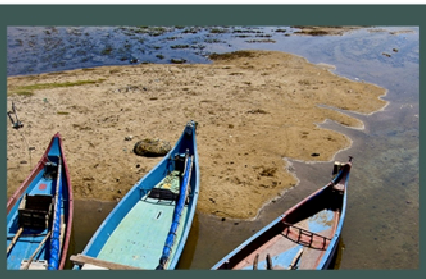
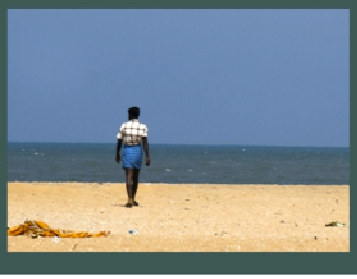
# Strategy for National Media Campaign

Preparing Long Term Training and Capacity Building Strategy for Disaster Risk Reduction in India, under NCRMP





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# EXECUTIVE SUMMARY

## The Background

India's teeming population can be covered through effective disaster risk reduction programmes only with the help of a significant, well organised, and sustained public awareness effort. SWOT analysis of the current programmes reveal a significant gap in both the level of knowledge among communities and the action taken on DRR at a local level.

Community groups that have survived on traditional knowledge are now faced with erosion in such knowledge systems and the invasion of technological practices that are locally not understood and cannot be managed in entirety. Changing contexts and new threats such as climate variability are also leading to disruptions in existing local coping systems; and new knowledge is yet to emerge on these subjects locally.

The role of the community as a first responder and the need to influence community behaviour emerge very strongly from the study and form the fundamental basis of this national public awareness campaign. Public awareness efforts will need to focus on priority stakeholders at the local level; primarily including special vulnerable groups. It will need to deploy specifically designed and customised messages and media.

Analysis of 18 national and international public awareness campaigns also revealed a number of lessons that influenced the strategy. These included the need to identify targeted audiences; to link with other stakeholders and programmes; to create 'active' campaigns; to embed the model in the community; to localise messaging and tools; and to create sub-campaigns within broader themes.

The campaign also incorporates behaviour change communication (BCC) as intervention process that stimulates change in people's actions to help create lasting change. For in India, many communication initiatives have succeeded in enhancing the dissemination of information, but have failed in going beyond that. BCC can help to stimulate lasting positive change in attitudes and practices. It takes into account the three levels of influence including:

- Personal ('micro') factors which are intrinsic to the individual, such as their level of knowledge or belief in their ability to change their behaviour and their habits.
- Social ('meso') factors which are concerned with how individuals relate to each other and the influence of other people on their behaviour
- Environmental factors

### The campaign

Against this backdrop, the national media campaign strategy adopts an overall empowering message of '**Disaster risk reduction begins with YOU!'**

### The aim and objectives

The overall aim of the public awareness campaign is to create a multi-pronged approach for a strong public awareness campaign; penetrating from the national to community level. It will help build a culture of safety across the country in general and for communities at risk in particular. The core objectives are three-fold: Spread awareness to empower communities and build resilience; provide the tools for people to actively engage in risk reduction; and change behaviour patterns towards effective action.

### Focussed target audiences

The campaign focuses on seven identified focus groups:

*Local Panchayati Raj /Urban Legislative Body leaders:* As the last level of elected representatives, this target group serves as a key link to the government and has the legal power to enforce decisions

in the community. They can influence policy decisions, representing the problems and views of the community to a wider forum. Through budget allocations and running of schemes, they can effectively form links between government policies and local risk reduction.

*Local champions:* A community's teachers, doctors, self-help groups and other educated professionals serve as the unspoken, unelected advisors to the community. They are looked up to and trusted; and are often emulated even more than elected leaders. These local champions serve as the link between general people and the panchayat. Through their various vocations, they are a primary point to embed 'seeds' of awareness.

*Children:* Children, both enrolled in and out of school, are often more receptive and open to information than adults. Internationally, the campaign on 'children at the heart of DRR' puts them in the driving seat. As the next generation, they will be the ones to carry on sustainable risk reduction practices. Children are also among the best channels to widely disseminate information as they tend to 'take information home'; spreading it to their peers and among their families. At the same time, schools play a major role as a community asset during disasters. Children will play a core role in strengthening the resilience of these institutions.

*Women:* The heart of their families, women generally spend the greatest amount of time at home and are one of the most vulnerable groups. In many villages, migration by the men to the cities for work means that the women are left alone; making it even more critical to build their awareness and action. Not only are self-help groups run mainly by women, but empowering them has often had a highly visible impact. They can influence family spending to improve preparedness at the household level.

*Persons with Disabilities:* Unless particular attention is given to PWDs, they are always left out by default. There is an urgent need to empower and include them in any disaster risk reduction action. For a community can only be safe when each one of its most vulnerable members is safe.

*Elderly:* Though they are usually respected, the elderly are another group who are often left out. At the same time, the elderly are repositories of traditional knowledge and local innovations on disaster risk reduction. They are often more receptive to using and improving these techniques; which can be vital in small communities with limited facilities.

*Livelihood-based groups:* Livelihood compulsions can often restrict 'safer' behaviour. This includes fishermen going out to sea despite cyclone warnings or farmers refusing to evacuate during a flood. Targeting groups such as farmers, shepherds, fishermen, labourers and masons is therefore critical. Some of their inherent activities play a major role in DRR. So any breakthrough in getting these groups to incorporate risk reduction and preparedness measures as part of their daily routine will go a long way towards mainstreaming DRR!

**Messaging for sub-campaigns**

Under the overarching theme of disaster risk reduction, there lies a huge gamut of messages that need to be communicated to diverse target audiences. At the same time, several other factors including the particular hazard type, phase of the disaster cycle, the particular hazard and sectoral links need to be taken into consideration.

A series of messaging matrixes provide an overview of the core public awareness messaging required. While these lists are not exhaustive, it offers implementers of the campaign a solid foundation on which to steer their messaging.

### Mediums and tools for dissemination of messaging

Activities that can promote Disaster Risk Reduction can occur in different contexts and in many different settings. A variety of tools are required to effectively disseminate the messages to a wide target audience and down to the last mile. Since the major thrust of the strategy focuses on localisation, the tools too include localised approaches that can have a direct impact on the audience. It looks at different angles from which to influence behaviour change. This includes mainstream broadcast media such as TV, print and radio; direct mailers such as flyers and brochures; outdoor mediums such as billboards; collaterals such as airline and bus tickets; and localised tools such as community radio, person-to-person contact, nataks and community events.

### Implementation

In such a wide-ranging and multiple-focus campaign, with whom does the responsibility for implementation lie? Implementing the strategy does not fall to the governmental agencies alone, nor should it. Success will require the commitment of all parts of society, including state and local governments, businesses, educational institutions and others. It is also important to engage the private sector and other external stakeholders as an essential component of nearly all of the activities described in this strategy.

