

IDDR/ADDM REPORTING

Red Cross Red Crescent Societies / Southeast Asia / October 2017

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IFRC Contact Information

For further information, please contact:

Herve Gazeau, DRR Project Manager, IFRC Country Cluster Support Team, Bangkok

herve.gazeau@ifrc.org | Ph. +66 (0)26 618 201 | Skype gazeauherve

ASEAN Day for Disaster Management

The ASEAN Day for Disaster Management (ADDM) was hosted by the Lao Ministry of Social Welfare. It was celebrated in Luangprabang, Lao PDR, back-to-back with the ASEAN Committee on Disaster Management (ACDM), attended by the heads of National Disaster Management Offices (NDMOs), Ministers from the nine ASEAN Member States, ASEAN Secretariat Office, Lao Provincial Governor and representatives from the government. Around 150 delegates convened together in this event.

In addition to an annual Ministerial Meeting, the exhibition showcased of good practices on disaster management and risk reduction from the region was organized. The IFRC's Community Voices videos and the booth featured the publications and QR code generated materials drew a great attention from the Deputy Prime Minister of Lao PDR and other Ministries.

During the meeting week, the social media campaign related to the event was also shared in IFRC Asia Pacific twitter platform and partners' account.

Photograph



Lao

This year Lao Red Cross celebrated IDDR/ADDM through two activities; IDDR Day Television Talk Show and Radio Q&A programme. The main theme using was “Safe and Resilient Communities for Resilient ASEAN.” The highlights included:

- The IDRR Day Television Talk Show program was hosted by two well-known television announcers and broadcasted on Lao National Television channel. Four key stakeholders including the Ministry of Social Welfare, OXFAM, Weather Forecast Bureau and Lao Red Cross were invited to discuss about their roles and works in disaster risk reduction. The talk show was broadcasted at 0900 PM on Thursday 12th Oct and re-ran again at 0630 AM on Friday 13th October. Two media outlets from Vientiane Times and Lao Phatthana newspapers reported about the event.
- The Radio Q&A programme aimed to target the public to raise their awareness on the IDDR day as well as disseminate the knowledge related to disasters and resilience issues. The programme was on air daily from 25 September until 19 October at 1500-1530 hrs through the national radio. In total, there were 58 calls (27 female, and 31 male) for 50 questions. 70% of the calls were from the Vientiane Capital and Central part of the country. The answers of each questions as well as the background script/content of the topic were provided during the show time. The coffee mugs and tote bags were produced as the prize for the winners.

In addition, the IDDR day activities and key messages were also broadcasted via Radio Red Cross, wave 103.5 FM.

Photograph



Record for IDDR Day TV Talk show in the studio



Lao Red Cross staff presented the gifts award to distribute to the winner

Myanmar

This year, Myanmar Red Cross Society (MRCS) IDDR/ADDM events reached national, regional & local levels using the UNISDR's theme "Home safe Home." The representation of members of different townships (total 5,883 people) participated the event. The highlights included:

- Pre – event for IDDR Day in the People's park of Yangon City on September 30, 2017. This was the first time the event took place whole day (09:00 AM – 05:00 PM). MRCS organized booth to display Disaster Risk Reduction photos and materials. The National Society also raised awareness of disaster knowledge to the public with games and quizzes. There was also Q&A session with celebrity. Another innovation activity to engage the community was sharing games and hazards through the mobile applications.
- At national level, the commemoration activity was organized in in Nay Pyi Taw.
- At Yangon and Mandalay regional level, the commemoration activities were organized to raise awareness of the importance of Disaster Risk Reduction and success story of the programs implementation in Myanmar.
- At local level, the commemoration activities were organized in Hinthada district and in 3 townships (Kyauktan, Hlaing Thar Yar, Thaketa). The National Society organized the essay and painting contest for students, community awareness activities on earthquake; fire; flood and storms.

Gender of Participants

For a full breakdown of the gender of the participants, please refer to the full report provided by the National Society, saved in *T:\07 COMMUNICATIONS\Campaigns\IDDR ADDM\IDDR_International Day for Disaster Reduction October 13 2017\Evaluation and reportingMyanmar*

Photograph



National Level Photo Booth in Nay Pyi Taw, Myanmar



Regional Social Minister participated the quiz game on the Pre-event day.



Communities were engaged in the quiz game on the Pre-event day.



