Building Urban Resilience in Southeast Asia

Lao PDR

The 18-month Building Urban Resilience in Southeast Asia project, funded by the European Commission’s Humanitarian Aid Department (ECHO), supports Red Cross Movement partners in four countries, Cambodia, Lao, Vietnam and the Philippines, to build capacities of National Society staff, government officials, school teachers and school children, Red Cross youth and volunteers, and partners, through a coherent, regional strategy building on good practice and using innovative methods. The action emphasizes gender equity and social inclusion, among poor, vulnerable people, including people with disabilities and older people.

Outcomes

- Safer behaviour, improved preparedness and social change in urban areas through innovative and tailored public awareness and public education (PAPE) for disaster risk reduction
- A national-level workshop on public awareness and public education for disaster risk reduction, behavioural change and risk communication, and good practices for Knowledge, Attitude and Practices (KAP) surveys
- A strong emphasis on research and a tailored approach to developing key messages for different audiences and utilising technologies for enhanced community participation and greater efficiency in collecting data (for example through open software and tablets)
- High impact campaigns designed collaboratively with local and national media, private sector and community members

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