This particular cascading model identifies the dissemination of the messages through the existing structure and tools of the Information and Broadcasting Ministry in collaboration with the concerned government departments at various levels that will assist in the dissemination of the messages.

### Use of this strategy

This strategy document has been designed for use by a variety of stakeholders. At the National and State level, it is an overall guide to planning disaster risk reduction awareness campaigns. At the district level and below where it will actually be implemented, the strategy provides details on the type of messaging and appropriate mediums. This strategy provides a foundation and it is expected that greater detailing and localisation will be done at the state levels according to the particular needs.

The matrix of messaging could be of use also to non-governmental organisations and humanitarian groups working on disaster-related issues. Most importantly, this strategy aims to give a sense of consistency to the myriad of disaster risk reduction campaigns across the country and give an overarching theme to it.

# 1. THE BACKGROUND

## 1.1. PURPOSE OF THE NATIONAL MEDIA STRATEGY

India has been traditionally vulnerable to natural hazards on account of its unique geo-climatic conditions. Floods, droughts, cyclones, earthquakes and landslides have been recurrent phenomena. Almost 60% of the landmass is prone to earthquakes of various intensities; over 40 million hectares is prone to floods; about 8% of the total area is prone to cyclones and 68% of the cultivable area is susceptible to drought. The loss in terms of private, community and public assets has been astronomical.[1]

Over the past few years, the Government of India have brought about a paradigm shift in their approach to disaster management. The new approach proceeds from the conviction that development cannot be sustainable unless disaster mitigation is built into the development process. Another cornerstone of the approach is that mitigation has to be multi-disciplinary spanning across all sectors of development. The new policy also emanates from the belief that investments in mitigation are much more cost effective than expenditure on relief and rehabilitation.[2]

However, considering its vulnerability, there is still a deep lack of awareness and public action on disasters across the country.

The purpose of this National Media Strategy is to create a multi-pronged approach for a strong public awareness campaign; penetrating from the national to community level. It will help build a culture of safety across the country in general and for communities at risk in particular.

## 1.2. WHAT IS A PUBLIC AWARENESS CAMPAIGN?

The United Nations International Secretariat for Disaster Reduction (UNISDR) defines public awareness as *'the extent of common knowledge about disaster risks, the factors that lead to disasters and the actions that can be taken individually and collectively to reduce exposure and vulnerability to hazards'*.

The operative words here are 'knowledge', 'action', 'individual' and 'collective' and 'reduce'. In fact, these came up repeatedly across field surveys, interviews and analysis of worldwide public awareness campaigns.

## 1.3. INSIGHT FROM FIELD INTERVIEWS

Communication is essentially about messages, meaning and action. This takes place at various levels and in various ways depending on the nature and levels of stakeholders involved. In the case of disaster risk reduction, this is primarily between people from at-risk communities and outside actors including the government and non-governmental organisations. Communication across various layers, groups and sub-groups within these adds to the complexity.

Ultimately, effective communication is one that leads to desired outcomes. An informed understanding of these differential needs is essential to design a robust communication strategy.

Some of the key questions include: What disaster behaviour and perceptions are common? Where are the gaps and needs? What kinds of campaigns and messaging may help address these?

Around 18,000 people were interviewed across the six states of Andhra Pradesh, Bihar, Gujarat, Odisha, Uttarakhand and West Bengal. Of the 42 districts, six rural and one urban district were

[1] UNDP, 'Disaster Risk Reduction In India'
[2] Ministry of Home Affairs, Natural Disaster Management

covered in each state. Close to 7,600 people were reached out to through focus group discussions, transect walks and in-depth interviews. The rest were covered through household surveys. This included women, children, men, local-level leaders, NGO workers, journalists and government officials across all sections of society. For different groups in the community have different ways of interpreting and understanding information.

As part of this questioning, it attempted to look at people's perception of 'awareness' campaigns on DRR; their risk handling behaviour and coping mechanisms; and their constraints and capacities. People's preferred communication channels and the purpose and patterns of their use will also help in designing the deployment vehicles of the public awareness campaign strategy.

Despite the broad range of social backgrounds, geographies and vulnerabilities, there were several points that emerged again and again. These common factors serve as core insights in the development of the Public Awareness Strategy.

**Stakeholders**

Across states, the communication needs were found to vary widely across stakeholders and levels. This includes the Government at state, district and sub-district level, NGOs and the community. For example, in the context of disaster risk reduction communication, the most critical level is the community, as they are the ones to respond first in the initial hours. Maximum damage and loss, particularly of lives, occurs in these initial hours. However, the complexity of social contexts across all states means that an informed understanding of differential needs at a micro level is essential to design a robust communication strategy.

Besides the elected representatives at the GP level including the Gram Pradhan, other key local level key functionaries such as school teachers, children, ASHA workers and Anganwadi workers can play a major role in establishing a proactive, people friendly regime of communication. In fact, in all villages, the institutions of ASHA and Anganwadi have been found to be some of the most active change agents.

**Messaging**

*The core message*

Looking at the different geographies within states themselves, the communication needs vary from region to region. For example, in terms of the geo-climactic and social point of view; core messaging for coastal communities of Balasore and that entire belt at risk of floods and cyclones will vary widely from the drought prone and dry land area of KBK (Kalahandi – Bolangir – Koraput). Special focus is required just to understand their day-to-day needs that are more developmental in nature, but are the means for achieving an in-built resilience that will help in long term disaster risk mitigation.

In West Bengal, early warning was felt to be the single most important communication need among at-risk communities, particularly women and children. A functional early warning system is yet to be put in place; especially in cyclone and flood prone areas like Jalpaiguri and Sundarbans. Here, early warnings can make a huge difference in terms of improved response and minimising losses to life, property and livelihoods.

Core messaging; however, should not include only early warnings, but also sensitisation on the need for preparedness.

In Gujarat, the government continues to concentrate solely on earthquakes, for which a warning cannot be given before occurrence. Yet, a core problem in many villages is when water is released upstream without any prior warning and it results in floods, sometimes in flash floods. The existing practice is that villages upstream inform the villages likely to be inundated since they have either

relatives or friends in these villages. Identifying and concentrating on such core focuses can help make change at the micro-level.

*Framing the tone*

"Simple". That was the main word that came up during interactions across the states. Media advertisements have to be brief, simple and user-friendly. In Gujarat, for instance, the Pulse Polio Campaign has been very successful for this reason. In the same way, the reverse red triangle immediately flashes the message of family planning among viewers. Mass media communication for DRR messaging has to be developed to be equally effective.

Messages that are interesting and compelling at the same time carry a greater potential of inducing required action by the intended target audience. This can effectively be evolved by combining traditional media, new media and creative content translation. One could draw ideas and insights from commercial advertisement industry. Most of these advertisements are designed to be enticing to people by tapping into their sub-conscious desires and aspirations. Disasters which affect people deeply also offer an opportunity to engage with people creatively and effectively much in advance. This can help them to be well prepared and work towards reducing their vulnerabilities and enhancing their capacities.