Firefighting demonstration with fire extinguisher by Fireman in Hinthada District



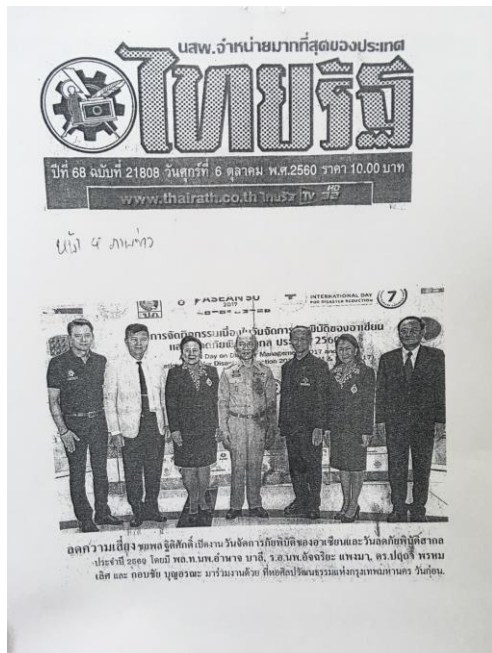
DRR Photos display in Yangon Region Government Office

Thailand

In Thailand, IDDR day was organized on the 1st October at the Bangkok Art and Culture Center under the collaboration of the Department of Disaster Prevention and Mitigation (DDPM), the Relief and Community Health Bureau of the Thai Red Cross Society and other key partners. It attracted around 300 visitors to participated the event. In remembrance for the late King Rama 9, the country set up the exhibition and educational booths highlighting His Majesty's work to build the resilience for the community using the theme "The King's Philosophy on Disaster Risk Reduction for Sustainability." The short films screening and disaster risk reduction awareness raising materials from various key stakeholders were also disseminated during the event. The highlights included:

- Strong engagement with the government including the Department of Disaster Prevention and Mitigation, Ministry of Interior (DDPM) and National Institute for Emergency Medicine (NIEM)
- Strengthening DRR campaign together with international DRR / humanitarian assistance organizations. Key partners involved are Save the children, PLAN International, ADPC, RAK THAI, World vision publishing, APG (Foundation for older person's development) and Road Accident Victims Protection Company Limited.
- 12 Newspapers and 8 television journalists were invited to cover for the IDDR Day exhibition.

Media Coverage



Photograph



*Seminar in the topic
“Safe and Resilient Communities for
Resilient ASEAN”
and sub-theme “The King’s Philosophy for
sustainable Disaster Risk Reduction”*



*Thai Red Cross exhibition board under
the theme “Safe and Resilient Communities for
Resilient ASEAN” and sub-theme
“The King’s Philosophy for sustainable
Disaster Risk Reduction”*



*Pledge for “Safe and Resilient Communities
for Resilient ASEAN”*



*Thai Red Cross booth provided disaster risk
reduction educational and awareness raising
materials to visitors.*

