

**The Republic of the Union of Myanmar**

**The Union Government**

**DRAFT**

**National Disaster Risk Reduction Public Awareness Strategy**

Arnold Marseille, UNDP Myanmar consultant, November 2015

# Table of Contents

<b>Abbreviations and Acronyms</b> .....	<b>4</b>
<b>1. Rationale</b> .....	<b>6</b>
<b>2. Context</b> .....	<b>8</b>
<b>2.1. Institutional Framework</b> .....	<b>8</b>
2.1.1. Regulatory framework.....	8
2.1.2. MAPDRR.....	9
<b>2.2. Situational analysis</b> .....	<b>10</b>
<b>3. DRR-PAS</b> .....	<b>12</b>
<b>3.1. Goals and objectives of DRR-PAS</b> .....	<b>12</b>
<b>3.2. Key stakeholders</b> .....	<b>12</b>
<b>3.3. Target groups</b> .....	<b>13</b>
<b>3.4. Technical support</b> .....	<b>14</b>
<b>3.5. DRR-PAS Resources</b> .....	<b>14</b>
<b>3.6. Information and Knowledge Sharing</b> .....	<b>14</b>
3.6.1. IKM Coordination .....	14
3.6.2. NDMC Communication .....	15
3.6.3. National DRR Web Portal.....	16
3.6.4. National DRR Handbook .....	16
3.6.5. DRR Communication Focal Points .....	17
3.6.6. Pocket Guides for sub-national DM committees .....	18
3.6.7. Information Resource Centres for DRR.....	18
3.6.8. DRR Conferences and Workshops .....	18
<b>3.7. Communication</b> .....	<b>19</b>
3.7.1. Multi-hazard Early Warning .....	20
3.7.2. DRR Public Awareness Colour Code .....	22
3.7.3. Developing Key Messages.....	23
3.7.4. Mainstreaming DRR and CCA.....	24
3.7.5. Media Engagement.....	25
<b>3.8. Education</b> .....	<b>25</b>
3.8.1. Disaster Management Training Centre.....	26
3.8.2. Mainstreaming DRR in Education.....	27
3.8.3. Inclusion of DRR in Health Communication .....	28
3.8.4. Media Training .....	28

3.8.5. Education and Training materials.....	29
<b>3.9. Public Awareness IEC Tools.....</b>	<b>29</b>
3.9.1. Photo Posters .....	29
3.9.2. Booklets .....	30
3.9.3. Theatre.....	30
3.9.4. Games .....	30
3.9.5. Photo and Story competitions.....	31
3.9.6. Videos .....	31
3.9.7. Radio.....	31
3.9.8. Television .....	31
3.9.9. Internet.....	32
6.9.10. Facebook.....	32
6.9.11. Text messaging.....	32
3.9.12. Smart Phone App.....	32
3.9.13. National Hotline.....	32
3.9.14. Events.....	32
<b>4. Pretesting, Monitoring and Evaluation.....</b>	<b>33</b>
4.1. Pretesting .....	33
4.2. Monitoring.....	33
4.3. Evaluation.....	33
<b>5. Operational plan .....</b>	<b>35</b>
<b>6. References and Sources .....</b>	<b>38</b>

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## Abbreviations and Acronyms



AADMER:	ASEAN Agreement on Disaster Management and Emergency Response
ADPC:	Asian Disaster Preparedness Center
ASEAN:	Association of South East Asian Nations
BRACED:	Building Resilience and Adaptation to Climate Extremes and Disasters
CBDRM:	Community Based Disaster Risk Management
CCA:	Climate Change Adaptation
CDMC:	Community Disaster Management Committee
CFP:	Communication Focal Point
CSO:	Civil Society Organization
DDMC:	District Disaster Management Committee
DHPRD:	Department of Health Professional Resource Development and Management
DHREP:	Department of Human Resource and Educational Planning
DIAS:	Disaster Information Assimilation Source
DLF:	Department of livestock and fisheries
DM:	Disaster Management
DMH:	Department of Meteorology and Hydrology
DMTC:	Disaster Management Training Centre
DOA:	Department of Agriculture
DRR:	Disaster Risk Reduction
DRR-PAS:	Disaster Risk Reduction Public Awareness Strategy
DRRWG:	Disaster Risk Reduction Working Group
ECD:	Environmental Conservation Department
EWS:	Early Warning System
GAD:	General Administration Department
HFA:	Hyogo Framework for Action
IEC:	Information, Education, Communication
IFRC:	International Federation of Red Cross and Red Crescent Societies
IKM:	Information and Knowledge Management
IPRD:	Information and Public Relations Department
MAPDRR:	Myanmar Action Plan on Disaster Risk Reduction
MCIT:	Ministry of Communications and Information Technology
MECF:	Ministry of Environmental Conservation and Forestry
MEI:	Myanmar Environment Institute
MIMU:	Myanmar Information Management Unit
MLFRD:	Ministry of Livestock, Fisheries and Rural Development
MoAI:	Ministry of Agriculture and Irrigation
MoE:	Ministry of Education
MoH:	Ministry of Health
MoHA:	Ministry of Home Affairs
MoI:	Ministry of Information
MoT:	Ministry of transport
MRCs:	Myanmar Red Cross Society
MSWRR:	Ministry of Social Welfare, Relief and Resettlement
MPT:	Myanmar Posts and Telecommunications

M&E:	Monitoring and Evaluation
NDMC:	National Disaster Management Committee
NDMF:	National Disaster Management Fund
NDMWC:	National Disaster Management Working Committee
NGO:	Non-Government Organization
PATTF:	Public Awareness Technical Task Force
PSA:	Public Service Announcement
RRD:	Relief and Resettlement Department
TDMC:	Township Disaster Management Committee
UN:	United Nations
UNDP:	United Nations Development Programme
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UN-HABITAT:	United Nations Human Settlements Programme
UNICEF:	United Nations Children’s Fund
UNOCHA:	United Nations Office for the Coordination of Humanitarian Affairs
VDMC:	Village Disaster Management Committee



## 1. Rationale

Myanmar ranks first as the ‘most at risk’ country in Asia and the Pacific according to the UNOCHA Disaster Risk Model<sup>i</sup>. Worldwide Myanmar ranks within the top twenty of world’s most fragile places in terms of both conflict and high vulnerability to natural hazards<sup>ii</sup>. The country is vulnerable to a wide range of hazards, including cyclone, drought, earthquake, (forest) fire, flood, landslide, storm surge and tsunami. The likelihood for medium to large-scale natural disasters to occur every couple of years is high, according to historical data. The UN Global Assessment Report on Disaster Risk Reduction 2015 estimates Myanmar’s average annual economic losses as a result of hazards at over 2 billion US dollar, mainly caused by tropical cyclones, floods and earthquakes<sup>iii</sup>. Every disaster wipes away millions of dollars invested in development.

After the devastating Cyclone Nargis disaster in 2008 understanding of the importance of DRR significantly increased in Myanmar. In combination with a stark improved engagement between Myanmar and international and regional development partners this in recent years has resulted in a range of joint efforts to improve Myanmar’s DRR preparedness and coordination at various policy levels. Myanmar Development partners joined forces in the Myanmar DRR Working Group, meanwhile counting 64 members.

In order to meet regional and international commitments on DRR, the Ministry of Social Welfare, Relief and Resettlement (MSWRR) published the Myanmar Action Plan on Disaster Risk Reduction (MAPDRR) with the goal “To make Myanmar Safer and more Resilient against Natural Hazards, thus Protecting Lives, Livelihood and Developmental Gains”<sup>iv</sup>. The document was endorsed and updated in 2012. A second revision is underway. The Disaster Management Law was introduced in 2013, and recently the Disaster Management Rules for stakeholders at national and all sub-national levels were published.

Myanmar is one of the 168 countries that endorsed the Hyogo Framework for Action (HFA) 2005 – 2015: “Building the Resilience of Nations and Communities to Disasters”, and a signatory of the 2009 ASEAN Agreement on Disaster Management and Emergency Response (AADMER).

Myanmar also endorsed the Sendai Framework for Disaster Risk Reduction 2015-2030, which was adopted by UN Member States on 18 March 2015 at the Third UN World Conference on Disaster Risk Reduction in Sendai City, Japan. The Sendai Framework is the first major agreement of the post-2015 development agenda, and aims to achieve the substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries over the next 15 years.<sup>v</sup>

The success of the implementation of the objectives of an all-hazard approach in disaster management lies, at least in part, in synergy and consistency in disaster management information, education and communication. Advocacy and awareness play a crucial role in building the ability of Myanmar people to anticipate, reduce the impact of, cope with and recover from the effects of disasters.

This includes each and every household, civil society at large, local and international NGOs, international agencies and the private sector. Most importantly, raising the awareness of government officials, the media, as well as academic institutions, through clear directions and indicators for messaging to all relevant stakeholders at national, state/region, district, township, community and village levels, is a priority step in building knowledge and understanding the benefits of risk reduction.

This National DRR Public Awareness Strategy (DRR-PAS) is an output under component 7 of the MAPDRR: Public Awareness, Education and Training (HFA3).

In line with MAPDRR the overall goal of DRR PAS is to facilitate all disaster management stakeholders in delivering of meaningful, credible and lasting information and communication on disaster risk reduction to enhance DRR public awareness among all stakeholders and build the resilience of vulnerable communities in particular, in order to reducing the devastating impacts of disasters on people's lives and livelihoods and to mainstreaming DRR in the development of the country as a whole.

DRR-PAS sets out the framework, conditions and tools to provide general and specific information on hazards, disasters and disaster resilience to the public; enhance the government's accountability and credibility on public education on DRR; promote partnerships between governments and civil society including local communities, indigenous people, women's groups, the private sector and the general public, and; resolve potential replications/overlapping in DRR public awareness programs among various stakeholders and increase effectiveness and efficiency of public awareness programmes.

Chapter 2 first outlines the institutional, regulatory and situational context for DRR-PAS.

Chapter 3 then presents DRR-PAS, first identifying key stakeholders, target groups, technical and financial support.

The Information section (3.6.) offers a wide range of information and knowledge sharing structures, processes and outputs for implementing partners to both improve their own levels of awareness and understanding of DRR as well as their capacity to facilitate and/or implement public awareness activities as integral part of their DRR programs.

The communication section (3.7.) demonstrates the importance of linking public awareness approaches to best practices in risk communication and multi-hazard early warning systems, introducing a DRR public awareness colour code. It then addresses the need to through a participatory process harmonize key messaging, and to mainstreaming DRR public awareness in climate change adaptation.

The education section (3.8.) provides directions for capacity building of DM implementing stakeholders at all levels, and inclusion of DRR in the roles and responsibilities of education, health and media professionals.