*Empowering action*

There is still a sense of inevitability around disasters. There is a strong need to develop messaging that actually empowers populations to take action.

**Current dissemination patterns by key stakeholders**

Stakeholders were also analysed in terms of their ability and current practice of disseminating vital communication. For example, despite the constitution of GSDMA in 2001 and the enactment of Gujarat DM Act in 2003, the state is still functioning in reactive mode and disaster risk reduction has been relegated to a back seat. In fact, this was seen across states, where there is only a response and preparedness mode rather than a developmental disaster risk mitigation one. In order to cater to long term risk mitigation requirements, this has to be upgraded and expanded. In view of the increasing frequency, severity, and complexity of natural disasters in recent years, there is an urgent need to make a shift from a reactive to a pro-active mode of sharing and communication. Different actors involved need to engage in a communicative pattern and relationship that is geared towards preventing and mitigating risks much before the disaster strikes rather than responding to it in a fire fighting mode after it has already hit people.

The state governments have not evolved proactive awareness strategy to reach across all communities, followed by training to take it forward. Mass media awareness campaign is generally known to community (NDMA Advertisements through TV) but it is not comprehended fully, as in the case of Pulse Polio Programme.

**Looking at language**

Other medium barriers which need to be considered are language. It was observed in Puri, Odisha, that Telugu was the local language used by a large section of the most vulnerable community (as they were migrants from Andhra Pradesh). Therefore all efforts to reach out using Oriya awareness material have been very ineffective in these sections. Language is also a major bottleneck in Gujarat. Local languages prevalent in the area are Gujarati, Kutchhi and Hindi. Though most of the inhabitants, who are not Gujaratis, also have rudimentary knowledge of the language and can understand it, not all of them can read it. IEC materials therefore have to translated and disseminated in three languages, varying from area to area.

**Communication tools and processes**

One size will not fit all. A matrix approach of communication strategy design will need to be evolved, providing a menu of options suited to specific contexts.

Communication processes involving tools and media have evolved in recent years due to a proliferation of cable and dish television, mobile telephones and data connectivity. This penetration has begun even in some of the remote rural communities studied; though print media and especially radio continue to play an important role.

At the same time, the behavioural aspect of communication is still anchored in person to person contact. Most communities had maximum recall of campaigns when messaging was followed up with tools and training. This thereby underlines the utility of person-based communications and basic tools of communicating such as street theatre besides the more up market television outreach. Some local organisations have communicated social messages and components of national development programmes in a very effective manner using these tools. The Pulse Polio campaign is one such campaign that has deployed such measures with great success and can be treated as a good practice to learn from.

However, communication needs vary very widely across communities, locations, age groups and income groups. From social media on mobile devices to person-to-person contact, the entire range of tools will eventually need to be optimally utilised to ensure the widest coverage of audiences.

**Revising and updating information flows – especially for last mile connectivity**

Though communication needs vary widely across districts and stakeholders, the information flow is still being managed in traditional manner.

For example, communications systems designed after the 1977 cyclone helped Andhra Pradesh get a head start on disaster management systems (though with a greater focus on preparedness than risk mitigation). However, though disaster management has been around for a long time in Andhra Pradesh, perhaps longer than any other state, the dissemination of early warnings continues to be undertaken through conventional channels. This channel is normally effective from state to district level and also to GP level. However, Gram Panchayat then has to resort to traditional mechanisms through bullhorns or dholls. In other words, real time communication is still far from reality. Despite the fact that phones are now available with more than 60 -70% of households and the community is quite comfortable accessing messages; SMS messaging has not been applied as a resort.

In Gujarat, communities depend on local TV channels for information. However, the warnings given are generally not user-friendly. IMD warnings, which get repeated through local TV channels, are generally macro level warnings. What the community needs is micro level warning. In other words, specific information whether their village or adjacent villages are likely to be affected. At present, there is no such system in place.

In case of cyclones or flash floods, such normal channels may also fail. Since SATPHONES are not available below district level, the communication channel may break down. In some cases, even DEOCs have either no Satellite phones or are not adequately trained to use such phones. What is needed is a judicious mix of technically advanced communication methods and the traditional communication mechanism.

In Odisha, the fishing communities are aware of the different modes of communication used in general but they have no idea about what to do and how to be safe in times of natural calamities. This is particularly in the context of deep sea fishermen who are out at sea when the warnings are received. These coastal communities require a robust early warning mechanism in place. In today's

scenario of advance weather forecasting and effective networking at the local level, this is possible with prior support from the administration.

**Lack of coordination**

*"No, there has never been any awareness campaign here that gave us any specific information through any flyers, posters or anything like that. We only see some warnings on television."*
*- Resident of Village Ramakrishna Puram, Andhra Pradesh, standing in a cyclone shelter right next to a wall painting on village disaster management planning*

There is a huge gap in terms of effective communication at the community level. Across states, community mechanisms among non-government organisations were found to be widely varying. Unfortunately, this inconsistency was not only across organisations, but also across programmes and locations under a single organisation. These groups often take up community based communication programmes dependent on the nature, scale and requirements of funding agencies. This lack of coordination means that there are many overlaps and gaps; and there is almost no continuity or consistency over time. In many areas, there were also too many channels working at cross purposes.

**Two-way communication on climate-induced disasters**

With the rising impacts of climate change, the incidences of so-called 'small-scale' disasters have increased along with unprecedented catastrophic events. These are often confined to a limited area. The scale of impact in terms of human life loss may be small, but the economic impacts and the long-term effects on lives can be catastrophic. This includes repeated instances of flooding, extreme cold and heat. These issues are rarely brought out or seen as a disaster by either the government or local media. In turn, there is hardly any aid or information on dealing with these disasters that reaches the struggling local populations. Documenting and raising awareness of these kinds of events will be critical in preparing for future disasters.

In early 2013, for example, Changthang (Eastern Ladakh) was hit by record cold and snowfall. The area is mainly inhabited by Changpas (a nomadic tribe) whose primary income comes from farming of wool and pashmina. The extreme snowfall limited access to all the usual winter pastures and by the time the government was able to arrange for fodder, it was too late. Thousands of sheep and goats had perished. Unfortunately, these types of stories rarely get the attention they require in the face of growing climactic impacts.

**The role of the media**

So far, media has not paid a significant role in disseminating awareness through local newspapers except dissemination of warnings. The media is willing to undertake this responsibility in partnership with government provided there is an imaginative strategy for the same and not as a mouthpiece of government.

**Brand ambassadors**

There was no uniform view about brand ambassadors. However, popular cricketers and film stars are perceived as role models, particularly by younger generation. Local leaders/ social activists were stated to be closer to people across all age groups such as Gram Pradhan, former Gram Pradhan but this would vary from village to village based on their respective reputation.

