A Reception Analysis of the risk communication system among the flood-prone communities in Davao City, Southern Philippines : An Exploratory Sequential Research

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Overview of the Problem

Philippines is prone to disasters

74% population

80% land area Disasters

Storms and typhoons (58%)

Earthquakes (5%)

Volcanic eruption and drought (1%) RESULTS

At least 1,000 deaths per year

Overview of the Problem





Statement of the Problem

- Disaster Risk Reduction Strategies can be enhanced through proper knowledge transfer
- Some problems on risk communication flow are found to be on the reception of the recipients
- There is a lack of community-based protocols for risk communication at the community level.

Objectives of the Study

- To establish the role of risk communication system at the community level
- To help develop community-based risk communication protocol focussing on the local knowledge system
- To recommend a possible policy alternative to institutionalize a "localized" or community-based DRR communication protocols for Davao City

Methods and Materials



Review Davao City's existing policies on DRR Identify the lead and partner agencies involved in disaster communication flow

Network Analysis

Thematic Analysis of Texts and Collected Data

• Littlejohn's Network Theory • Communication models for meanings • SARF

> • Use findings to develop the questionnaire

Quantitative Approaches: SURVEY Reception Analysis Evaluate the knowledge systems Analyze the perception of the disaster comm. tools Analyze the reception of the disaster comm. tools

The Methodological framework of the study

Results and Discussion

Perception, attitude and behaviour of respondents on flooding reveal that they are aware of the risks and admit the fact that they are living in the flood prone areas; however, results of study revealed high level of selfmonitoring, preparedness and evacuation at times of flooding risks independent of the barangay efforts and strategies.

Reception of the barangay efforts and communication tools revealed high appreciation. Low awareness on trainings/seminars; yet high awareness and evaluation of the use of communication tools.

Results and Discussion

Relationship between socio-demographics and assessment scores

SOCIO-	Spearman	p-value	Interpretation
DEMOGRAPHIC	Rho		
FACTORS	Coefficient		
Age	-0.1451	0.0048	As age increases, the assessment scores decreases
GMHHIncome	0.2380	0.0000	The higher the income, the higher the assessment
Years Living in	-0.1726	0.0010	As length of stay increases, the assessment score
community			decreases
No. of children below	0.0175	0.3784	
5 in the HH			
No. of Senior citizens	-0.0153	0.3931	
in the HH			
No. of earning	0.1029	0.0334	Respondents with more number of earning members
members in the HH			gave higher assessment scores
Members attending	0.1070	0.0283	Respondents with more members attending school
school			gave higher assessment scores

*level of significance : 0.05

Conclusion

 Results of this study on reception and assessment of the risk communication affirms previous studies that show :

(1) that different people, having different beliefs and perceptions can be bound together by experiences, in particular, flooding (Wamil, 2010 as cited in Villanueva, 2016);

(2) there exists a link between risk perception and actual behaviors (Raud, et. al, 2005);

(3) individual belief in risk reduction behaviors, effective and strongly-led people to actually engage in risk reduction behaviors (Martin, et.al., 2009; Parker, 2017; Mulilis and Duval 2006).

Recommendations

- This paper, therefore, raises three major areas for policy recommendation in line with the institutionalization of a "localized" disaster risk reduction (DRR) communication intervention :
 - (1) Assessment of reception among all the 63 high-risk barangays of Davao City
 - (2) Conduct community-based disaster reduction trainings and seminars involving the residents as resource speakers to share best practices
 - (3) Craft a manual of protocols integrating the community levels' experiences self-monitoring strategies for risk reduction on flooding

Community-based DRR Strategies = Community resilience

• It is a process of inter-related DRR elements



What will be the end result?

Community resilience to disasters can provide a better future in a safer and more prosperous environment

Community-based approaches and DRR interventions will strengthen ownership and accountability to DRR strategies





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