



Key approaches in PAPE

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Session objectives

At the end of the session:

- Participants will be able to explain the four approaches to public awareness and public education for disaster risk reduction

1. Campaigns



Campaigns

The focus of campaigns is to provide uniform, large-scale impact with standard messages.

There are many examples of large-scale national and international public awareness campaigns that have led to massive social change

Examples include childhood immunization, the wearing of seat belts in cars, and smoking restrictions

Activities in a campaign

Campaigns comprise a set of activities that may include:

- Billboards,
- Posters,
- Flyers,
- Brochures
- performing and cultural arts
- games and competitions
- audio and video materials •
- social media and telecommunications.

Key component of campaigns

Key component	Variation
Message	<ul style="list-style-type: none">• One message or several• All together or separately
Audience	<ul style="list-style-type: none">• National• District• Local
Strategy	<ul style="list-style-type: none">• Focal days, such as an anniversary or memorial day• A national preparedness day or week• A Red Cross Red Crescent day or week• International Disaster Reduction Day (in October)• Weekly or monthly events or activities• Awards or competitions
Timing	<ul style="list-style-type: none">• Short term or long term• Duration: year round or seasonal• Frequency: one off or recurring

Group work

Divide the participants in 4 groups (country wise) Ask them to provide one example of the key approaches i.e. large scale campaigns, participatory learning, informal education and formal school based interventions from your countries

- Targeted audiences
- Tools / approach
- Timing / Period
- Measures of the effectiveness
- CHALLENGES and lessons learned

2. Participatory learning

People are especially motivated by approaches in which they themselves participate in a solution, and especially when they believe it is their own idea.

The focus of participatory learning is to engage people in discovery and problem solving for disaster risk reduction.

The key tools in participatory learning are:

- transect walk
- community risk and capacity mapping
- seasonal calendar
- focus-group discussions.

Group work

How to use the following tools:

- Transact walk
- Seasonal calendar
- Focus group discussion

3. Informal Education

The informal education is conducted by the volunteers based on the availability of the target audiences

Informal education involve standard messages and materials and conducted at household, school, workplace etc.

It is very effective as people can ask questions and clarification on the spot

The following materials can be used during the informal education:

- Story telling
- Street theatre
- Small group discussion
- Demonstration, visual aids

4. Formal school based interventions

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The formal school based interventions are part of the curriculum

Two major areas

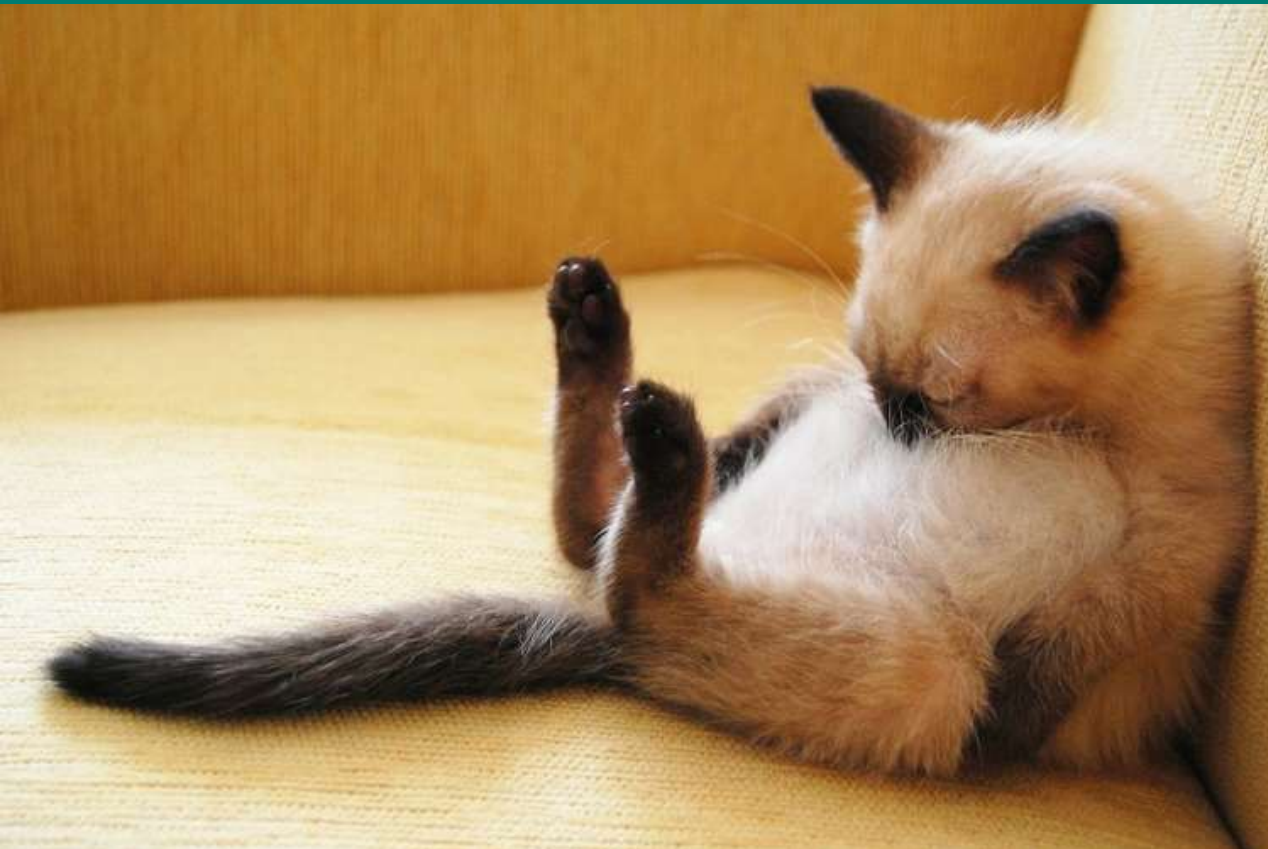
1. School disaster management:

- Community based first aid, fire suppression, sanitation, psychosocial support

2. School drills:

- Building evacuation
- Site evacuation
- Lock-down (keeping students inside in case of violence)

Thank you



**malaria
consortium**
disease control, better health