Finally, section 3.9. sets out a range of IEC tools for public awareness raising in communities and for the public at large, integrating the national colour code in product designs.

Chapter 4 provides guidelines for comprehensive pretesting, monitoring and evaluation of DRR-PAS.

Chapter 5 presents the operational plan for implementation of DRR-PAS activities from 2016 – 2020.

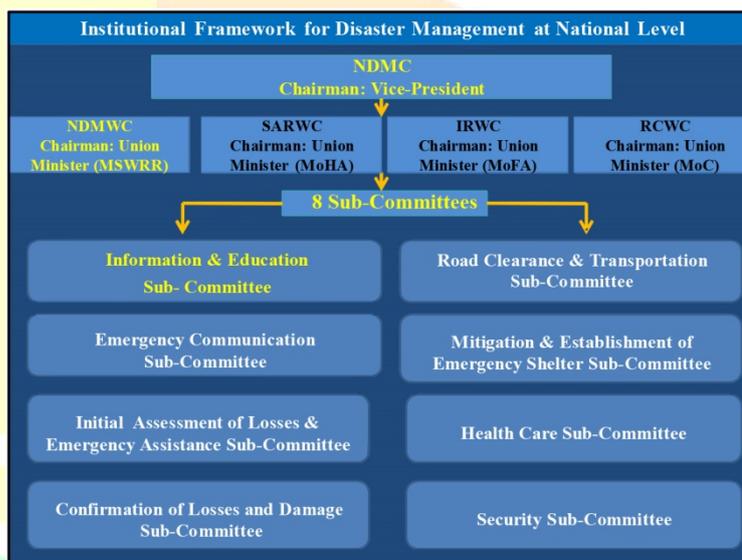
Success of DRR-PAS requires proactive, strong commitment from all stakeholders to both the approach and necessary actions after endorsement, as well as adequate budgets to translate objectives into effective implementation. While a significant financial contribution from both the government and development partners will be required, a stark increase in awareness will save lives, protect livelihoods and reduce economic losses. A people rather than donor driven approach ultimately will benefit all parties involved.

## 2. Context

### 2.1. Institutional Framework

Overall policy making, supervision and coordination on disaster risk reduction in Myanmar are the mandate of the National Disaster Management Committee (NDMC), stipulated in the Disaster Management (DM) Law<sup>vi</sup>. Article 6 of the DM Law further stipulates that “The Ministry of Social Welfare, Relief and Resettlement shall undertake the office works relating to the functions and duties of the National Committee”. MSWRR in this responsibility chairs the NDM Working Committee (NDMWC), and will lead implementation of DRR-PAS on behalf of the NDMWC.

The NDMWC has eight sub-committees. Specific roles and responsibilities for each sub-committee will be included in a new, updated Standing Order on Natural Disaster Management which is currently prepared by NDMC to replace the 2009 version<sup>vii</sup>. For DRR-PAS the Information and Education Sub-Committee evidently will have a major role to play.



#### 2.1.1. Regulatory framework

DRR roles and responsibilities of all ministries, their departments and region/state DM bodies are stipulated in the Standing Order, as published in 2009, and in the DM Law of 2013. The recently published DM Rules also include roles and responsibilities for DM authorities at district, township and village/ward levels<sup>viii</sup>. Key roles and responsibilities for a range of information, knowledge sharing and communication related tasks during all four phases of disaster management (normal times, before, during and after a disaster) as stipulated in Chapter VI of the DM Law include:

- prioritization of natural disaster risk reduction by the National Committee and local DM bodies respectively;
- carrying out improvement on early warning systems for natural disasters;
- applying knowledge and innovation to create a habit of safety and resilience at every level from the national Level to the ward or village tract level;
- giving public awareness on knowledge of natural disasters, early warning systems, training for search and rescue and rehearsals;
- enhancing the capacity of the public to build disaster resilient communities to reduce damage and losses due to unforeseen disaster risk caused by climate change;
- guidance, motivation and implementation of active participation from the community, including volunteers, in community-based natural disaster management activities and disaster reduction activities by the National Committee and local bodies;

- issuing early warning information to the public to enable them to evacuate in time and move their properties and cattle to safety areas;
- maintaining a communications network for necessary assistance by foreign countries, international organizations and external regional organizations in case of serious damage and heavy losses caused by natural disasters;
- taking preparatory measures for rehabilitation and reconstruction activities of health, education, social and other sectors to improving living standards after disasters;
- collecting data on damages and losses and conducting needs assessments during and after natural disasters; opening an emergency management centre closely supervising monitoring of natural disasters.

### **2.1.2. MAPDRR**

DRR-PAS is an output under Component 7 (Public Awareness, Education and Training) of the Myanmar Action Plan for DRR (MAPDRR) 2012. The goal of MAPDRR is: To make Myanmar Safer and more Resilient against Natural Hazards, thus Protecting Lives, Livelihood and Developmental Gains. The objectives towards this goal are to:

1. Build a more resilient and safer community through conceptualization, development and implementation of appropriate disaster risk reduction programs and a culture of safety;
2. Provide a framework for implementing Myanmar's DRR commitments at the global and regional levels, under HFA and AADMER;
3. Provide a mechanism where the disaster risk reduction initiatives of all Government Ministries and Departments, supported by UN organizations and other stakeholders, can be coordinated and monitored;
4. Provide a conducive environment for mainstreaming DRR into development plans, and programs at the National, State, Division, Township, and Village Tract levels, and;
5. Support mutually beneficial partnerships between the Myanmar Government and their development cooperation partners in DRR programs.

All eleven sub-components under Component 7 of the MAPDRR are integrated in existing (i.e. DMTC, IDDR) and new information (§3.6.), communication (§3.7.) and education (§3.8.) activities under DRR-PAS. These sub-components include:

- Awareness through International Day for Disaster Reduction (IDDR)
- National Public Awareness Program (DRR-PAS)
- Awareness through School and School Curriculum
- Awareness through University Curriculum
- Expansion Plan for Disaster Management Training (through DMTC)
- Training for Emergency Preparedness and Response at Township Level
- Enhancing Training Capacities
- Special Awareness Program
- Establishment of Disaster Management Training Center (DMTC)
- Research and Development in Disaster Risk Reduction (through DMTC)
- Regional Networking and Knowledge Sharing on Disaster Risk Reduction (through DMTC)

## 2.2. Situational analysis

For a further good understanding of DRR-PAS as presented in Chapter 3 it is useful to summarize key findings of a situational analysis as conducted in preparation of DRR-PAS, which included consultations with representatives of key government agencies and DRR WG members, and review of numerous documents focusing on strategic analyses, evaluations/lessons learned, and existing or planned public awareness activities/approaches on DRR in Myanmar.

Key findings include:

- Attention for DRR has significantly improved in recent years at policy levels, resulting in important reference documents (i.e. MAPDRR, DM Law, DM Rules, Standing Order on DM);
- However, there remains a big gap between ambitions at policy levels and implementation;
- In part this is due to the fact that DRR remains a relatively low priority within the overall context of development programs in Myanmar;
- This is reflected in limited budgets and capacity being (made) available for implementation;
- And by the fact that for DRR implementation very important sub-national authority structures for disaster management are weak and in several regions/states do not exist at each lower level (district, township, community, village/ward);
- Despite great efforts – especially since Nargis – by government agencies and DRR WG members implementing numerous training and capacity building programmes, simulation exercises, community based disaster management projects (CBDRM) and IEC materials, public awareness about DRR among Myanmar people is still very low;
- This is, in part, because a strategic national vision on DRR public awareness raising is lacking;
- Resulting in awareness raising being fragmented and primarily focused on CBDRM;
- These CBDRM activities are moreover mostly implemented by (I)NGOs on a project base, affecting continuation and sustainability after projects end;
- In addition implementing stakeholders often each develop and distribute their own IEC materials and messages;
- Causing (a high risk of) IEC overlap, repetition, confusion, even contradiction in messaging;
- With limited pretesting, monitoring and evaluation exercises conducted crucial data on the effectiveness and impact of DRR awareness activities are lacking, severely hampering improvements of approaches and supporting IEC materials.

For DRR-PAS five clear priority needs can based on this situation be identified:

1. **Communication:** While budget constraints evidently play a major role in prioritizing development goals, it is equally important for all stakeholders to be well-informed in order to be able to first understand the importance of stepping up investments in DRR, and to understand their specific roles and responsibilities in implementation;
2. **Coordination:** Meetings and discussions at policy level need to be translated into a coordinated effort to facilitate communication, education and implementation of agreed actions at all sub-national levels in a consistent manner;
3. **Cooperation:** Effective communication and coordination require high levels of commitment by all stakeholders to cooperate with each other outside the meeting room, sharing knowledge and information, lessons learned and best practices for implementation;

4. Consistency: Information, Education and Communication (IEC) materials on DRR need to be harmonized and synergized to create consistency in both approach, content (i.e. messaging, terminology) and design/presentation to avoid confusing target groups;
5. Capacity: Not only is there a need to facilitate the capacity for DRR through increased financial and human resources, staff working in DRR at all levels also need to have the skills to fully be able to take on their roles and responsibilities in DM and awareness raising.

The sum of above five Cs is to lead to synergy in DRR approaches in general, and especially in implementation of public awareness raising programs. The overarching need underlined by the situation analysis is of course the need for this DRR-PAS to not only providing the strategic national vision on DRR public awareness raising in Myanmar through information, communication and education activities by all implementing stakeholders, but also provide structures and processes for information and knowledge sharing amongst implementing stakeholders to improve coordination and cooperation between them.



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### **3. DRR-PAS**

#### **3.1. Goals and objectives of DRR-PAS**

The specific goal of DRR-PAS is: To facilitate delivering of meaningful, credible and lasting information and communication on disaster risk reduction to enhance DRR public awareness among all stakeholders and build the resilience of vulnerable communities in particular.

The objectives towards this goal are to:

1. Provide general and specific information on hazards, disasters and disaster resilience to the public;
2. Enhance the government's accountability and credibility on public education on DRR;
3. Promote partnerships between governments and civil society including local communities, indigenous people, women's groups, the private sector and the general public;
4. Resolve potential replications/overlapping in DRR public awareness programs among various stakeholders and increase effectiveness and efficiency of public awareness programmes.

