



Public Awareness, Public Education (PAPE) Workshop

Manila, the Philippines

18-20 October, 2016

Session objectives

At the end of the session:

- Participants will be able to explain the key steps to develop a strategy for public awareness and public education for disaster risk reduction

1. Why is the initiative so important?

Situation analysis

The situation analysis helps understand community's issues, risk, behaviours, appropriate and preferred channels of communication to design a culturally appropriate PAPE strategy for disaster risk reduction

Situation analysis

Analyze the risks

How to analyze the risk:

We identify the risks and focus on those risks that are most likely to occur as well as having the severe impact on the highest number of people.

Group work: Divide in 4 groups

- **List the examples of hazards such as earthquake, flood, fire, tornado, volcano, accidents**
- **Put them in the risk matrix**

Risk matrix

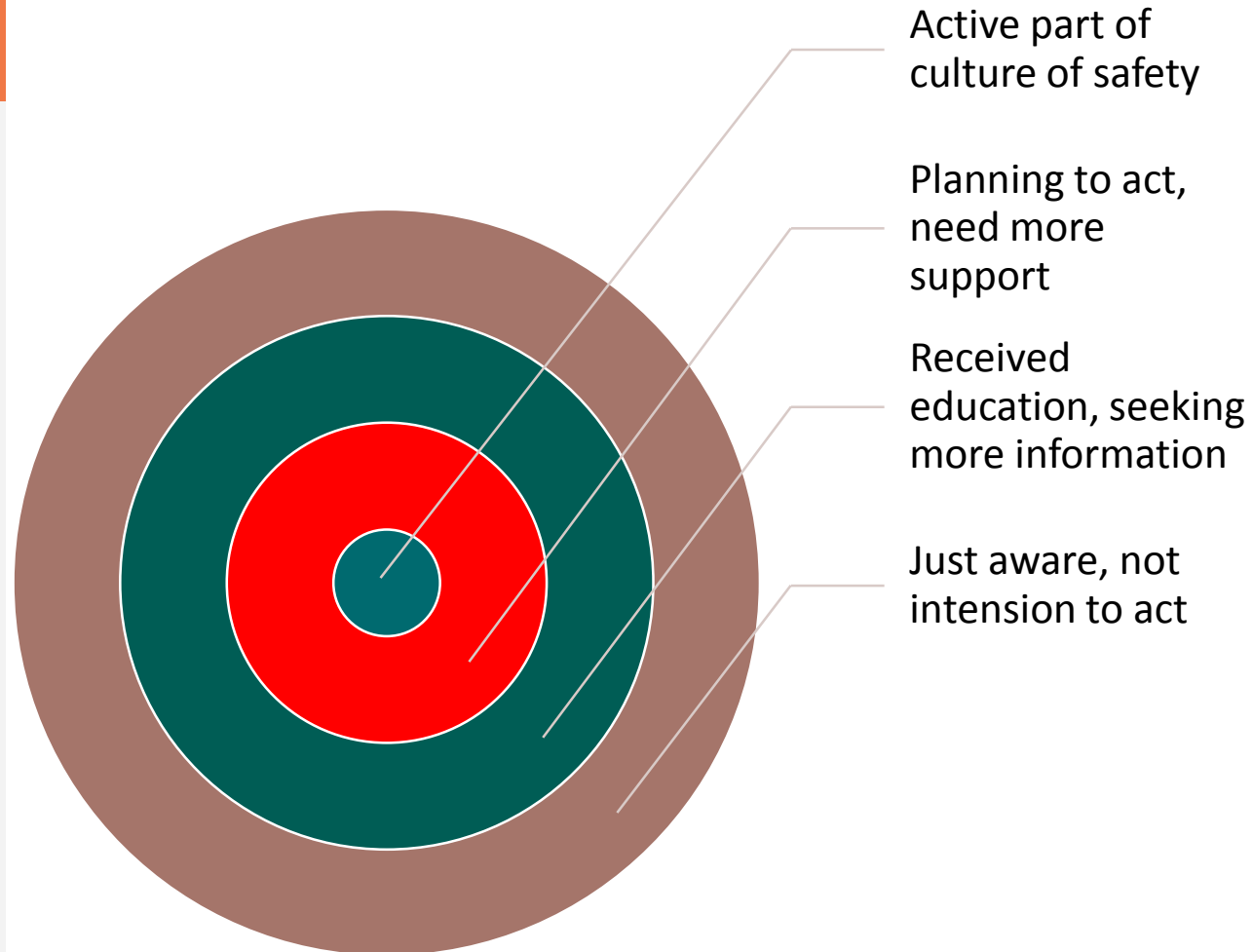
Probability	High			
	Medium			
	Low			
		Low	Medium	High
	Impact			