## 1.4. SWOT ANALYSIS

| | |
|---|---|
| **Strengths** | ▪ Free and vibrant print and electronic media with percolating effects down to village level.<br>▪ TV spots, radio spots and newspaper advertisements by NDMA to sensitise the masses on preparedness and 'dos and don'ts'. Mass scale mock drills by NDMA under its series of Emergency Exercises across the country that are designed on a multi-media and person to person contact model.<br>▪ National programmes and initiatives<br>▪ A Communication Hub has been set up by Indian Space Research Organisation and connected to strategic nodes placed at national and state levels.<br>▪ Emergency control rooms/ Operation Centres of respective States and early warning communication systems (audio, video and data communication facilities) to reach out to vulnerable districts.<br>▪ Operational SEOC and DEOC at least during the disaster months.<br>▪ Setting up of village knowledge centres and other village level infrastructure<br>▪ Strength of and role played by community groups |
| **Weaknesses** | ▪ Public awareness campaigns and local authorities' engagement are generally weak both in terms of outreach and content.<br>▪ Public awareness initiatives have largely been event- based, ad-hoc, one off efforts; and hence have had limited sustained impact.<br>▪ Campaigns and awareness programmes by various government agencies and civil society organisations have been in isolation from each other and the value of coordinated campaigning has not been tapped. DM awareness is ad-hoc and it is not well coordinated across various departments, NGOs, educational institutions and the media.<br>▪ At best public education campaigns and the media (reporting on disaster events) have led to an enhanced awareness of risk but no significant progress has been achieved on disaster management (preparedness and emergency response), preventive risk management (risk and vulnerability) and guidance for risk reduction both at the level of community and other concerned stakeholders.<br>▪ Awareness programmes have largely centered on giving basic knowledge, but behavioural change dimensions such as social referencing, motivational aspects etc. are mostly missing.<br>▪ Adequate efforts have yet to be made to strengthen local level early warning systems and last mile connectivity.<br>▪ Media reporting is low and the existing reporting is overhyped.<br>▪ There is no sufficient technical knowledge for media. |
| **Opportunities** | ▪ A vast, multi-faceted and multi-lingual media network across the country.<br>▪ Emergence of mobile telephony, social media as a channel for communication, and citizen reporting with prevalence of digital and phone cameras and other information and communication technology (ICT) tools have<br>▪ Emergence of mobile telephony, ICTs and citizen reporting has opened up huge opportunities for fast communication during disaster related emergencies as well. |
| **Threats** | ▪ Instant exposure and speed of communications can have undesirable effects and rumours to spiral out of control.<br>▪ Absence of reliable and credible forecasting can lead to eroding trust.<br>▪ Delay in adopting a coordinated approach can negatively impact awareness. |

### Learning from insights and SWOT for the public awareness campaign

- Disaster management information flow is largely managed in the traditional reactionary communication mode rather than a proactive mitigative one.
- Micro-campaigns that address the actual needs of the community are vital: The content and messaging of campaigns needs to be localised in order to be effective.
- Message dissemination to the last mile is extremely important.
- Various communication modes need to be adopted to reach different stakeholders.
- Public awareness for small-scale and climate-induced disasters is also necessary for risk reduction.
- Media has a wide reach but disaster reporting is low and has insufficient knowledge.
- National level programmes exist, but are done in isolation and do not get embedded in the communities: Campaigns by the national government include large-scale mock drills and national-level awareness campaigns. Yet, these programmes are often done in isolation and the value of well-coordinated campaigning hasn't been tapped across various departments, NGOs, educational institutions and the media.
- Campaigns focus solely on 'information' not 'action': Behaviour change communications and action-oriented messaging needs to be embedded in campaigns in order to empower the community.
- Fast-emerging ICT tools need to be balanced with reliable information: With the growing prevalence of digital and phone cameras and other ICT tools, credible and reliable forecasting and information is vital to keep rumours from spiralling out of control.

### Application in the strategy

Public awareness on disaster risk mitigation has mostly been seen as an ad-hoc activity to pass on basic knowledge to the communities at risk. It is seen, however, that often community members already have this knowledge and/or ignore the messages given to them through advertisements, posters, wall paintings etc. There is a need to apply behaviour change communication strategies that take into account existing knowledge, local wisdom, motivational factors, social references and local beliefs. There is a wide range of options available nowadays in terms of vehicles for communication and a multi-pronged approach will be most appropriate for reaching out to the diverse groups that need to be targeted.

India's teeming population can be covered through effective disaster risk reduction programmes only with the help of a significant, well organised, and sustained public awareness effort. The role of the community as a first responder and the need to influence community behaviour emerges very strongly from the study and has to form the fundamental basis of a national public awareness campaign.

The need for investment in the specific issues of knowledge, attitudes, public references and operational environment emerges as an area requiring attention. Community groups that have survived on traditional knowledge are now faced with erosion in such knowledge systems and the invasion of technological practices that are locally not understood and cannot be managed in entirety. Changing contexts and new threats such as climate variability are also leading to disruptions in existing local coping systems and new knowledge is yet to emerge on these subjects locally.

Public awareness efforts will need to focus on priority stakeholders at the local level, primarily including special vulnerable groups and will need to deploy specifically designed and customised messages and media.

Overall, the level of knowledge that exists within communities varies widely from place to place. This knowledge, where available, is rudimentary and rarely translates into actionable risk reduction. A paradigm shift is therefore required in the approach to public awareness campaigns. This includes:

a) Creation of action-based messaging, moving from just telling people that there is a problem to encouraging them to do something about it.
b) Adoption of various tools and communication forms to disseminate information at the local level; and ensuring that this is done on a sustained basis
c) Integration with ongoing schemes of various departments
d) Ensuring that training and advocacy with government is being done in parallel to heighten sustainability and help deliver concrete results.

## 1.5. IMPACT ANALYSIS OF MEDIA CAMPAIGNS

Impact analysis was conducted across 18 development sector campaigns. These included disaster-based campaigns and other social causes such as health, addiction and domestic violence. Both national and international campaigns were studied to derive basic principles, good practices and challenges that need to be kept in mind while formulating the media strategy. Though each analysis differed depending on the information available and the nature of the campaign, primary prisms included: their objective (why they were derived); their target audiences; the messaging; the mediums used to disseminate the message; their reach; and their strengths and weaknesses.

### National and international disaster-related campaigns

***GOI-UNDP Programme on DRR, India***

The Government of India-UNDP Disaster Risk Reduction programme was designed to support Central and State Government programmes and initiatives. It provided critical inputs to enhance the efficiency and effectiveness of these efforts. Thereby, the campaign aims to create awareness, inform the public and build capacity. Specifically, it looked at creating a commitment for DRR practices in urban/rural planning; building in resilience and mitigation measures. The campaign reached out to the general public and the various stakeholders of DRR practices in society. The sensitisation and orientation was done through community consultations, trainings, focused group discussions and participatory mapping exercises. Women's participation was encouraged through gender sensitive planning and design of events and preparing extensive IEC campaigns to communicate to both men and women equally. A resource pool of master trainers from the government agencies/ line departments was created to facilitate capacity development of stake holders in Disaster Risk Management. The reach of the campaign was very extensive. The programme was successful in accelerating capacity development for disaster risk reduction at the national level and in some of the most-vulnerable regions in the country through community-based and gender sensitive approaches. Most importantly, it showed the need to integrate awareness, education, training and capacity building in order to have greater impact.