#### **3.2. Key stakeholders**

It goes without saying that every single individual in Myanmar has a stake in increased disaster risk reduction awareness as crucial contribution to save lives, livelihoods, businesses, infrastructures and the development of the country as a whole. Hence, every person, community, institution, etcetera, has a role to play in a successful implementation of DRR-PAS. However, the following ministerial departments – inclusive of their respective bodies at all sub-national levels, from state/region authorities to village disaster management committees – are key for implementation of DRR-PAS:

- Relief and Resettlement Department (RRD) of MSWRR: Focal point for coordination, collection and sharing of information on natural disasters and emergency relief; in charge of development and execution of capacity building programmes for all national and sub-national DM staff and volunteers; raising awareness and resilience in communities.
- Department of Meteorology and Hydrology (DMH) of the Ministry of Transport (MoT): Research, monitoring and early warning on natural hazards; promote sustainable development of natural resources.
- The Information and Public Relations Department (IPRD) of the Ministry of Information (MoI): Coordination and distribution of information on DRR for public awareness and early warning through media, national hotline, resource centers, and its local IPRD representatives as members of township and community DM committees.
- General Administration Department (GAD) of the Ministry of Home Affairs (MOHA): Preparation, education and drills in disaster preparedness plans; production and distribution of IEC materials on DRR to the public; education on DRR and early warning systems for local communities and organizations.
- Myanmar Post and Telecommunications department (MPT) of the Ministry of Communications and Information Technology (MCIT): preparation, installation, maintenance and reparation of effective (early warning) communication systems reaching all areas of Myanmar, including islands, to facilitate and ensure communications during all times of a disaster, and training of all relevant authorities in use of these systems.

In addition the following departments are key in DRR-PAS for integration of DRR public awareness raising in their respective information, education and communication programs:

- Department of Human Resource and Educational Planning (DHREP) of the Ministry of Education (MoE): mainstreaming DRR in education curriculums
- Department of Health Professional Resource Development and Management (DHPRD) of the Ministry of Health (MoH): inclusion of DRR in health communication
- Environmental Conservation Department (ECD) of the Ministry of Environmental Conservation and Forestry (MECF): mainstreaming DRR in Climate Change Adaptation awareness raising
- Department of Agriculture (DoA) of the Ministry of Agriculture and Irrigation (MoAI) and the Department of livestock and fisheries (DLF) of the Ministry of Livestock, Fisheries and Rural Development (MLFRD): mainstreaming disaster mitigation and climate change adaptation in agriculture and livestock practices and outreach programs.

### **3.3. Target groups**

The primary target group of a public awareness campaign per definition is the general public. Educational activities under DRR-PAS hence will target all Myanmar people, prioritizing vulnerable and poor communities in disaster prone areas of the country, with a special focus on the most vulnerable members within these communities, i.e.: children, elderly, people with a disability, women, and: the many different ethnic groups of Myanmar, several of which are particularly exposed to disaster risks – sometimes in combination with conflict - speaking their own languages.

Sustainable success of public awareness on DRR is highly dependent on not only the readiness but also the willingness of people to take the actions/measures they can take themselves; to prevent/mitigate the impact of disasters on their families and livelihoods, to adapt their ways of living and working, to prepare and protect themselves in times of disasters, and to create the resilience to recover from disasters. This requires for most if not all people a change in their behaviour, routines, and habits. Behaviour change is well-known to be very difficult to establish as such, and certainly will not be reached with education alone. People themselves are therefore key in participation, monitoring and evaluation of activities under DRR-PAS. Their experiences with and feedback on public awareness activities and materials are crucial to optimize lasting impact.

The main target group of information and communication activities under DRR-PAS includes all national and sub-national government officials direct or indirect involved in disaster management, politicians, development agencies, civil society organizations (CSOs), media organizations and the private sector.

As the situation analysis shows, there is an urgent need for improvement in communication, coordination, cooperation among key implementing government and development agencies, in order to create the essential consistency and synergy in implementing DRR public awareness programmes.

The role of media organizations (radio, TV, press) in providing information before, during and after disasters, inclusive of early warning messages, cannot be overstated. This role moreover needs to be more recognized and 'used' for preventive awareness raising year-round. If media does not have the capacity to take on this role, their enormous influence could have dangerous negative impacts.

Politicians, CSOs and the private sector play an important role in influencing and monitoring activities, financing and production of outputs, and awareness raising among their constituencies/members/staff.

### **3.4. Technical support**

Key technical, financial and implementation support to NDMWC is provided by the DRR Working Group (DRRWG) of international and local development and civil society agencies working on DRR in Myanmar. The mission of the DRRWG is to facilitate “collective efforts of a diverse mix of partners for disaster resilience through sharing, learning and working together”<sup>ix</sup>.

The Public Awareness Technical Task Force (PATTF) of the DRR WG is mandated to cooperate and coordinate with the NDMWC on implementation of DRR-PAS.

### **3.5. DRR-PAS Resources**

The DM Law stipulates in Chapter VII the establishment of a National Disaster Management Fund (NDMF), centralizing financing of DM by the Government Union, foreign country donors, international and national development partners, and individual donations. Implementation of DRR-PAS will be financed through this fund.

Current budgets of both the government and development partners do not yet facilitate a full, nationwide implementation of DRR-PAS. For a national public awareness strategy to be truly implemented nationwide reaching each and every household, school, DM staff and volunteer, significant financial investments are required.

A strong commitment of all key partners to prioritize budgets for DRR public awareness, find or create financial resources, and also make adequate human and technical resources and expertise available, is therefore a priority need. This evidently cannot be realized overnight, and a gradual implementation, prioritizing the resilience of communities in areas most prone to disasters, is therefore necessary and anticipated in the operational plan of DRR-PAS stretched over five years (2016 – 2021).

### **3.6. Information and Knowledge Sharing**

As highlighted in the summary of the situation analysis in Chapter 2, for implementing partners to have the capacity to implement public awareness raising on DRR there is first and foremost a need for improved communication, coordination and cooperation amongst each other at all levels, facilitating consistency and synergy in implementation of DRR programs. DRR-PAS addresses these key conditions through effective processes and structures for information and knowledge sharing, inclusive of specific communication outputs. Coordination of information sharing and knowledge management (IKM) will be an important task of the Information and Education (IE) Sub-Committee of NDMCW.

#### **3.6.1. IKM Coordination**

Information and Knowledge Management tasks of the IE Sub-Committee may include:

A: Communication channeling and collection:

- Maintain the status/involvement of all DRR implementing stakeholders
- Update the inventory list and timelines of DRR-PAS activities by implementing stakeholders
- Review, classify and categorize DRR information products for online publication
- Coordinate with stakeholder communication sections for information inputs
- Manage and maintain the DRR Web Portal

**B: Analyzing and storing information:**

- Assess, monitor and evaluate DRR-PAS outputs and results
- Review and validate all information before archiving
- Collaborate with relevant stakeholders to analyse the significance and relevancy of the collected information and issue comments/feedback if necessary
- Manage a secure place to store information electronically and physically, accessible for relevant stakeholders only (i.e. online cloud server storage under the DRR Web Portal, accessible for members only)

**C: Disseminating information:**

- Estimate the necessary amounts of information products to be published physically
- Organize distribution of information products to all relevant recipients
- Maximize DRR communication outreach and established engagement with media
- Handling and recording of all incoming requests for information about DRR
- Ensuring a timely response to questions from the media and assigning the most appropriate spokesperson (using a to be drafted media and communication protocol)
- Drafting newsletters, press releases and statements in both Burmese and English and distribute them (following a sign-off procedure as included in the media and communication protocol)
- Compile and maintain a wide and detailed up-to-date media and external relations database for distribution of press announcements, news releases and statements
- Monitoring media coverage on all DRR related issues
- Organizing press conferences on large events (i.e. DRR conferences, International DRR Day)

**3.6.2. NDMC Communication**

Specific NDMC communication outputs through the NDMWC information and education sub-committee in support of information and knowledge sharing between all implementing stakeholders include:

- Meeting minutes as shared by and relevant for other stakeholders
- Progress reports of stakeholders
- Survey, Monitoring & Evaluation reports (Chapter 4)
- Feedback/assessment reports from sub-national DM committees and CBDRM projects
- Annually updated Fact Sheets mapping nationwide progress of implemented DRR activities
- Quarterly (email, online) Newsletters engaging in an attractive and understandable format both national and sub-national implementing stakeholders, offering (illustrated) stories on:
  - National implementation progress
  - Signaled trends in DRR programs as being implemented
  - Lessons learned/mitigation strategies
  - Feedback received from sub-national DM committees and CBDRM projects
  - Success stories (interviews, features, portraits, photo stories, etc.)
  - Updates on specific roles and responsibilities for sub-national DM committees
  - Newly available DRR resources. i.e. developed IEC materials, survey reports
  - Upcoming DRR Events (Calendar)
  - Fast Facts on DRR
  - Frequently Asked Questions

### **3.6.3. National DRR Web Portal**

Internet access in Myanmar has significantly improved over the last few years and continues to do so, gradually providing stable access nationwide. A National DRR Web Portal is therefore by far the most effective way to from one central location provide all stakeholders nationwide both access to information and facilitate information inputs.

The National DRR Web Portal will aim to link all relevant information on DRR as available on the individual websites of all ministries and development partners. Stakeholders will be asked to also on their websites provide a clear link to the portal, and to proactively share all DRR related information, as well as all information on Climate Change Adaptation (CCA).

Myanmar already has two portals providing DRR information: The DIAS (Disaster Information Assimilation Source) Web Portal<sup>x</sup>, recently developed by UN Habitat with the objective to be an interactive platform for information and knowledge sharing on DRR in Myanmar, and, the already longer existing MIMU (Myanmar Information Management Unit) Portal mainly targeting development partners and civil society has a dedicated DRR section as well. Once the National DRR Web Portal is in place it should be explored whether (or when) integration with these two portals is feasible. It is recommended to in time indeed have a single entry point for online DRR information in Myanmar.

The National DRR Web Portal will include a member-only section as resource centre and data storage for information sharing between stakeholders. Different levels of access permissions for different stakeholders will not only protect information not meant to be public, but also offer manageable oversight of information as relevant for different stakeholders. While the NDMWC coordinates and organizes information, stakeholders have a responsibility to clearly indicate who should have access to information as shared. And: to provide information as accessible as possible in terms of content (language, terminology, complexity, design).

Public awareness information on the portal typically will include: News, feature stories and photos related to DRR; Frequently Asked Questions (FAQs); Feedback/blog section; DRR Fact Sheets; DRR events calendar; all public awareness key messages for each specific target group (3.7.4.), and; all IEC materials developed under DRR-PAS (posters, booklets, leaflets, videos, audio, etc.).

Information on the portal is as much as possible to be offered in both Burmese and English, and where available in any other ethnic language.

### **3.6.4. National DRR Handbook**

While all information will be accessible through the DRR Web Portal it is for all stakeholders working in DRR helpful to have one single National DRR Handbook providing all key information on DRR as needed for their (daily) work, contributing to a consistent and synergized implementation of the national DM strategy, law, and DRR-PAS.