2. Who is the initiative aimed at

Identify Target audience

Who is the target audience of PAPE

- The target audience in PAPE is like a ripple in the pond
- At the core are those acting consistently to make themselves and other safer and resilient



How to segment your target audience

Step 1.

- List all the different target groups that you can think of including people with disabilities

Step 2.

- Select the approaches and tools appropriate to the different segments of your target audience

3. What could the initiative consist of?

Knowledge to action

PAPE for disaster reduction seek to turn available human knowledge into specific local action to reduce disaster risks.

Hazard awareness alone does not lead directly to people adopting risk-reduction measures

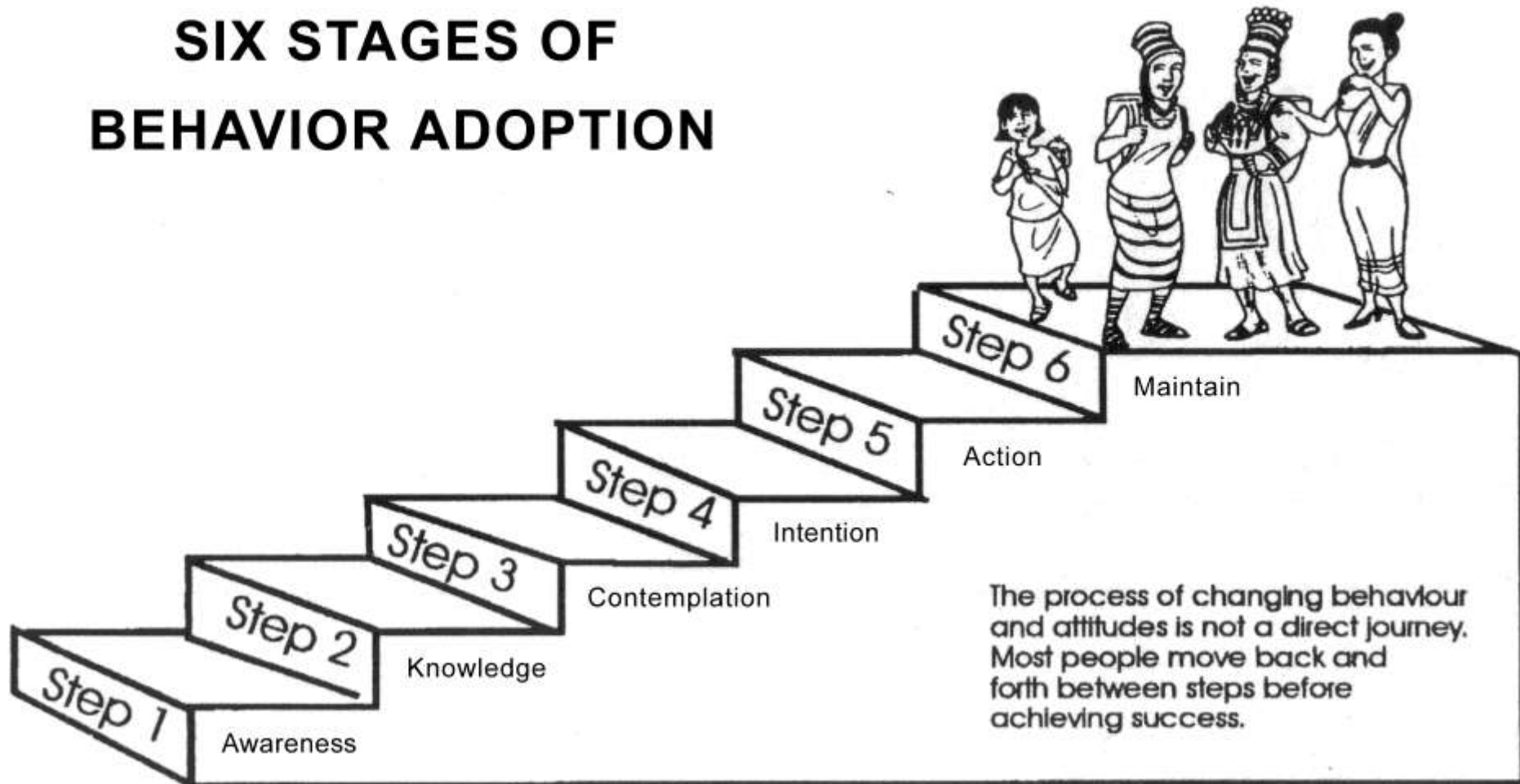
People take actions only when:

- **They know** what specific action can be taken to reduce risk
- They are **convinced** that these actions will be effective
- They **believe in their own ability** to carry out the tasks

- The gradual process of behaviour change moves from **contemplation** to planning then action and finally to **maintenance**
- Start with **easy things** that will make difference and help people to document their success such as **fastening furniture** against earth quack shaking, **cleaning drainage** channels to prevent flooding

Steps in Behaviour Adoption

SIX STAGES OF BEHAVIOR ADOPTION



4. Who should we work with

Partnership

Partnerships are important to the success of PAPE

Good strategies grow from collaboration. Cooperation is essential for developing consistent, harmonized and standardized messages (different partners relaying similar messages across the tools and channels).

Group work:

1. Who are your key partners, free listing
2. Why you chose those partners?

Partnership

Who?	Why?
Red Cross Red Crescent volunteers	
National government	
Local government	
Local communities	
Target audience	
Governments	
Civil society	
Private sector	

5. When and where is the initiative appropriate

National societies are involved in a wide range of activities which provide an opportunity to **integrate** PAPE for disaster reduction

Strategic planning can help take full advantage of these, as well as identifying specific opportunities to elevate PAPE as a main focus and reach out to high risk communities

6. How will we approach the initiative?

PAPE Approaches

There are four major types of approaches for disaster risk reduction that can be used:

1. campaigns
2. participatory learning
3. informal education
4. formal school-based interventions.

The use depends on **the purposes, target audiences,** and the **strengths and resources** you have available.

Successful programmes may use many approaches, settings and tools to repeat their messages for maximum impact.

7. What tools should we use?

Tools or channel of communications

Once you have decided on the approach, the next step is to select a range of tools to disseminate the messages. There are variety of options i.e. publications, performing arts, games and competitions, audio and video materials and social media etc.

These can be divided into three different types of contact:

1. **one-way broadcast** (from one single source to a wide audience)
2. **two-way face-to-face** interactions (interpersonal communication)
3. **'many-to-many' interactions** (as in social networking using telephone and web tools).

Evidence shows that **using a combination** of these types of contact is the best way to support the ongoing process of behavior change

Brainstorming:

What are the appropriate approach and tools in your context

8. What else do we need to consider?

Key challenges in communication

The challenges to information sharing and capacity building include language differences, cultural barriers and widely differing access to communications infrastructure. Regional and international resource centers play a vital role in information sharing, filtering, quality assurance and capacity building.

Thank you.

