approaches What tools should we use - Channels of communications - Interpersonal, folk media or mass media What else need to consider? Key communication barrier</p>	<p>Touch upon the key approaches (the details will be in next session)</p> <p>To identify the key communication barriers in our communities</p>	Muhammad Shafique & Co-facilitators team
14:45-15:45	<p>Session 3: Market Places to showcase best practices The target countries will bring and display the key PAPE materials in the 4 country booths</p>	An interactive session to showcase the best practices, effective PAPE strategies, materials and tools in the target countries	Muhammad Shafique Kanokporn Jaroenrith

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15:45-16:00	Coffee break		
16:00-17.00	Session 4: Key approaches in PAPE - Campaigns, Participatory learning, Informal education, formal school based intervention	Introduction to key approaches i.e. Campaigns, Participatory learning, Informal education, Formal school based interventions and identify the key tools which suit for urban areas	Muhammad Shafique & Co-facilitators team
17:00-17:30	Closing/next day planning		
Day 2 –Oct 19, 2016			
08:30-09:00	Recap Day 1		Participants
09:00-09:30	Session 5 Key messages / How to develop effective and consistent messages	To discuss the key ingredients of the effective messaging <ul style="list-style-type: none"> - Well- crafted messages - Powerful imagery - An engaging and compelling tone Adapt to local context	Muhammad Shafique & Co-facilitators team
09:30-10:30	Session 5a : Tools What are the main tools (print, electronic)	To explain the different types of tools and advantages and disadvantages of these tools	Muhammad Shafique & Co-facilitators team
10:30-10:45	Coffee break		
10:45-11.15	Session 6: Theories of behavior change <ul style="list-style-type: none"> - (Stages of change theory) 	To explain the five stages of behavior change i.e. pre-contemplation, contemplation, planning, action and maintenance	Muhammad Shafique

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11:15-12:30	Session 7: Community Engagement Approach <ul style="list-style-type: none"> - What is community? - Historic perspective of community engagement - Community engagement throughout project life cycle - Challenges in community engagement 	To share the concept of community, importance of community engagement	Muhammad Shafique & Ly Nguyen
12:30-13:30	Lunch		
13:30-15:00	Session 8 : Innovative PAPE/BCC strategies " <i>Positive Deviance</i> " Orientation to positive deviance (Conceptual game and story) Use of social media to reinforce PAPE campaigns	To introduce the concept of positive deviance and new social media approach	Muhammad Shafique & Lyn
15:00-15:30	Coffee Break		
15:30-18:00	Session 9: Monitoring and evaluation of PAPE campaign <ul style="list-style-type: none"> - World Café discussion 	To share the monitoring and evaluation of PAPE/BCC activities/campaigns/materials	Muhammad Shafique & Co-facilitators team
18:00-18:30	Wrap-up Closing Next day planning		
Day 3 –Oct 20, 2016			
08:45-09:00	Recap Day 2		
09:00-10:15	Session 10: Designing and implementing a KAP survey + collection and analysis of data <ul style="list-style-type: none"> - Purpose: Establishing baselines; gathering 	To explain the purpose and process of KAB, quantitative and qualitative researches, when and why?	Muhammad Shafique & Kanokporn Jaroenrith

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	<p>information to identify problem, understand target, shape approach</p> <ul style="list-style-type: none"> - Quantitative vs. qualitative 		
10:15-10:30	Coffee break		
10:30-12:30	<p>Session 11: Facilitation & Communication skills</p>	To orient the participants on the communication and interpersonal communication skills for effective communication and facilitation	Muhammad Shafique & Ly Nguyen
12:30-13:30	Lunch		
13:30-15:00	<p>Facilitation skills</p> <ul style="list-style-type: none"> - Training technique for adult learning - Factor that create good learning environment - Case study - Promoting engagement through small group work <p>Practice presentation and feedback (role plays)</p>	To stimulate participants to consider important principles and practices of training adults, drawing on their own experience as learners	Muhammad Shafique Kanokporn Jaroenrith
15:00-15:15	Coffee Break		
15:30-16:30	<p>Session 12: Communication Strategy for the cascade trainings</p>	To develop the communication strategy with the country teams to organize cascade PAPE training in their countries	Muhammad Shafique & Ly Nguyen Kanokporn Jaroenrith & All participants
16:30-17:00	Post test & Workshop Evaluation Form		All participants
17:00-17:30	Closing the workshop		Kanokporn Jaroenrith