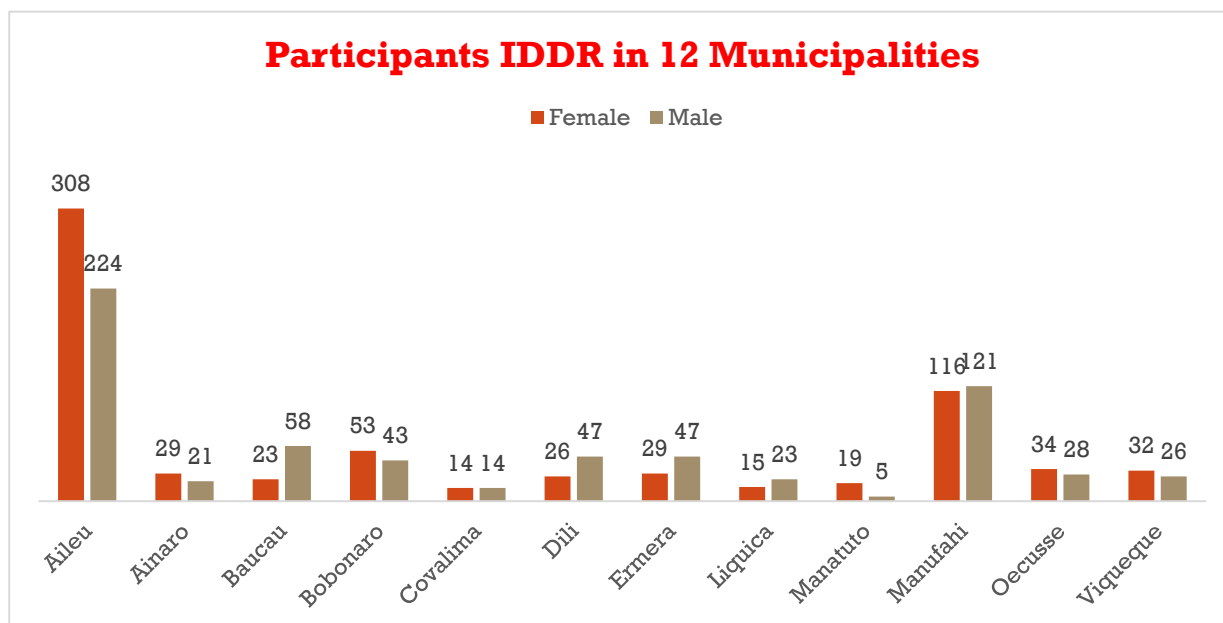
Timor-Leste

Timor Leste Red Cross (CVTL) celebrated IDDR day at District and National Level using the UNISDR's theme "Home safe Home." This year highlights included:

- The Government of Timor Leste, at a national and local level, were strongly involved in IDDR, including the Ministry of Social and Solidarity (NDMD, NDOC), the Ministry of Defense and Security, the Ministry of Health, Ministry of Education, Ministry of Public Works, Ministry Interior (Police and F-FDTL), Ministry of Administration and State, Municipality Disaster Management committee (MDMC) member, District and sub district administrators, Head of village and sub village, firefighters and Civil Protection.
- The key messages about the importance of Disaster Risk Reduction were spread throughout the country before, during and after the event using many communication channels: Public Service Announcement (PSA), community radio, talk show for radio, television spot, community drama, workshop and exhibition. Fifty banners showing what actions need to do in certain disasters were distributed to 25 villages across Timor.
- In Manufahi and Oecusse, the event involved reporters from RTTL, Community Radio and the Timor Post newspaper. The Community Radio in each of the 13 Districts delivered IDDR key messages leading up to the IDDR.
- Drill simulation exercise conducted for awareness about the type of hazard and disaster risk, role and responsibility organized well. In Viqueque and Oecusse municipality, the DDMC coordinator recommended to conduct a disaster simulation in all municipality events engage village leaders to involve so they could continue to raise awareness in their respective communities.
- Timor-Leste Red Cross reported that messages were well received by participants in the respective districts, and that coordination and cooperation between the local government, INGOs and private sector were strengthened, with recognition that DRR is a common responsibility and they all aware with their roles.
- In national event, there were 532 (308 female, 224 male) people are listed and around more than 300 students and community attended but were not registered.

Partner Involvement

In National event, the UN agency (UNDP, IOM), World Bank, INGO's (World Vision, Child Fund, Plan International, Mercy Corp, Oxfam, CRS, SPC) shared in budgets and activities. Plan International and Child Fund were responsible for the DRR quiz and completion for students. CVTL, IOM and MSS were responsible for preparing fire simulation with Red Cross Branch in Aileu. Other organizations were responsible for logistics and communications (IEC material).



Media Coverage

CVTL in collaboration with GMN (*Grupo Media Nasional*) TV produced and broadcasted a TV spot (a short video by a Ex-President of Timor-Leste - Dr. José Ramos Horta) and 10 times Public Service Announcements (PSA) and 30 minute Talk Show for radio regarding IDDR theme and DRR key messages on Metro Community Radio which was aired twice and across the country.

Before the event day, CVTL had a Press Release which was published in the Timor Post newspaper. During the event day, National TV and radio (RTTL) and RTM (*Radio e Televizaun Maubere*) did a report which was showed on TV at night.

Manufahi and Oecusse Municipalities involved RTTL and community radio reporters to discuss the event through radio and TV.

Social Media

The weeks leading up to CVTL had specific posts on specific disasters – on what to expect and how to react. This was shared on both Facebook and Twitter. The short video of the Ex-President of Timor-Leste - Dr. José Ramos Horta was also posted on Facebook and Twitter. Also other relevant tweets and FB posts by other societies were shared.