The Handbook will include: a brief overview of the (revised) MAPDRR and Standing Order on DM; detailed all hazard profiles of the most common hazards (cyclone, drought, earthquake, (forest) fire, flood, landslide, storm surge and tsunami); a summary of DRR-PAS; specific roles and responsibilities for DM stakeholders at all levels (national, state/region, district, township, community, village/ward) during normal times (no hazards), before, during and after disasters; specific roles & responsibilities for the media during each of the four phases; all public awareness key messages; a DRR/CCA glossary; FAQs; key facts, data and figures on DRR/CCA related issues; DRR/CCA (online) resources; information on the

role of development partners, CSOs and the private sector; on CBDRM, and; contact details of all relevant stakeholders at national and sub-national levels.

The Handbook is distributed to all members of the NDMC, NDMWC, line ministries and departments, state/region DM committees, international development organizations, local and international NGOs and CSOs, the private sector and to all professional media organizations. A soft copy will be made publicly available on the web portal. For district, township, community and village DM committees smaller, less comprehensive pocket guides will be produced (see 3.6.6.).

### **3.6.5. DRR Communication Focal Points**

NDMWC's information and education sub-committee and the web portal offer the central platform for coordination and sharing of information. However, both highly depend on information inputs as provided by all stakeholders. To ensure a systematic continuity each key stakeholder at national and regional/state level therefore appoints one central DRR Communication Focal Point (CFP) responsible for collecting and sharing all relevant information for further dissemination among all stakeholders (i.e. progress reports, meeting minutes, surveys, statistics, planned events).

Selected CFPs are to have an excellent understanding of the overall DRR context in Myanmar and in detail of programs as supervised and/or implemented by their ministry/department/organization; a clear mandate from senior management to share information for (member-only) distribution, and; good communication and reporting skills.

CFPs are only functional if their respective organizations not only fully cooperate in keeping them informed and sharing information, but also help them by submitting to-the-point and understandable documents, relevant for further distribution to keep stakeholders timely well-informed about relevant progress, delays, obstacles, responsibilities, changes, opinions, suggestions and feedback on their respective DRR activities.

To support this, an important first step is to introduce efficient procedures for both internal organizational and joined stakeholder meetings, to ensure that meetings have clear objectives, are action oriented, strictly monitor progress and delays on agreed actions, and, that concise minutes are made and timely shared with both participants and for uploading in the member-only section of the National DRR Web Portal.

Timely progress reporting by all stakeholders is essential as a tool to keep each other well-informed, learn from each other's experiences and identify specific needs requiring interventions. Reporting will further be eased by introducing a standardized format, to be used by all stakeholders at national and regional/state level for quarterly brief progress updates.

The much more direct interaction with people of DM committees at district level and below provides crucial information and data for national stakeholders on the successes and needs of DRR programs. Systematic and frequent updates from these sub-national levels are of great value to receive early feedback from beneficiaries, monitor progress and identify additional needs and potential issues.

For this purpose a short and easy to understand template will be designed to facilitating sub-national committees to collect comments, requests and suggestions from communities, and to provide their own experiences, observations, requests, information and knowledge needs.

The reporting tasks of sub-national DM committees are to be part of their respective roles and responsibilities in disaster management. Computer and internet access at all levels will be put in place.

Local NGOs and Civil Society Organizations (CSOs) implementing community based DRR activities are requested to use the same template for reporting through the National DRR Web Portal.

### **3.6.6. Pocket Guides for sub-national DM committees**

While the National DRR Handbook is also a useful reference document for DM committees at district, township and community/village levels, their members are better served with specific guidelines as relevant for their (daily) work. For this purpose small pocket guides will be designed gradually reducing the amount of information provided:

- For DDMCs the pocket guide includes their respective roles and responsibilities in each of the four phases (normal times, before, during, after), roles and responsibilities for TDMCs, those for CDMCs, VDMCs, public key messages, practical tips on CBDRM, and easy to understand brief information on common hazards as relevant for their region/state.
- For TDMCs the pocket guide will include their respective roles and responsibilities in each of the four phases, those for CDMCs, key messages, practical tips on CBDRM, and brief information on common hazards as relevant for their region/state.
- For CDMCs and VDMCs the pocket guide will only include their respective main roles and responsibilities in each of the four phases, key messages, practical tips on CBDRM, and brief information on common hazards as relevant for their region/state.
- The CDMC pocket guides are also distributed to school teachers, CBDRM projects and DRR volunteers to support them in raising public awareness, translated into their main languages.
- All pocket guides are made available in soft copy on the DRR Web Portal as well.

### **3.6.7. Information Resource Centres for DRR**

IPRD, in cooperation with RRD and ADPC, is preparing the establishment of Information Resource Centres at Township level<sup>xi</sup>, using the existing structures of public libraries to gradually open a centre in each township. The centres target both government officials and the public, to coordinate and build linkages between township and community based DRR intervention, and to offering all available DRR reference and IEC materials, as well as internet access and thus access to the National DRR Web Portal.

In time this will offer very nearby facilities for both all people working or volunteering in DM, communities and schools to learn more about DRR at the centres, to collect IEC materials for distribution in communities and at schools, and to borrow materials like for example instruction videos on DRR to use for public awareness raising activities at school and in the community. Depending on available space in the centres, they moreover will be excellent locations for small workshops, meetings, and expositions of for example winning stories and photos of competitions.

### **3.6.8. DRR Conferences and Workshops**

Frequent DRR conferences will be organized at national level and in region/state capitals nationwide, targeting all stakeholders having a direct or indirect role in DRR and offering them opportunities to meet and learn from each other, an effective way to raise awareness of – and through – participants.

Presentations, round table discussions and participatory workshops cover specific themes for each conference. A main conference will be scheduled annually on International DRR Day, for which the themes are for all countries the same, annually decided by UNISDR. Other themes for conferences during the rest of the year are for example: the relation between DRR and CCA; how to integrate DRR in formal education; successful methods for flood prevention (or any of the other common hazards in Myanmar); best practices in public awareness raising on DRR; DM in a regional (Southeast Asia) perspective, the role of media, CSOs, private sector in DRR, etc.

At district level smaller workshops will regularly bring district, township and community/village DM committees, staff of (I)NGOs, CSOs, volunteers working in CBDRM, local media, and representatives of communities together to share experiences and learn from each other, and receive training on dedicated topics as relevant for their specific area, supported by the instruction videos of DMTC.

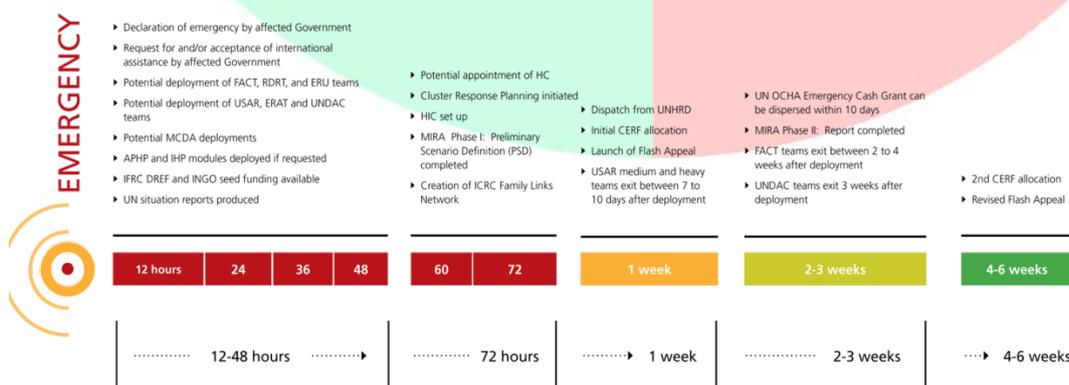
### 3.7. Communication

For public awareness raising on disaster risk reduction to be successful, information communicated must be as comprehensible as possible. It is particularly true in Myanmar, where the most vulnerable target groups often have limited education levels. Moreover, the many different ethnic groups, several of which are particularly exposed to disaster risks – sometimes in combination with conflict - speak their own languages in the country. In addition especially poor and/or remote communities frequently face lack of electricity, severely limiting their access to mainstream media.

To address these challenges, it is important to make proficient use of colours. Use of defined colours is a universal accepted standard for risk communication, with each colour representing a specific (set of) message(s)/instruction(s) suitable for each situation. Internationally Green is mostly linked to a safe situation, Yellow/Orange to warnings and Red to immediate danger.

The most common example is of course the traffic light. And the yellow and red cards in sports. It is also used to in conflict zones identify “Go” and “No-go” areas. Beaches in some countries have flags to indicate how safe (or dangerous) it is to swim in the sea. And in many countries in the world, standard colours are used for (early warning) communication on disaster risks, especially for fires, (severe) storms, and floods/rainfall.

UNOCHA for disaster response in Asia and the Pacific uses for example the following “Timeline of disaster response tools and services in medium and large scale emergencies”<sup>xii</sup>:



### 3.7.1. Multi-hazard Early Warning

In Myanmar only the Department of Meteorology and Hydrology (DMH) does have a Cyclone Colour Coding Scheme<sup>xiii</sup> in place, for early warning communication as follow:

- Yellow colour Stage means a storm is formed but not moving towards Myanmar Coasts.
- Orange colour Emergency Stage means a storm is heading towards Myanmar Coasts.
- Red colour Emergency stage means the storm is heading towards Myanmar Coasts and will cross within the next (12) hours.
- Brown colour Emergency Stage means the storm is currently crossing Myanmar Coasts.
- Green colour Stage means the storm abated and the situation is clear.

The prioritizing of cyclones for Early Warning in Myanmar is of course a result of the devastating Nargis cyclone. However, Myanmar will need to introduce a multi-hazard early warning system (EWS) in line with international good practices.

The International Federation of Red Cross (IFRC) for example puts “insist on multi-hazard EWS” as the third guiding principle (out of 13) for early warning<sup>xiv</sup>: “An EWS, a system of systems, should centralize information, responses and warnings, about all hazards that are pertinent to a given level/entity with careful attention to resilience and vulnerability. (-) Multi-hazard EWS, by definition, are developed on the basis of a systematic analysis and prioritizing of a set of threats and hazards to which a country or community is exposed. A multi-hazard EWS will also benefit from:

- More stable levels of EWS activity through the year: during the off-season when one hazard is dormant another hazard may require monitoring. When two hazards are off-season (e.g.) flood in the dry season), vulnerability (or resilience) may still be monitored.
- Greater efficiency of limited human and financial resources: centralizing EWS at any level minimizes system maintenance and number of required staff/volunteers.
- More clarity: a one-stop-shop that has been given authority will result in less confusion for users on where to seek early warning information.”