***Making Cities Resilient: UNISDR***

The campaign showed the need to create lasting partnerships and local alliances among citizen groups, grassroots organisations, academia and the private sector. Targeted at city leaders (mayors), it featured a checklist of Ten Essentials for City Resilience and a possible self-assessment tool. The campaign also included a mandate to sign up 50 committed cities that would take action and prepare local government leaders who were willing to act as champions of the campaign. Its success lay in the improved local governance, increased participation and the fostering of a culture of safety.

***Tsunami Public Awareness and Educational Campaign, Grenada***
This five-day public awareness campaign on tsunamis and other coastal hazards was launched by the Grenada National Disaster Management Agency. The main objective was to promote increased awareness about tsunami and other coastal hazards risks and also empower those in influential roles with the correct tools to disseminate tsunami information. Though the target audience of the campaign was communities living in the coastal areas, the campaign also reached out to the larger public as well. The message was clearer awareness, education and sensitization process that would provide an empowerment of sharing information and civic duty. The strategic launch on Easter Monday (a Bank Holiday) at a renowned local and tourist beach spot added visibility. The campaign message engaged a diverse cross section of community groups and used various mediums for awareness. The television PSAs were important in advocating safety and preparedness measures. There were also radio PSAs that were circulated and print media was extensively used as well. There were various kinds of social media used as well including Facebook and SMS messaging. The viral campaign enabled the public to absorb small pieces of information quickly with '5 Tsunami Facts' texted and posted on each day of the campaign. The campaign continued with outreach to schools in vulnerable areas.

***Who Depends on You?: Are you prepared for Disasters Campaign, USA***
The WDOY Campaign programme was designed as a way to promote emergency preparedness. Its goal was to help ensure that hazard events don't become personal disasters. It used personal responsibility as the basis of the campaign. This included campaign material on public transportation, websites, schools and public events.

***Flood and Fire Awareness Campaign in the Western Cape, South Africa***
One of South Africa's nine provinces, the Western Cape had a large proportion of informal settlements where a mix of vulnerabilities increased disaster risk of fires and floods on a daily basis. This 2009 campaign looked at five District Municipalities; targeting primary school learners (grades 1-7) and community members in the informal settlements. The children were seen as the main influencers. School and adult theatre performances; the new mascot 'Gerry the Giraffe'; educational materials in all three key languages; and story writing and at competitions formed the bulk of the campaigns.

## Other national and international development-sector campaigns

*Communication Strategy for joint UN teams on AIDS*
This provided guidance to countries on the development of a communication strategy for the Joint UN Team on AIDS.[3] It talks about how each strategy should reflect: the local context; identification of gaps that can be filled; target audiences that have been identified and investigated; clear messages; informed choice of communication channels; and planning, monitoring and budgeting.

***Pulse polio campaign, India***
The Pulse Polio campaign has been one of the most successful in India. Its combination of simple, one-point messaging delivered through both mass media and intensive grassroots campaigns struck a chord with the average Indian. The use of the private sector to increase visibility and reach was also very effective. An important learning point was the use of interactions between the target audiences themselves as a channel for mass communications.

***Child Survival Campaign: Save the Children, India***
In 2009, Save the Children India launched a Newborn & Child Survival campaign with the aim of waking India up to its alarmingly high level of child mortality. The launch generated widespread

[3] Joint United Nations programme on HIV/AIDS, www.unaids.org
'Guidelines and tools for developing communication strategies fir joint UN teams on AIDS'.

media coverage both in India and around the world, new political and advocacy opportunities and the support of 100, 000 people across the country. The five-year popular mobilisation strategy includes a campaign that looks at developing inter-stakeholder communication; enhancing the capacities of grassroot level health workers; and demonstrating the replicability of proven high-impact models. This advocacy and hands-on perspective is supported with advertising and print media outreach. A key learning was the need for advocacy along with awareness to have a stronger impact. [4]

***Bell Bajao Campaign, India***

The Bell Bajao campaign was a cultural and media campaign that called on men and boys to take a stand against domestic violence. It believed that the action taken by men could create that extra tipping point, rather than focussing on women alone. It included a series of award-winning PSAs; inspired by true stories in which boys and men have taken action and rung the bell against domestic violence.

***Communications for Development Workshop Report***

The Communications for Development workshop looked at the need and value of Communications for Development. It also focused on how such kind of communications could help in better and quicker responses to mega issues. It validated that the nature of these should be such so that it can be strategically used to influence policy, promote positive behaviour change and social transformation. This includes: Rights-based and gender sensitive approach; coverage of individuals, households, communities and such networks; systematic and evidence-informed; local contexts; and the use of consultation and participation.

***Bharat Nirman Public Education Campaign, India***

The Bharat Nirman Information Campaign aimed to disseminate knowledge and information on flagship schemes down to the last level and targeted users. The strategy combined information dissemination through mainstream channels such as print and TVCs with demonstration of the benefits at the doorstep of the beneficiaries, particularly in the rural areas. It also attempted to use these melas and direct interaction as opportunity to get feedback for policy formulators.

***The Right to Food Campaign, India***

The Right to Food Campaign is an informal network of organisations and individuals committed to the realisation of the right to food in India. The campaign intends to inform the public about the issue of lack of food safety and nutrition among large parts of the population. In this way, the campaign has an aim of awareness creation and advocacy. Thereby the campaign has the Government as its primary audience. The campaign was widely covered in the mainstream newspapers, journals and magazines. Regular press hearings and monthly meetings were held to discuss upcoming strategies in different parts of the country. The 'Right to Food' campaign had a wide reach and gained popularity amongst the people. It also led to the drafting of the Right to Food Bill in parliament.

***Waada Na Todo Abhiyan, India***

Wada Na Todo Abhiyan is a national campaign to hold the government accountable to its promise to end poverty, social exclusion & discrimination. It emerged among human rights activists and social action groups who were part of the World Social Forum 2004 (Mumbai) and is mainly an advocacy and accountability forum. These discussions are still open to others joining in and working groups meet once a month. [5]

[4] Save The Children India, 'Child Survival' Campaign
www.savethechildren.in

[5] www.wadanatodo.net

***National Media Campaign to Prevent Underage Drinking, USA***

The Substance Abuse and Mental Health Services Administration (SAMHSA) came up with a National Media Campaign 'Talk. They Hear you' to reduce underage drinking among children aged 9 to 15. Rather than targeting the drinkers directly, this congressionally mandated campaign targeted parents. For in their research, the overwhelmingly majority of children in that age group said that parents were the leading influence in their decision to drink or not. There was extensive use of radio and television, as well as print ads and social media. The campaign also used partnership networks and direct outreach for the campaign, bringing together organisations and people who are passionate about preventing underage drinking.