Photograph



Ministry of Defense provided a Safe Shelter booklet to the victims impacted from high winds.



CVTL volunteers and students preparing for drill simulation.



Red Cross volunteers evacuated pregnant women in fire simulation.



The First Lady of Timor-Leste participated IDDR event

Viet Nam

This year Viet Nam Red Cross (VNRC) celebrated IDDR Day through the awareness raising activities on the Vietnam Disaster Law and VNRC's disaster preparedness and response mechanism among relevant stakeholders and communities in Vinh City of Nghe An province. Two main themes using were "Safe and Resilient Communities for Resilient ASEAN, and UNISDR's "Sendai Seven Campaign." The highlights included:

- Around 350 participants from IFRC, VNRC headquarters and 30 chapters, General Directorate of Natural Disaster Prevention and Control and Provincial Committees for Natural Disaster Prevention and Control from 30 provinces, the Central Vietnam Disaster Prevention Support Fund, the People's Committee of Nghe An, People's Army in Nghe An, Red Cross volunteers and community members attended the event.
- Provincial media and national media in Vinh City, Nghe An, as well as VNRC media also participated the activities and featured the event on the national and local news as well as social media.
- The event also served as an opportunity to disseminate disaster law key messages on rights, roles and responsibilities of communities in disaster management, through key messages on banners and standees, and speeches by IFRC and VNRC. In addition, it was followed by the Disaster Law workshop and Disaster Law Training of Trainers.
- VNRC also called for support for communities affected by the recent flooding in Nghe An and other provinces. Following the event, VNRC HQ, the Central Vietnam Disaster Prevention Support Fund, and Nghe An RC Chapter immediately went to visit and provided support to families whose member were killed by the recent flooding.

Media Coverage

Online news:

- <http://http.baonhandao.vn/thoi-su/tu-hoi-ctd-viet-nam-huong-ung-ngay-quoc-te-giam-thieu-rui-ro-thien-tai-tham-hoa-2017-4027>
- <http://http.baonhandao.vn/thoi-su/tu-hoi-ctd-viet-nam-huong-ung-ngay-quoc-te-giam-thieu-rui-ro-thien-tai-tham-hoa-2017-4027>
- <http://gmt.vn/62-8-489/Lanh-dao-Quy-tham-du-le-mit-tinh-huong-u.aspx>
- <http://nghetinhplus.vn/tin-nghe-tinh/nghe-an-huong-ung-ngay-quoc-te-giam-nhe-rui-ro-thien-tai-tham-hoa-13-10-46169.html>
- <http://moitruong.net.vn/mit-tinh-huong-ung-ngay-quoc-te-phong-tranh-va-giam-nhe-thien-tai/>
- <http://truyenhinhnghean.vn/xa-hoi/201710/nghe-an-huong-ung-ngay-quoc-te-giam-nhe-rui-ro-thien-tai-tham-hoa-1310-712296/mobile.html>
- <https://www.baomoi.com/mit-tinh-huong-ung-ngay-quoc-te-giam-nhe-rui-ro-thien-tai/c/23542854.epi>
- <http://vtv.vn/trong-nuoc/mit-tinh-huong-ung-ngay-quoc-te-giam-nhe-thien-tai-20171012144404279.htm>
- <http://vtv.vn/vtv8/nghe-an-mit-tinh-huong-ung-ngay-quoc-te-giam-nhe-rui-ro-thien-tai-tham-hoa-2017101216543656.htm>

TV news:

- VTV1 19h news: <http://vtv.vn/video/thoi-su-19h-vtv1-12-10-2017-252970.htm>: 29'27"
- VTV1 morning news: <http://vtv.vn/video/chao-buoi-sang-13-10-2017-253036.htm>: 0h43'36"
- <http://vtv.vn/vtv8/nghe-an-mit-tinh-huong-ung-ngay-quoc-te-giam-nhe-rui-ro-thien-tai-tham-hoa-2017101216543656.htm>

Gender of Participants

There is no gender breakdown of community participants. However, among the 87 representatives invited from the Red Cross and other agencies, 68 (78 percent) were males and 19 (22 percent) were females.

Photograph



IDDR Day celebration in Nghe An and disaster law community dissemination workshop for VNRC and Provincial committees for natural disaster prevention and control representatives from nearly 30 chapters.