While “hazards behave differently and may affect very different time scales and geographical areas”, IFRC points out that other elements of most EWS are very similar:

- Need for and process (not instruments) of monitoring
- Need for staged warning (e.g., green, yellow, red levels) and process of setting
- Channels of communication to be used to issue warnings”

IFRC further stresses the need for EWS to be integrated with DRR: “EWS are not successful or sustainable as independent stand-alone efforts. When an EWS is considered appropriate, it should be designed and set up within a larger DRR and management effort. Setting up an EWS at any level without clear links to other disaster risk reduction/management efforts and entities will inevitably result in inefficient or unsustainable products and less effective impact (loss of life and livelihoods).”

Synchronization with an international colour standard for risk communication (e.g. green, yellow, red) would have great advantages for especially a regional consistency in DRR communication (think of border areas, tourists/visitors). However, to now changing the meaning of the already in place DMH colour code risks creating confusion among those people in Myanmar meanwhile familiar with the code for cyclones. Using different colours for other hazards than cyclones would cause even more

confusions. Introduction of staged warning using a colour code for multi-hazard EWS in Myanmar therefore will have to follow the colours of the DMH coding.

In a multi-hazard EWS it (for some hazards) is useful to have multiple levels for early warning before a disaster, to indicate different categories of hazards and their severity/threat to becoming a disaster. International standards use mostly five categories.

In Myanmar this is for storms done with flags, the number of flags on poles as posted in villages visualizing the urgency/severity:



#### **One flag:**

- Alert Level 1: There is a possibility of a storm in the area and the public should pay particular attention to weather news updates and comply with instructions.
- Alert Level 2: A storm has begun forming and the public should pay particular attention to weather news updates and comply with instructions.
- Alert Level 3: There is a likelihood of severe weather conditions caused by a storm and the public is advised to pay particular attention to alerts/warnings, news updates and comply with instructions.



#### **Two flags:**

- Alert Level 4: A storm of modest strength is imminent and the public is advised to pay particular attention to alerts/warnings and comply with instructions.
- Alert Level 5: A weak storm has become one of moderate strength and the public is advised to stay alert.
- Alert Level 6: Weather conditions are likely to worsen due to the storm and the public is advised to comply with alert/warnings.
- Alert Level 7: Weather conditions are likely to worsen due to a storm of moderate wind speeds in the area and the public is advised to follow the weather updates and comply with alert/warnings in a timely manner.



#### **Three flags:**

- Alert Level 8: The storm is gaining strength and the public is advised to begin evacuations.
- Alert Level 9: A severe storm will strike the area and evacuations are advised.
- Alert Level 10: A severe storm is imminent and everyone should evacuate to safe locations.
- Alert Level 11: The storm has struck and communications have been disrupted.

The colour of the flags is always red, hence not corresponding with the DMH colour scheme. The flags moreover do not communicate the level of danger for people after the storm. This could be adapted by changing the colour of the flag for alert level 1-3 into light orange; for level 4-7 use two dark orange flags, and for level 8-11 the current three red flags. And by adding a green flag to immediately after the storm communicate that the storm has passed, but the situation is not yet (fully) safe.

Linking the 11 alert levels to the international standard of 5 categories, levels 1-3 correspond with a category 1 storm, levels 4-7 with a category 2-3 storm and levels 8-11 with a category 4-5 storm.

### 3.7.2. DRR Public Awareness Colour Code

Early warning messaging about the specific colour an area finds itself in takes only place before, during and after a hazard threat/disaster (through village flags and loudspeakers, Radio, TV, SMS).

In contrast, public awareness raising on key messages in IEC materials, highlighting the various measures people can take themselves before, during and after disasters to mitigate the impact on their lives and livelihoods, take place during safe times when there is no hazard disrupting their daily lives.

For DRR public awareness raising using colours linked to a multi-hazard EWS, a differentiation of the 'before' stage (as in the DMH code: orange and red) is not needed and in fact would unnecessarily complicate messaging on measures to take before a disaster.

Since Myanmar people too will associate the colour Red with immediate danger, Orange is the appropriate colour to use for key messaging on preparation before an upcoming disaster.

Given the clear association to danger of Red and considering that any emergency response measures will have to be taken during those last hours before a disaster strikes, the DMH brown stage obviously being too late, Red is the appropriate colour to use for messaging on protection during a disaster.

Linking a National DRR Public Awareness Colour Code to a multi-hazard EWS then looks as follow:

DRR PUBLIC AWARENESS COLOUR CODE		MULTI-HAZARD EARLY WARNING SYSTEM	
SAFE SITUATION (NO UPCOMING HAZARD)	PREVENTION MESSAGES	NO WARNINGS	Level 0 – No warnings
BEFORE A DISASTER	PREPARATION MESSAGES	BE AWARE! SERIOUS HAZARD UPCOMING	Level 1/3 – Category 1 hazard
			Level 4/7 – Category 2 to 3 hazard
DURING A DISASTER	PROTECTION MESSAGES	HIGH ALERT EVACUATE	Level 8/11 - Category 4 to 5 hazard
		DANGER! EMERGENCY RESPONSE	DISASTER STRIKES
AFTER A DISASTER	RECOVERY MESSAGES	STAY ALERT!	Unsafe situation after disaster
PUBLIC AWARENESS RAISING ▲		NO WARNINGS	Level 0 – Situation clear

The public awareness and EWS colour codes fully respect the DMH colour coding. And only ask a slight change of current messaging under the green code after a disaster. Instead of stating that “the situation is clear” it is recommended to communicate: “Stay alert, because the situation is not yet fully safe”.

The created synergy between the DMH/EWS code and the flag system will contribute to people’s understanding of the early warning levels, supported by consistent and intensive communication on the colour code through all IEC tools, along with training in it of all stakeholders.

For DRR public awareness raising the meaning of each of the four colours is further supported by a general (not disaster-specific) key message. For example<sup>xv</sup>:

- **Yellow prevention/mitigation stage:** “Disaster preparedness starts at home!”
- **Orange preparedness stage:** “Disaster preparedness protects what you have!”
- **Red emergency response stage:** “Disaster awareness saves lives!”
- **Green (early) recovery stage:** “Disaster awareness helps early recovery!”

Under these four key messages, disaster-specific messages address the eight hazards most frequently encountered in Myanmar (cyclone, drought, earthquake, (forest) fire, flood, landslide, storm surge and tsunami).

### 3.7.3. Developing Key Messages

It is crucial that all implementing stakeholders communicate the same key messages in a consistent manner to each specific target group. For this a first priority action is to (re)assess all messages used to-date by different stakeholders, followed by a multi-stakeholder effort with participation and consultation of representatives of each specific target group, especially all most vulnerable groups, to:

- Harmonize all existing messages;
- Improve the language and effectiveness of existing messages;
- Develop new messages;
- Identify specific needs for each most vulnerable group (children, women, elderly, people with physical or mental disabilities, different ethnic communities);
- Identify specific needs for specific geographical areas (i.e. those hazards as relevant for each state/region);
- Identify specific needs for both urban and rural areas;
- Identify specific language needs for IEC to different ethnic groups;
- Identify specific messages for DM committees at all sub-national levels;
- Identify/create linkages with public awareness key messages of other development sectors (i.e. health, climate change adaptation);
- Categorize all messages ranked by priority (urgency/importance) under the four phases, and;
- Select a limited number of key messages for each of the four phases for all common hazards (i.e. 4 per phase, 16 per hazard) for a practical use in priority basic DRR IEC materials not overwhelming communities with too much information at once (see 3.9.);
- Select all relevant key messages for inclusion in reference guides and training materials for DM staff at different levels, (I)NGOs, CSOs and volunteers working in DRR;
- Select key messages for inclusion in curriculums of each level of education (primary, secondary, higher education);
- Select key messages for inclusion in health education and communication programs;
- Select key messages to be mainstreamed with public awareness on CCA.

In 2011 IFRC Geneva published ‘Public awareness and public education for disaster risk reduction: a guide’<sup>xvi</sup> to help National Red Cross Societies to plan and develop public awareness and public education efforts for DRR. Following extensive universal research IFRC in 2013 then published ‘Public awareness and public education for disaster risk reduction: key messages’<sup>xvii</sup>, as a tool for practitioners internationally to use in a consensus-building validation process.

The latest publication explains in detail the importance of consistent messages, and the importance of doing so in a participatory process. It furthermore provides a wide range of all-hazards key messages

targeting household and family disaster prevention, and hazard specific key messages for drought, earthquakes, floods, pandemics, tropical cyclones and wildfires.

Stakeholders are advised to consult both IFRC publications in their preparation for the required intensive message briefing exercises as guideline for consensus-building on effective and appropriate DRR messaging for Myanmar.

Key directions as recommended by IFRC include:

- Key messages comprise the core, common and comprehensive information about safety and resilience that are needed to promote consistent and sustained DRR;
- For messages to have credibility, legitimacy and strong impact in a particular national or local context, they need to be standard and consistent;
- Effective public education for DRR requires sustained repetition of the same messages: if messages are contradictory, inconsistent or unclear, the result is confusion, apathy and inaction;
- For behavioural change messages to catch hold, people need to understand the reasons for carrying out specific measures and feel not only convinced of their effectiveness but capable of implementing them;
- Guidance to prioritize specific key messages needs to be clear, concise and scientifically sound (evidence based).

#### **3.7.4. Mainstreaming DRR and CCA**

The increased frequency and severity of multiple disasters is in part believed to be caused by climate change leading to increasing temperatures. Indeed, all eight common hazards in Myanmar potentially will occur more often due to climate change. Efforts to reduce the impact of climate change are known as climate change adaptation (CCA). DRR is an important element of CCA and in recent years processes have started to mainstream DRR and CCA.

While the linkage is important, there are concerns as to whether inclusion of the more complicated climate change issues will be counterproductive for public awareness raising on DRR. Yet, most people would agree that poor communities are unlikely to be concerned whether information covers DRR or CCA. Their concern is to protect and improve the lives of their families and livelihoods. Key adaptation, mitigation and resilience messages on climate change related disasters, focusing on hands-on actions/measures people can take, therefore are to be included in the preparation exercises of key messages as outlined in paragraph 3.7.4.

The in 2014 established Environmental Conservation Department (ECD) of the Ministry of Environmental Conservation and Forestry is mandated to raise public awareness on environmental issues. It is currently with support of UN Habitat planning to in 2016 draft a specific CCA Public Awareness Strategy for Myanmar. RRD and the DRRWG PATTF will coordinate with ECD to align their strategy with DRR-PAS, to ensuring consistency in key messages, avoid duplication of IEC materials, and to further integrate CCA information in the training curriculum of DMTC and the DRR Web Portal.