***Healthy Lives, Healthy People: A Tobacco Control Plan for England***

This campaign had a clear aim and target audience. It looked at making England a smoking free nation and to promote public health issues especially those related to smoking. Its main target was smokers looking to quit but unable to due to addiction. The campaign made efforts to address the decline in motivation to quit and the corresponding reduction in quit attempts. It also looked at supporting people when they try to stop smoking to improve their chances of success. The mass media campaign itself was supported by wider economic and cultural changes, including an increase in tax on tobacco products.

***National Fair Housing Alliance Campaign, USA***

This campaign aimed to teach people how to recognise and report discrimination in housing; educating people about their rights under the Fair Housing Act. This could be due to race, colour, sex, religion, national origin, familial status and disability. On a larger level, it aimed to promote inclusive neighbourhoods. Catering to different target audiences, the campaign included print ads in English, Spanish and Chinese and used various scenarios including race, disability and pregnancy.

***National Media Campaign to Address HIV Stigma, Swaziland***

'My Health Starts with Me'. This National Media Campaign was created to reduce the stigma against people with HIV/AIDS. It aimed to challenge the lack of information and myths that prevent uptake of HIV services and other social issues of stigma as well. The Health Ministry and key partners in the health sector worked together to promote the benefits of taking an HIV test and receiving treatment. Community dialogue and interactive sessions helped people overcome the stigma attached to HIV patients and break the ice on discussing these taboo issues.[6]

***National Media Campaign to Reduce Levels of Obesity, UK***

This obesity campaign in England aimed to reduce obesity levels and figure out ways to become healthier. It combined large-scale educational campaigns on TV and radio with behavioural change elements. Booklets with practical advice on lifestyle changes and registration cards to training and health camps were circulated. These combinations of wide broadcasts with the provision of local level support such counselling and self-help groups had a much greater impact.[7]

[6] 'Info Centre' National HIV and AIDS' Information and Training Centre, www.infocenter.nercha.org.sz/node/2676 and www.times.co.sz

[7] 'National Media Campaign to Reduce Population Levels of Obesity' – 'Fighting Fat, Fighting Fit' by J. Wardle, her.oxfordjournals.org and news.bbc.co.uk

## TOPLINE LESSONS FROM IMPACT ANALYSIS FOR THE PUBLIC AWARENESS CAMPAIGNS

Despite the campaigns being extremely varied, this desktop review yielded some overarching topline lessons.

**1. LOCALISE**

Localisation emerged as one of the key lessons across several campaigns. One size definitely did not fit all. This meant that both the actual message itself, as well as the mediums chosen to disseminate that message, were tailored to the context and location. Door-to-door campaigns led by local opinion leaders played a core role.

This kind of localisation is more effective and better received. It also helps mass mobilisation and dissemination of the message down to the last mile.

**2. FOCUS**

Campaigns with a clear focus, ideally one-point agendas where possible, are simpler to understand. Where the campaign is much broader, breaking it down into sub-campaigns helps achieve this core goal. Greater focus also allows for greater localisation and addressing of local issues.

**3. TARGET**

Targeting' helps define specific audiences, again serving to tailor the message. This includes influencing larger stakeholder groups such as policy makers. In several cases, these audiences may not be the actual group whose behaviour needs to change. Rather these indirect stakeholders become 'influencers' and help mainstream the campaign.

**4. LINK**

Just as a one-size fits all approach does not work; working in silos is also ineffective. Linkages need to be created across stakeholders, sectors, government departments and institutions. Multiple mediums need to be deployed in order to reach the widest possible audience in the best possible way.

The multiple-point involvement and linkages also help to keep the campaign alive for a longer period of time.

**5. MAKE IT ACTIVE**

Action-based messaging is necessary to empower people to change their behaviour. For example, the use of social media (and related pledges) in urban settings can help popularise campaigns. Community debate, supporting tools and embedding small action into day-to-day life help make it habit. Action-based messaging helps change attitudes and behaviour much better than 'informing' alone.

**6. SUSTAIN**

In order to be successful; the campaign has to be sustained over a long period of time. This will happen only when the model is embedded into the community. Local champions and role models can be used a key to engage. Long-term impact will depend on how well the campaign messages seep into the community.

## 1.6. SITUATIONAL ANALYSIS (PEST)

| | |
|---|---|
| **POLITICAL** | *Instability:* The change in leadership in a region can indirectly cause an impediment in a strategy or can actually aid it further. This depends on the politics of the region and also the ideology of the party in power. Even issues like the local level officials on the ground and their commitment to integrate DRR can make a difference to the campaign and its implementation.<br><br>*Procedural delays:* Procedural delays are extremely prevalent in the Indian bureaucratic system and cause a hindrance in the progress of project and campaign implementation. This should especially be avoided as it can come in the way of important awareness creation campaigns. The approval of projects for growth development and sustainability should be done without such red tapism.<br><br>*Loopholes in policy implementation:* It is often very common in India that policy creation is done with a lot of care and consideration. A lot of debate and research can actually go into the process of creating a policy that is relevant to a particular issue and region. This is also the case with the risk reduction and management policy in India. The policy is well drafted and actually percolated down to the local level with the guidelines for infrastructure in place. However, the actual implementation of the policy has such large gaps and holes that it actually makes the entire policy redundant. There needs to be an increase in the efficiency of policy implementation in India.<br><br>*Lack of coordination between various ministries:* The policy guidelines for risk management and mitigation are actually very clearly explained in which there is also established a well connected network through the details of the policy are to be implemented. However, there is a lack of co-ordination and inter- connectedness between the various departments and ministries which leads the inefficacy of policy implementation. |
| **ECONOMIC** | *Income Inequity:* Income inequity can place a society on different levels of risk preparedness. This is because a large discrepancy in income distribution places the different groups in the target audience at variance with each other in terms of livelihood generation and economic mobility. Thereby, the effect of risk mitigation can be thwarted as these groups will not integrate as easily as is required. This divide can also be seen between rural and urban centres which can lead to the need for a different campaign model between these centres.<br><br>*Livelihood compulsions that restrict safer behaviour:* There are certain livelihood compulsions that many sections of society are subjected to for which they actually have to restrict on safer behaviour in the face of natural disasters. For example even after a cyclone warning a fisherman has to go to sea for the sustenance of his livelihood. This causes a major challenge for awareness creation and safer behaviour. Thereby, the government should ensure a certain level of livelihood security for people so that they do not have to undergo such risky behaviour. These will also the aid the integration of DRR in the socio economic setup of a particular region.<br><br>*Inadequate allocation to PRIs to take up DRR measures:* There is not sufficient financial and infrastructural allocation to Panchayati Raj Institutions to take up DRR measures. The PRI's are at the top of the political pyramid at the local level and should be strongly empowered integrate DRR measures in their establishment. They can further disseminate such a culture in their surrounding areas. This is extremely important for the mainstreaming of DRR at the grassroots level and its efficacy to empower people and make them safer. |