Social Media Posts

Throughout October, IFRC and National Societies shared the messages on the social media platforms emphasizing the importance of IDDR day, activity to promote the building of community resilience to disaster and the video of voices from the communities. Five main key hashtags were used to promote the campaign: #IDDR2017 #ASEAN #gender #diversity #switch2sendai

Twitter

IFRC @Federation (166K followers): 11 tweets related to the IDDR Day theme were post.

IFRC Asia Pacific @IFRCAsiaPacific (5,604 followers): 12 tweets related to the IDDR Day were post and generated 51,570 impressions and 927 engagements in total, which is accounted for 36% of the overall impressions the account received. Some of these messages were retweeted by influencers and partners such as Canadian Red Cross (152 K Followers) and Elhadj As Sy - Secretary General of the IFRC (4,999 Followers).



Twitter related to IDDR Day also were also listed on the Tweet Highlight as the 'Top Tweet' and 'Top Media Tweet in October.'

TWEET HIGHLIGHTS

Top Tweet earned 12.3K impressions

While **#RedCross** **#RedCrescent** saves lives, we're also investing in community resilience to disasters- before they happen **#IDDR2017** **#ASEAN**
pic.twitter.com/I9uSp3eet5







Top media Tweet earned 9,363 impressions

Happy International Day for Disaster Reduction! Today we stand with our partners in building community resilience **#ASEAN** **#IDDR2017**! pic.twitter.com/ARD2mEMFCv



Three posts related to IDDR Day are listed on the October Top tweets, which in total generated 27,966 impressions and 508 engagements.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
→	 IFRC Asia Pacific @IFRCAsiaPacific · Oct 9 While #RedCross #RedCrescent saves lives, we're also investing in community resilience to disasters- before they happen #IDDR2017 #ASEAN pic.twitter.com/I9uSp3eet5 View Tweet activity			12,539	304	2.4%
→	 IFRC Asia Pacific @IFRCAsiaPacific · Oct 13 Happy International Day for Disaster Reduction! Today we stand with our partners in building community resilience #ASEAN #IDDR2017! pic.twitter.com/ARD2mEMFCv View Tweet activity			9,623	124	1.3%
	 IFRC Asia Pacific @IFRCAsiaPacific · Oct 4 With more than 100,000 people, Kutupalong is the largest camp in Cox's Bazar. Rain is a big problem in the camps. Every time it rains, the streets and walkways are filled with contaminated water. #Bangladesh pic.twitter.com/0f1aaCVNzR View Tweet activity			6,772	81	1.2%
→	 IFRC Asia Pacific @IFRCAsiaPacific · Oct 19 Community Voice from #Philippines: Watch what Jericho, 12, does to prevent disasters in his school and community youtu.be/y3m8g_RSqeg #IDDR2017 #ADDM pic.twitter.com/JIXYL6rNZs View Tweet activity			5,804	80	1.4%

Terminology

Top Tweet: Tweet that received the highest number of impressions.

Top Media Tweet: Tweet with a photo or video that received the highest number of impressions.

Impression: The number of times users saw the Tweet on Twitter

Engagement: The total number of times users interacted with a Tweet, which includes all clicks anywhere on the Tweet (including hashtags, Tweet expansion, links, avatar, and username), retweets, replies, follows, and likes.

Facebook

Facebook is the main channel for the National Society to disseminate the message on IDDR Day. The messages also cross posted among the working partners in some countries such as Thailand and Viet Nam.

Country	Facebook	
	Link	Likes/Shares
Lao PDR	<p>http://bit.ly/2IEVNps</p> 	19 Likes, 1 share
Myanmar	<p>http://bit.ly/2jh2HwC</p> 	134 Likes, 11 shares
Thailand	<p>http://bit.ly/2hUAHmd</p> 	12 Likes, 2 shares
	<p>http://bit.ly/2zXG3U7</p> 	20 Likes, 3 shares

	<p>http://bit.ly/2zpBqvX</p> 	<p>5 Likes, 1 share</p>
<p>Timor Leste</p>	<p>http://bit.ly/2hKo3SQ</p> 	<p>45 Likes</p>
<p>Viet Nam</p>	<p>http://bit.ly/2B2YFPX</p>  <p>http://bit.ly/2hMZjt3</p>  <p>http://bit.ly/2B2Bplb</p> 	<p>10 likes, 2 shares</p> <p>15 Likes</p> <p>44 Likes, 2 shares</p>