In March 2015 the Building Resilience and Adaptation to Climate Extremes and Disasters (BRACED) Myanmar Programme 2015 – 2018 was launched, by an alliance led by Plan International Myanmar comprising of five agencies, including Action Aid, World Vision, BBC Media Action, Myanmar

Environment Institute (MEI) and UN Habitat. The objective of BRACED is to strengthen community preparedness, response and ability to adapt to climate extremes and disasters. BBC Media Action is currently in cooperation with MRTV identifying key messages for public service announcements (PSAs). This offers an excellent head start for the development of mainstreamed key messages under DRR-PAS. BRACED will be asked to modify PSAs would this be the outcome of consensus on different/better messages during the messaging exercises described in paragraph 3.7.4.

### **3.7.5. Media Engagement**

Radio, television, print and online media in Myanmar have an important role to play in raising public awareness on DRR and in communicating early warning messages and information to the public in times of a disaster. The NDMWC, supported by CFPs of implementing partners, will encourage media to frequently covering DRR related stories.

Year-round media engagement activities include: press releases and conferences on significant progress made and around DRR events; distribution of (progress) reports; facilitating interviews with high profile DM representatives, invitations and arrangements for media field visits by journalists alone or to accompanying high profile politicians visiting DRR projects; round-table debates with live audiences; offering high-profile DM representatives as guests for participation in call-in radio and TV shows; arranging publication of (opining) stories by DM experts in print and online media, and; encourage publication of winning stories and photos produced by communities in competitions.

### **3.8. Education**

Once consensus has been reached on all key messages for all specific target groups listed in paragraph 3.7.4. they will be implemented in all IEC materials for the public (see 3.9.) and in all manuals and training materials for implementing stakeholders as listed under 3.6. Supported by a conceptual format bridging public awareness with early warning communication, all these materials will provide a solid base to help promote consistent and sustained public awareness and understanding of DRR.

However, simply distributing IEC materials is not sufficient. They need to be further explained, illustrated and put into contexts. Firstly by training all implementing stakeholders in understanding the messages, multi-hazard EWS and the colour code, the relevance of messages for each target group, and most importantly, in how to help the public, especially vulnerable communities, understand the importance of the actions communicated in the key messages for them to build resilience against the harmful impacts of disasters on their lives and livelihoods.

At sub-national levels DDMC, TDMC, CDMC, VDMC staff, volunteers, school teachers and local NGO/CSO workers, after receiving themselves training and instructions on public awareness raising approaches, materials and messages at the DMTC (see 3.8.1.), through national and region/state conferences and during workshops in their respective districts, have the important task to integrate public awareness raising on relevant key messages in all interaction with the communities they work in, at schools, in informal education activities (games, theatre, youth groups, etc.) and in CBDRM programs.

CBDRM (Community based disaster risk management) is a process in which at-risk communities are actively engaged in the identification, analysis, treatment, monitoring and evaluation of disaster risks in order to reduce their vulnerabilities and enhance their capacities. This means that people are at the heart of decision-making and implementation of disaster risk management activities. The involvement

of most vulnerable social groups is considered most important in this process, while the support of the least vulnerable groups is necessary for successful implementation<sup>xviii</sup>.

The public at large will be mostly reached through mainstream media: radio, TV, internet, social media (Facebook). Paragraph 3.9. provides further details on how these mainstream media tools can be used for nationwide public awareness educational programs.

The integration of DRR key messages in curriculums for teacher and health professional education, and in specific DMTC trainings for those already working in education, health, agriculture or media (see below), will further contribute to create a sustained understanding on DRR among all stakeholders.

### **3.8.1. Disaster Management Training Centre**

The newly established Disaster Management Training Centre in Hinthada Township in Ayeyawady Region<sup>xix</sup> can accommodate up to two hundred trainees at once, significantly increasing the training capacity. In addition its scale makes it an ideal meeting place for people implementing DRR activities nationwide, at different levels and in different positions (i.e. government officials, NGO and civil society workers, media, volunteers) to sharing experiences and ideas on DRR programs and public awareness raising activities.

The existing DM Course Book covering all key elements of DM, including sessions on DRR Public Awareness, has been revised and intensified from 6 to 11 days training. Key messages, multi-hazard EWS and the DRR awareness colour code will be integrated in the curriculum and materials.

Specific trainings will be developed on mainstreaming DRR public awareness with Climate Change Adaptation (CCA), inclusion of DRR in education curriculums, in health communication, agriculture outreach programs and materials, and on DRR roles and responsibilities for the media.

Training courses will be supported by a set of different instruction videos raising awareness on: each common hazard in Myanmar; key elements of disaster management in general; public awareness raising activities and methods; the relations between DRR, CCA and agriculture; between DRR and health; between DRR and education; effective CBDRM approaches, and; on specific roles and responsibilities for each sub-national level of DM committees reviewing in detail each of their duties (i.e. community-based disaster preparedness, contingency plans, emergency response, awareness-raising, etc.) in each of the four phases.

Apart from DRR capacity building and increasing public awareness of implementing stakeholders through its training programs, MSWRR has set the following objectives for the DMTC:

- Conduct disaster management research
- Operate as an international Disaster Management Institute
- Collaborate with similar institutions in ASEAN and other countries for research and development
- Act as the advisory body to the national and sub-national DM institutions

### **3.8.2. Mainstreaming DRR in Education**

Children are one of the most vulnerable groups in society, but at the same time play an important role in disseminating DRR information they learn in the classroom to their family and friends. This has been recognized in Myanmar and, especially after the devastation caused by Nargis, the Ministry of Education (MoE), in collaboration with UNICEF and UNESCO, has been actively working on raising the awareness of education authorities, teachers and students on DRR through trainings and workshops for teachers and education officers, integration of DRR concepts in school curriculums, and encouraging the development of sector-wise as well as school level disaster preparedness plans. IEC materials (booklets, posters, etc.) have been developed and distributed widely across the country.<sup>xx</sup>

All these efforts have not yet resulted in significant higher public awareness about DRR. This according to analyses by involved stakeholders is due to various reasons, including a lack of comprehensive curriculum infusion, lack of integration of DRR in the teacher education system, and, inconsistency and inadequacy of DRR messages and training materials. The participatory development of harmonized key messages described in paragraph 3.7.4., implementation of these messages in dedicated IEC materials (3.9.), and DMTC trainings under DRR-PAS will support MoE in tackling these issues.

In 2010 MoE and MSWRR already published the 'Guidance on Mainstreaming Disaster Risk Reduction into Education Sector – Rural Settings, Myanmar', outlining the importance to mainstream DRR in education. MoE will lead efforts to intensifying and improving implementation of recommendations made. Key motivations to include DRR in education identified in the guidance document are:

- It helps prepare each new generation through institutionalization of disaster preparedness in the formal learning process;
- It has far reaching impact of raising the awareness of the community as the children share their knowledge with the parents at home and with their children when they become parents;
- It protects educational assets: school children, infrastructures, educational material and knowledge, and also the future of the society;
- It promotes construction of safer school buildings and encourages pro-active preparedness initiatives, protecting the lives of students, teachers and school officials and also those who take refuge at schools as the buildings are often turned into safe shelters during disasters;
- It is a cost effective measure to reduce long term impact of disasters.

Recommended activities include:

- Establishing (field) libraries, community learning centres, mobile knowledge resource centres;
- Documenting lessons learnt and successful cases to raise awareness and build knowledge about disaster situations, identify and exchange good practices, empower communities to take well-informed decisions to reduce their vulnerability to disasters and to build a culture of prevention;
- Integrating DRR awareness raising into formal school curriculums;
- Training of teachers and community leaders;
- Conducting mock drills, awareness-raising campaigns, commemorating DRR Days /Weeks;
- Informal educational activities (i.e. games, family activities, media and youth groups).

### **3.8.3. Inclusion of DRR in Health Communication**

The health sector has an obvious vital role to play in emergency response during any disaster: natural disasters, epidemics and human-made disasters. For this reason it is of the greatest importance to also include DRR on natural disasters in health education at universities, in training and capacity building programs for health professionals, and in health public awareness raising trainings and materials. And, of course, to include health measures people can take in the development of DRR key messaging for all four phases. Crosscutting key messages hence have to be harmonized.

For the inclusion of important health sector messages on DRR the 'Guidance on Mainstreaming Disaster Risk Reduction in the Health Sector, Myanmar - Rural Settings' prepared and published in 2010 by MoH and MSWRR with support of ASEAN, UN and ADPC, provides helpful leads.

The guidance emphasizes the need to mainstream DRR in the health sector initiatives; to identify key approaches for mainstreaming DRR in the health sector, particularly in rural areas, based on the good practices, innovative approaches and lessons learned of Government, UN agencies, NGOs and others involved in the Cyclone Nargis recovery, and; to identify key 'vulnerabilities and opportunities' for creating a 'safer health system' in Myanmar.<sup>xxi</sup>

The guidance does not (yet) cover mainstreaming DRR in health education and communication materials. MoH will lead inclusion of DRR public awareness raising in health education and communication programs, following the development of harmonized key messages described in paragraph 3.7.4. DMTC will in cooperation with MoH develop specific trainings for health professionals.

### **3.8.4. Media Training**

Training of the capacity of journalists to adequately take on their important roles in DRR awareness raising will be offered both at DMTC and through smaller workshops per region/state. Specific DRR roles and responsibilities of the media to be provided training in are<sup>xxii</sup>:

Year-round during normal times (no hazards):

- Provide analysis on sources and processes of risk generation and patterns of risk and vulnerabilities;
- Advocate to decision-makers to take appropriate actions for disaster management;
- Highlight the need for involvement of communities in disaster preparedness.

Before a disaster:

- Disseminate warning messages to at risk communities in an easy to understand language through multiple channels, while being sensitive to people's access and timing issues;
- Provide information to communities about precautionary measures they can take to avoid loss of life and property from hazards.

During a disaster:

- Inform the public with timely and factual information about the extent of disaster, losses caused and the current situation of hazard;
- Advise public about actions to be taken during the emergency period in order to avoid further losses; e.g. evacuation, unsafe areas, water purification techniques;

- Inform about actions being taken by authorities/aid groups to save lives and property;
- Relay messages concerning welfare of isolated or trapped groups for the benefit of families, relatives, friends and rescue teams;
- Facilitate communication among affected people and their relatives, friends, families in other parts of the country or world;
- Highlight needs of survivors to make sure that all groups of people affected by the disaster receive appropriate aid, irrespective of their social, ethnic, political status;
- Highlight the need for application of minimum standards to ensure that minimum needs of disaster survivors in terms of water, sanitation, shelter, food and health are met;
- Communicate about potential secondary risks to minimize further loss or damage.