| | |
|---|---|
| **SOCIAL** | *Deep rooted social traditions and beliefs which become barriers:* There are certain deep rooted social traditions and beliefs that form barriers to safer behaviour. These need to practices that people would still continue to do even though it is not safe.<br><br>*Gender Inequality:* Gender Inequality is deeply entrenched in our society and needs to change even for more effective DRR practices. Women are in general more vulnerable in the face of natural calamities as they are at the receiving end of the societal set up anyway. These practices need to change and women need to be empowered in order to build a safer society.<br><br>*Caste Inequality and its impacts:* Caste inequality creates divisiveness in a society. This poses a challenge to the kind of integration that is required to sustain DRR practices. Certain castes are always more vulnerable and then get adversely affected in the face of disasters. Any kind of inequity in society makes it more difficult to incorporate practices than need to be implemented across various sections of society. *Lack of consideration to PWDs:* Such groups are very often left out from DRR completely. This is the practice that this media campaign aims to change as these groups can actually be extremely effective and sometimes even the frontrunners in disaster risk mitigation. Such inclusiveness of society will be an added advantage that can help to integrate and mainstream DRR practices.<br><br>*School attendance rates, dropouts and educational inefficiencies*: Educational institutions are one of the most important centres for awareness creation and capacity building for disaster risk mitigation and preparedness. There is a tendency for school dropouts due to the educational inefficiencies especially at the local level. Thereby, the government should ensure effective educational infrastructure for primary education. This media campaign is going to attempt to aim at schools and educational centres to be the main areas that initiate and also mainstream risk reduction and preparedness awareness and thereby empower student bodies to understand resilience in society. |
| **TECHNICAL** | *Lack of electricity:* There are many technical challenges that have to be taken into consideration while devising the method of implementation for the media strategy. There are serious concerns about shortage of electricity in certain parts of the country especially in rural areas. Thereby radio and television media connectivity can be restricted in certain places for large periods. This will definitely cause a hindrance to the campaign implementation. However, despite these shortcomings the dissemination of messages needs to continue for the strategy implementation to be successful.<br><br>*Poor last mile connectivity:* There is also a problem of last mile connectivity at the grassroots level where message dissemination can be affected. This also comes across as a various challenge for devising effective tools and vehicles for the message to seep down at a deeper level. Thereby, there should be an attempt to improve last mile connectivity and also the media campaign should be devised keeping into consideration such technical challenges.<br><br>*Very few states have last vulnerability and profile mapping*: There are very few states in India that have vulnerability and profile mapping. This is an important aspect of sustainability and adaptation as it allows for effective research and it also gives a clearer picture of the on ground situation. This further allows for more effective behaviour change communications and media campaign assessment.<br><br>*New technology and penetration of mobile telephony:* There is a great advantage for message dissemination with the advent of new technology and increase in mobile telephone even in rural areas. This can lead to progressive means of communication message dissemination thereby making the media campaign and awareness creation for DRR more effective.<br><br>*Mobile usage provides a broad scope and opportunity:* The usage of such technology at the grassroots level thereby helps in allowing for messages to reach to the most intricate regions in the country also. This comes across as a huge advantage and opportunity for the media campaign. |

## 1.7. BEHAVIOURAL CHANGE COMMUNICATIONS: MOVING FROM INFORMATION TO INTENTION TO IMPACT

Behaviour change communication (BCC) is an intervention process that stimulates change in people's actions to help create lasting change. In India, many communication initiatives have succeeded in enhancing the dissemination of information, but have failed in going beyond that. BCC can help to stimulate lasting positive change in attitudes and practices. However, in order to be effective BCC needs to take into account fundamental human behaviour.

Most human behaviour falls into one of the three levels of influence.

(1) Personal ('micro') factors which are intrinsic to the individual, such as their level of knowledge or belief in their ability to change their behaviour and their habits.

(2) Social ('meso') factors which are concerned with how individuals relate to each other and the influence of other people on their behaviour

(3) Environmental factors over which individuals have little control. These include both:

   (a) local ('exo') environmental factors such as the area in which an individual lives, local shops and facilities

   (b) Wider ('macro') environmental factors such as the economy or technology.

For a campaign to be successful, it is imperative that all three of these levels are met. Merely addressing personal and social factors without considering the wider environmental factors will inevitably lead to blocks down the road.

These factors can further be sub-dived into nine key behavioural factors.[8]

*Intention*

What is a person's commitment to performing the behaviour?

*Environmental constraints*

What are the environmental constraints in the surroundings and environment of the community? These may be factors that are beyond the control of the person themselves.

*Skills*

What are the current skills and livelihood patterns of the target community? Do they have the skills needed to carry out the intended behaviour?

*Attitude*

Attitudes are specific to particular behaviours. Early psychological models show attitudes leading to intention in a predominantly linear fashion. In later models, attitude still plays a role but appears alongside a range of other factors. While attitudes can influence behaviour, evidence now suggests that the link is not as strong as we might previously have thought.[9] The so-called 'Value Action Gap 'describes those situations where a person holds values that are inconsistent with their behaviour. This means that attitudes are overshadowed

*Norms*

There are prevalent norms in society that most of the community generally follows because of them being an important part of the social, cultural and economic practices in the group.

[8] Using Behavior Change Theory to Communicate Effectively, Harvard Family Research Project, http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/public-communications-campaigns-and-evaluation/using-behavior-change-theory-to-communicate-effectively-the-case-of-latino-parent-involvement (Accessed January 20, 2014)

[9] Government Communication Network: 'Communications and Behaviour Change'

*Emotions*
The emotion attached to a particular

*Self-efficacy or agency*
What is a person's belief in their own ability to carry out the intended behaviour? This could be pure perception, but this perception itself is critical to how things are approached. People's sense of agency can be driven by many things, including past experiences and personal beliefs (for example, some people are naturally more pessimistic than others).

*Habit or routine*
The more a particular behaviour is repeated, the more automatic it becomes. As time passes and the behaviour is undertaken more and more frequently, habit can therefore become the key factor driving behaviour. This means that they become unconscious and difficult to explain. A number of behaviour change theories stress the importance of subjecting habits to scrutiny as a first step towards changing them, by raising them out of the unconscious mind. Communications designed to influence habitual behaviours must therefore look at which strategies will be most effective in turning a habit into a conscious behaviour.

