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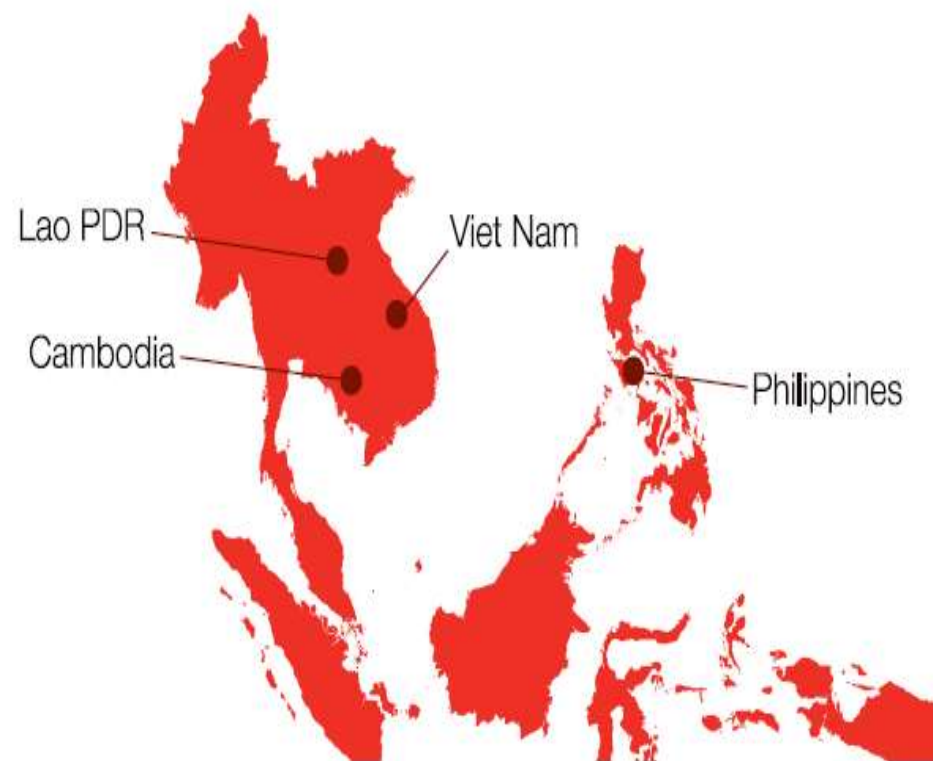
Project Overview

October 18th, 2016

Hive Hotel, Quezon City

*Building Urban Resilience in Southeast Asia Project
Funded by ECHO*

Project Overview



18 months

4 countries

15 organisations

12 high-risk urban communities

11 urban public schools

289,959 people reached

EXPECTED OUTCOMES



Children and youth are more resilient to disasters and have a safe and secure learning environment through improved Red Cross contributions to the ASEAN Safe School Initiative



Safer behaviour, improved preparedness and social change through innovative and tailored public awareness and public education for disaster risk reduction



Increased capacity of local government authorities and Red Cross for disaster preparedness and response through working together to improve community-based disaster risk reduction tools



Project stakeholders in Southeast Asian countries improve urban disaster risk management, through regional cross-learning and sharing events facilitated by the IFRC

Linkage between PAPE and the project implementation

- The International Federation of Red Cross and Red Crescent Societies (IFRC), in partnership with the Finnish RC, German RC and Spanish RC 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 to peer support.
- This is complemented by a focus on regional cooperation and peer-to-peer learning among Southeast Asian National Societies in the field of Disaster Risk Reduction, which is supported by the *Regional Resilience Initiative*, a four-year endeavor funded by Canada through the IFRC.

Linkage between PAPE and the project implementation

- Public awareness and public education for disaster reduction seeks 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.
- Our Participants have been included Red Cross National Society staff from Disaster Management, Communications and Health departments, as well as Red Cross Youth and Volunteers.

Regional Workshop Objectives

- **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**
- **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 of this workshop

- Participants increase their knowledge in effective behaviour change communication processes, based on the PAPE guide and key messages
- Participants can reflect on existing BCC practices in their countries and identify innovative ways to enhance their outreach in urban contexts
- 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)
- Participants can confidently replicate the training with Red Cross National Society staff

Pre-Workshop Tasks:

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

***For more information at Regional Level,
please contact:***

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Building Urban Community Resilience for your future



SALAMAT PO!

Questions & Answers