After a disaster:

- Appeal for assistance from all parties to meet the needs of survivors;
- Communicate about rehabilitation and reconstruction plans of authorities;
- Encourage survivor participation in recovery through conducting surveys and communicating the opinions of public and authorities;
- Influence for integrating risk reduction in rehabilitation and reconstruction programs;
- Documentation, reporting sensitization and incident coverage on disaster management activities as a whole and in assisting public awareness programs.

For media training NDMWC/DMT will seek assistance from professionals in media and communication for development services in Myanmar, such as BBC Media Action and C4DM Ltd<sup>xxiii</sup>.

### **3.8.5. Education and Training materials**

Key messages as relevant for each target group and the DRR awareness colour code design will be integrated in education materials such as: school books, CBDRM 'how to' booklets (i.e. on first aid, building a shelter, etc.), disaster simulation program manuals, brochures providing more detailed information about each hazard, IEC materials focusing on climate change adaptation and resilience, health communication materials, and all reference materials for implementing stakeholders (web portal, national DRR Handbook, pocket guides for sub-national DM committees, DMTC training manuals and instruction videos) described in paragraph 3.6.

## **3.9. Public Awareness IEC Tools**

IEC tools integrating the colour code for public awareness introduced in chapter 4 will strengthen the important link between DRR public awareness raising and early warning communication. All existing IEC posters and leaflets with key messages are to be replaced once harmonized messages have been agreed upon and below new IEC tools in place. The NDMWC and PATTF will coordinate to identifying lead agencies for financing, design and distribution of each IEC tool below.

### **3.9.1. Photo Posters**

Attractive and effective photo posters are very important to visualize key messages, for the public of all ages in general and especially to reach people with reading and learning difficulties. High quality photography will be used for clear and realistic visualizations, asking local communities to participate in simulating scenarios for each message. 'Actors' will wear (T)shirts with the respective colours for scenes

under each of the four phases (yellow, orange, red, green). The 'actors' on the various posters all together are to be representative for society, meaning men, women, children, elderly, people with a disability, and various ethnic groups.

Posters are either disaster-specific or phase-specific. The phase-specific posters include only one colour (as per the target phase) and a selection of four out of eight hazards as most relevant for each region/state, each with four hazard-specific messages related to the phase illustrated in the poster.

The *disaster-specific* posters include the four phases of the targeted hazard, their phase-specific key messages and four hazard-specific messages for each phase. Each message is strongly visualized by a photo. The 12 posters (1 per phase = 4 posters and 1 per disaster = 8 posters) in format-size A0 must be produced on durable, waterproof material and widely circulated. Since communities may not always have adequate spaces for the large A0 size posters, format-size A1 posters with only two photos and key messages per phase will also be produced.

Each hazard is also visualized through a pictogram on their respective poster. DRRWG member SEEDS Myanmar has developed the following pictograms for cyclones, floods, earthquakes, fires, tsunamis, landslides, typhoons, and lightning):



During the message briefs stakeholders will decide whether these SEEDS pictograms can be used as they are (replacing lightning with the one missing for droughts) or need improvement to be clear for all target groups, especially for those people most dependent on visuals.

### **3.9.2. Booklets**

The posters are supported by passport-size (A6) laminated durable public booklets in which the DRR colour awareness code is explained and visualized in the design. In the booklets each hazard-specific message is accompanied by a simple and brief description of the measure messaged and illustrated. Booklets cover all hazards as relevant per region/state. An audio version (Mp3) will be produced for the visually impaired and people with reading/learning difficulties. Booklets will be widely distributed to schools, through CBDRM projects, during public events, and made generously available in the DRR Information Resource Centres of townships, to ensure that eventually each household in the country has one copy at home.

### **3.9.3. Theatre**

Theatre (drama, music, role play) is a proven effective way to inform people with low education/literacy rates in poor remote areas, especially when communities themselves participate in the preparation and performances. The four colours can be visualized in decors and costumes. CDMC, VDMC members and volunteers will receive training to learn how to use theatre as a tool for DRR.

### **3.9.4. Games**

Games are helpful communication tools for children to learn DRR concepts. The four-colour concept can be used in games such as cards, Game of the Goose, Snakes and Ladder, etc. Existing games (e.g. the Risk Game as used by MRCS) can be adapted to include the colour concept and messages in questions.

### **3.9.5. Photo and Story competitions**

Competitions encouraging children and teenagers, both at community levels and through national radio and TV, to produce stories, photos or drawings on DRR related topics as they experience/see them in their daily lives, greatly enhance their engagement and understanding in DRR. Small prizes can be awarded and winning stories and photos put on display at the DRR Resource Centres, published in either local or national newspapers, on the DRR Web Portal, and DRR Facebook page.

### **3.9.6. Videos**

Short instruction videos for communities will be developed to raise awareness of households on each of the eight hazards most encountered in the country (10 minutes per disaster). 'Actors' as for the posters will wear (T)shirts with the respective colours for scenes under each phase. Voice overs are made available in all main ethnic languages.

Videos are powerful tools because this visualization of messages is often best understood by people. They moreover offer implementing stakeholders herein much more flexibility than TV programs, since they do not depend on broadcast times and access of the target groups to TV (which for poor and vulnerable people is limited).

Videos can be shown by CDMCs and in CBDRM projects during specific awareness raising sessions at community, township and district levels and at public events, followed by discussions. Mobile video units will be made available for remote areas with limited facilities and electricity.

### **3.9.7. Radio**

Radio, is a very popular and thus effective information source especially in rural areas, where people have limited access to other media. Radio provides easy access to information in different languages as relevant for a region, at low costs.

For early warning radio is therefore by far the most important medium to announce the phases in which an area is for specific hazards, and communicate related important key messages (paragraph 3.8.4. details the specific roles and responsibilities for media during each phase).

During normal, safe times radio is also the most cost-effective medium to reach large populations with short DRR message radio spots to communicate the key messages and hazard-specific messages. In addition radio programs will broadcast informative call-in programs with i.e. an expert in the studio explaining key messages in detail and answering questions of listeners.

### **3.9.8. Television**

Produced instruction videos will also be broadcast on MRTV for the public at large. Attractive short TV spots communicating key messages will frequently be broadcast during specific periods of the year (i.e. when the Monsoon starts), in case of major disasters affecting large parts of the population, and during specific awareness campaigns, with participation of Myanmar celebrities (i.e. in sports, film, music, TV). Informative call-in programs covering DRR topics and messages in detail will also be produced for TV.

### **3.9.9. Internet**

The colour code can also be included in the design of the National DRR Web Portal (see paragraph 3.6.3.) Internet access, especially WiFi and 3G connections, is increasingly available throughout the country, and will continue to improve. DRR Resource Centres (3.6.7.) will offer free WiFi access at township levels. All public IEC materials available will be clearly visible accessible on the portal, separated from the wealth of DRR/CCA technical information, such as reports, studies, and strategies. These complicated documents are of limited use in public communication in Myanmar.

### **6.9.10. Facebook**

Web-based social networks (especially Facebook) are used more and more by Myanmar people and often their main/first source of information. They moreover offer great advantages for interaction with audiences, for example to vote for stories and photos during competitions. NDMC will therefore create a National DRR Facebook page.

### **6.9.11. Text messaging**

Text messaging (SMS) as a communication tool is becoming more and more popular and, with large parts of the population in possession of a mobile phone served by various networks with increasing coverage, is an excellent way to reach people anytime anywhere with simple messages. It can also be used for simple questionnaires to test people's knowledge. People's responses will be encouraged by prizes/awards and responses will be free of charge, in partnership with telecom operators.

### **3.9.12. Smart Phone App**

Utilizing the increased possession of smart phones, MRCS has developed an early warning phone application. This app will be updated and modified once key messages have been harmonized and in cooperation with MRCS launched as the National DRR App for Myanmar.

### **3.9.13. National Hotline**

A national hotline (1883) has recently been launched by IPRD, providing information on hazards and early warning messages. People can also subscribe to receive automatic text messages. Regular campaigns will increase the public awareness about the hotline. All IEC tools materials listed above will mention the number **1883**.

### **3.9.14. Events**

The International Day for Disaster Reduction (IDDR) is held worldwide annually on October 13. Each year covers a different theme for events during this day. The scale and number of activities organized in Myanmar on this day will gradually be expanded (linked to available budgets) to become a truly nationwide celebrated day, with participation of national celebrities. Information campaigns around events at other times of the year, for example at the start of the Monsoon season, will also gradually grow into nationwide events. The public awareness colour code can during events be visualized through handing out freebies such as T-shirts, pens, caps, umbrellas, shawls, stickers, etc. designed in the colour concept mentioning the non-disaster specific key messages.

## **4. Pretesting, Monitoring and Evaluation**

### **4.1. Pretesting**

All print and audiovisual IEC tools will be thoroughly pretested among target groups before granted (nation)wide distribution. Pre-testing IEC materials is an important exercise to determine whether:

- People understand the information given. This not only includes the information as such but also the way it is formulated (no complicated or technical language, long sentences for example) and the layout (size of fonts, spacing between characters, relation between text and illustrations);
- People find the materials attractive. Do they like the used colours, visuals, overall design;
- People accept the messages and corresponding visuals. If people take offense of messages/visuals – or find them not realistic, they will reject the message;
- People identify with the messages and visuals. People need to understand that the messages are directed towards them, need to feel involved;
- People understand that the messages ask them to take action themselves, not only inform them.

### **4.2. Monitoring**

Ongoing monitoring of implementation of DRR-PAS in programs is guaranteed through a strict following by all implementing stakeholders of the procedures for meetings and reporting formats outlined in paragraph 3.6.6., and making these minutes and reports timely available to the NDMWC for oversight, screening of minutes and reports, publication on the member-only section of the DRR Web Portal, and factsheets in the quarterly newsletters (3.6.2.). This facilitates early insight and needs for interventions to improve, modify activities and materials.

### **4.3. Evaluation**

At community level Knowledge, Attitude and Practice (KAP) surveys have proved to be very useful in assessing behaviour change of target groups, and will be conducted frequently throughout the country to evaluate the impact of DRR-PAS public awareness activities in DRR programs.

Regular polls will be held to assess awareness and understanding of DRR among the general public.

Detailed questionnaires will be developed to assess the impact of information and knowledge sharing structures, processes and communication outputs among implementing stakeholders at all national and sub-national levels.

Annually the NDMWC will conduct or facilitate in-depth evaluation of public awareness raising activities in all DRR programs through analyses of all program progress and evaluation reports, KAP surveys and polls as conducted, following the terms and questions of the effective, hands-on SMART model for monitoring and evaluation:

<b>S</b>	<b>Specific</b>	<b>Also: Significant, Stretching, Simple</b>
	<p>Specific stresses the need for a specific goal over and against a more general one. This means the goal is clear and unambiguous; without vagaries and platitudes. To make goals specific, they must tell a team exactly what is expected, why is it important, who's involved, where is it going to happen and which attributes are important:</p> <ul style="list-style-type: none"> <li>✓ What do I want to accomplish?</li> <li>✓ Why? Specific reasons, purpose or benefits of accomplishing the goal.</li> <li>✓ Who is involved?</li> <li>✓ Where? Identify a location</li> <li>✓ Which? Identify requirements and constraints</li> </ul>	
<b>M</b>	<b>Measurable</b>	<b>Also: Meaningful, Motivational, Manageable</b>
	<p>Measurable stresses the need for concrete criteria for measuring progress toward the attainment of the goal. The thought behind this is that if a goal is not measurable, it is not possible to know whether a team is making progress toward successful completion. Measuring progress is supposed to help a team stay on track, reach its target dates, and experience the exhilaration of achievement that spurs it on to continued effort required to reach the ultimate goal:</p> <ul style="list-style-type: none"> <li>✓ How much?</li> <li>✓ How many?</li> <li>✓ How will I know when it is accomplished?</li> </ul>	
<b>A</b>	<b>Attainable</b>	<b>Also: Appropriate, Achievable, Agreed, Assignable, Ambitious, Aspirational</b>
	<p>Attainable stresses the importance of goals that are realistic and attainable. While an attainable goal may stretch a team in order to achieve it, the goal is not extreme. That is, the goals are neither out of reach nor below standard performance, as these may be considered meaningless. When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. An attainable goal may cause goal-setters to identify previously overlooked opportunities to bring themselves closer to the achievement of their goals:</p> <ul style="list-style-type: none"> <li>✓ How can the goal be accomplished?</li> </ul>	
<b>R</b>	<b>Relevant</b>	<b>Also: Realistic, Resourced, Resonant</b>
	<p>Relevant stresses the importance of making goals relevant. A relevant goal must represent an objective that the goal-setter is willing and able to work towards. This does not mean the goal cannot be high. A goal is probably relevant if the goal-setter believes that it can be accomplished. If the goal-setter has accomplished anything similar in the past they may have identified a relevant goal:</p> <ul style="list-style-type: none"> <li>✓ Does this seem worthwhile?</li> </ul>	
<b>T</b>	<b>Time-bound</b>	
	<p>Time-bound stresses the importance of grounding goals within a time frame; giving them a target date. A commitment to a deadline helps a team focus their efforts on completion of the goal on or before the due date. This part of the S.M.A.R.T goal criteria is intended to prevent goals from being overtaken by the day-to-day crises that invariably arise in an organization. A time-bound goal is intended to establish a sense of urgency:</p> <ul style="list-style-type: none"> <li>✓ When?</li> <li>✓ What can I do 6 months from now?</li> <li>✓ What can I do 6 weeks from now?</li> <li>✓ What can I do today?</li> </ul>	

[http://en.wikipedia.org/wiki/SMART\\_criteria](http://en.wikipedia.org/wiki/SMART_criteria)

## 5. Operational plan

A multi-year strategy is by definition a living document that must be revised and updated whenever necessary. This is even more so necessary for DRR-PAS, with the NDMF and required substantial funding for implementation not yet in place. MSWRR (RRD) in coordination with the DRRWG (PATTF) in this context will have a priority task to through the NDMWC first advocating and coordinating the necessary conditions for DRR-PAS, inclusive of possible outsourcing of IEC tool productions, media training, KAP surveys, polls and overall DRR-PAS evaluation exercises to external experts/organizations.

Below table mentions per cluster those agencies expected to take a lead in coordination and/or implementation of listed activities. 2016 focuses on the foundations for DRR-PAS, with nationwide implementation gradually realized over 2017-2020. Priority will be given to areas most prone to disasters per region/state. This operational plan will be updated annually following M&E reporting.

§	ACTIVITY/OUTPUT	LEAD	2016	2017 - 2018	2019 - 2020
<b>§3.5. FINANCE</b>					
§3.5.	Formation NDMF	NDMWC	✖		
§3.5.	Financial plan for NDMF to implement DRR-PAS	NDMWC DRRWG	✖		
<b>§3.6. INFORMATION</b>					
§3.6.1.	Agreement on IKM tasks Information and Education sub-committee	NDMWC	✖		
§3.6.2.	Launch of quarterly NDMC newsletter for implementing stakeholders	NDMWC RRD	✖		
§3.6.3.	Development and launch of National DRR Web Portal	NDMWC RRD	✖		
§3.6.4.	Development of Roles & Responsibilities per phase for all national and region/state stakeholders	RRD PATTF	✖		
§3.6.4.	Production and distribution of the National DRR Handbook to all national and region/state stakeholders and media	GAD RRD PATTF		✖	
§3.6.5.	Appointment CFPs for all stakeholders at national and region/state levels	ALL	✖		
§3.6.5.	Design of standardized reporting and feedback formats/templates	RRD PATTF	✖		
§3.6.6.	Development of Roles & Responsibilities per DM phase for DDMCs, TDMCs, CDMCs and VDMCs	RRD	✖		
§3.6.6.	Design/production/pretesting/distribution of pocket guides for CDMCs and VDMCs	GAD RRD PATTF	✖		

§3.6.6.	Gradual distribution of public booklets and posters to CDMCs and VDMCs nationwide	RRD IPRD PATTF	✖	✖	✖
§3.6.6.	Design/production/pretesting/distribution of pocket guides for TDMCs	GAD RRD PATTF		✖	
§3.6.6.	Design/production/pretesting/distribution of pocket guides for DDMCs	GAD RRD PATTF		✖	
§3.6.7.	Expansion of DRR Resource Centres in township libraries nationwide	IPRD	✖	✖	✖
§3.6.8.	Organization of regular DRR conferences at national and region/state levels	RRD PATTF	✖	✖	✖
§3.6.8.	Organization of regular DRR workshops at district levels	RRD PATTF	✖	✖	✖
<b>§3.7. COMMUNICATION</b>					
§3.7.1.	Development of a multi-hazard early warning system	DMH NDMWC	✖		
§3.7.2.	Introduction of DRR public awareness colour code linked with EWS and key messages per phase, to be integrated in all IEC Tools	DMH NDMWC	✖		
§3.7.3.	Development, consultations and agreement on all key messages per phase for all target groups	PATTF RRD	✖		
§3.7.4.	Mainstreaming DRR-PAS and CCA public awareness strategies	RRD ECD PATTF	✖		
§3.7.5.	Media engagement activities	NDMWC PATTF	✖	✖	✖
<b>§3.8. EDUCATION</b>					
§3.8.	Training for all national and region/state implementing stakeholders and DMTC trainers on their roles and responsibilities, multi-hazard EWS, colour code and key messages, supported by the National DRR Handbook	DMH RRD PATTF	✖	✖	
§3.8.	Capacity building VDMCs, CDMCs, CBDRM staff, volunteers, teachers and national hotline staff in their respective roles and responsibilities, supported by their pocket guides, and in implementing key messages and the colour code in their work and programs	RRD DRRWG IPRD MoE	✖	✖	✖
§3.8.1.	Integration of key messages, multi-hazard EWS, DRR awareness colour code, roles and responsibilities as per handbook and pocket guides in DMTC curriculums	RRD DMH	✖		
§3.8.1.	Development of training for specific target groups (i.e. people working in agriculture, education, health)	RRD NDMWC	✖	✖	✖
§3.8.1.	Development and distribution of DMTC instruction videos	IPRD RRD PATTF		✖	
§3.8.2.	Integration of the National DRR Handbook in education curriculums and training/workshops for both working and studying teachers	MoE RRD	✖	✖	✖
§3.8.3.	Integration of the National DRR Handbook in education curriculums and training/workshops for both working and studying health professionals	MoH RRD	✖	✖	✖

§3.8.4.	Dedicated media trainings on their roles and responsibilities in DRR	RRD IPRD PATTF	✘	✘	✘
§3.8.5.	Integration of key messages, multi-hazard EWS, DRR awareness colour code in cross-cutting and 'in-depth' IEC materials	ALL	✘	✘	✘
<b>§3.9. IEC TOOLS</b>					
§3.9.1.	Design/production/pretesting of illustrated messaging posters	GAD RRD PATTF	✘		
§3.9.2.	Design/production/pretesting of passport size booklets for public (print and audio)	GAD RRD PATTF	✘		
§3.9.2.	Gradual distribution of public booklets and posters to communities nationwide (through sub-national DM committees, resource centres, NGOs, CSOs, etc.)	RRD IPRD PATTF	✘	✘	✘
§3.9.3.	Integration of key messages and DRR awareness colour code in theatre	RRD PATTF		✘	✘
§3.9.4.	Integration of key messages and DRR awareness colour code in games	RRD PATTF		✘	✘
§3.9.5.	Organization of national and community photo and story competitions	RRD PATTF		✘	✘
§3.9.6.	Development and distribution of community instruction videos	IPRD RRD PATTF		✘	✘
§3.9.7.	Development and broadcasting of radio PSAs with harmonized key messages per phase and of informative call-in programs on radio	IPRD GAD PATTF	✘	✘	✘
§3.9.8.	Development and broadcasting of TV PSAs with harmonized key messages per phase and of informative call-in programs on TV	IPRD GAD PATTF	✘	✘	✘
§3.9.9.	Integration of key messages and DRR awareness colour code in National DRR Web Portal	RRD	✘		
§3.9.10.	Launch of NDMC Facebook page	NDMWC RRD	✘		
§3.9.11.	Distribution of key messages and polls through SMS	IPRD		✘	✘
§3.9.12.	Integration colour code and key messages in MRCS EWS phone app	DMH MRCS	✘		
§3.9.13.	Integration of key messages and DRR awareness colour code in National Hotline	IPRD	✘		
§3.9.14.	Expansion of scale and activities during the annual IDDR events	RRD PATTF	✘	✘	✘
§3.9.14.	Launch of Monsoon public awareness campaign and events	RRD PATTF		✘	✘
§3.9.14.	Production of freebies (T-shirts, pens, caps, etc.) for events	RRD PATTF		✘	✘

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<sup>xxii</sup> *Draft Lao PDR National Disaster Management Plan 2012 – 2015, Ministry of Labour and Social Welfare, UNDP Lao PDR, March 2011*

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### **Stakeholder inputs:**

RRD

DHREP

DMH

IPRD

Action Aid

ADPC

BBC Media Action

MRCS

Plan International

SEEDS

UNDP

UN Habitat

UNICEF