*Self-Standards*

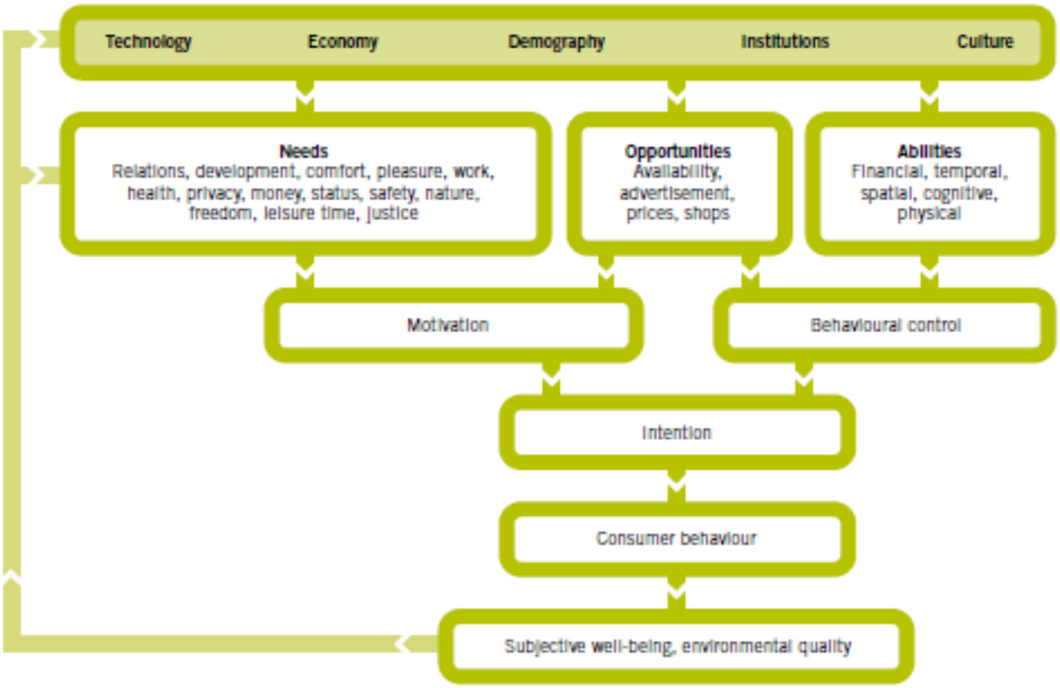
Every community will have its self-standards to keep up to while following particular kinds of behaviours. Thereby it is necessary to identify standards that are restricting safer behaviour and the mainstreaming of DRR.

**Social psychological models of behaviour**

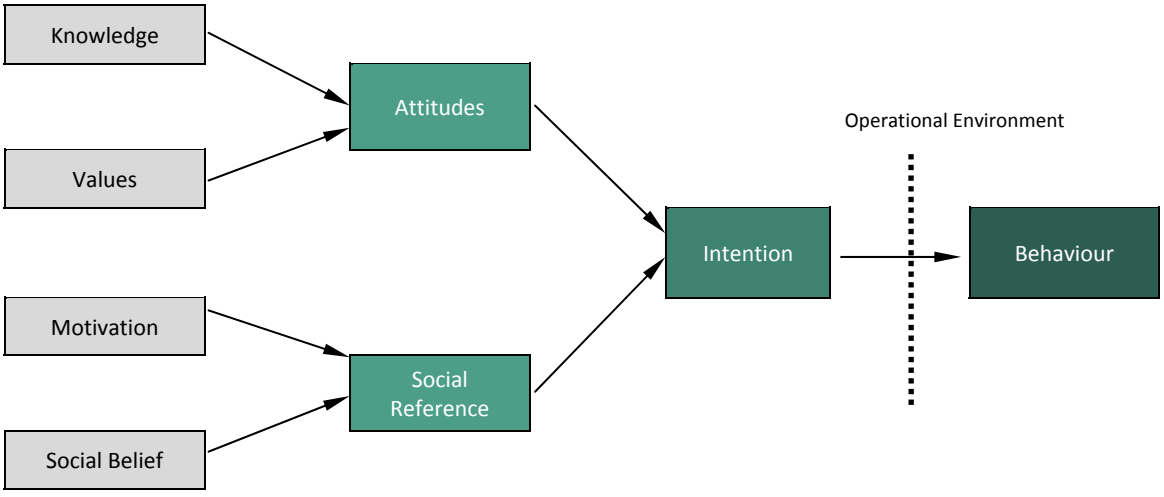
There are many different social psychological models that seek to explain human behaviour. Most models tend to focus on factors at the personal and social levels, with few explicitly referencing those at the environmental level. It is, however, essential to consider factors from all three levels. In seeking to influence behaviour in the context of health, for example, it is generally accepted that an ecological approach – that is, one that identifies and addresses the factors influencing behaviour at all three levels – is likely to be most effective at bringing about behaviour change.

Vlek's model of Needs, Opportunities and Abilities (seen below) is one example that places emphasis on all three levels.

**Vlek's Model of Needs, Opportunities and Abilities, 1997**




The Theory of Reasoned Action is a simplified version of this model that is widely used for advertising and other places where influence is required.




## Application in the public awareness strategy

Behaviour change factors have been taken into account in the strategy on several levels: in the messaging, in the tools and in the target audiences that have been selected.

Personal factors: The public awareness campaign seeks to expand the knowledge and awareness of the communities at risk. It uses empowering messaging to build the motivation of people. It also tries to go beyond a message alone to provide the tools that will build both opportunity and ability. By tying the messaging to everyday life, it tries to influence habits and needs.

Social factors: By targeting local leader and local champions, the campaign attempts to address social beliefs and referencing. It also looks at some of the most marginalised groups within the community as specific target audiences in order to break rigid social thinking.

Environmental factors: Most of the concerns at this level of the model are identified in detail in the PEST analysis. Much of this level of influence is outside the scope of this strategy, yet plays a critical role in defining behaviour. Many of these factors are being addressed in different ways through the NCRMP project; including capacity building of government officials, the media and greater development of institutions.

Above all, the attempt to localise both the content and the mediums in which each message is delivered; and to look at 'action-oriented' messaging and tools across topics helps bring a behaviour change perspective to the overall campaign.

# 2 THE CAMPAIGN

## 2.1. OBJECTIVES

### General objectives

The gaps, challenges and lessons learnt from the background studies have given way to three overall objectives.

1. *Spread awareness to empower communities and build resilience*
   Awareness is the first step towards mainstreaming DRR into the societal conscience. A more resilient society will always be more capable to handle risk management. Thereby, awareness is the main priority that will allow the society to mainstream DRR. So the media campaign aims to create a great deal of awareness that will directly lead to resilience in society.
2. *Provide the tools for people to actively engage in risk reduction*
   Awareness alone isn't enough. People need the right tools to actively engage in risk reduction and preparedness.
3. *Change behaviour patterns towards effective action*
   A large gap in awareness creation is that it does not aim at changing the behaviours of people in order to get them to take action. There is a need to break the barriers and address the challenges that prevent better disaster risk reduction behaviour.

### Defined objectives

These three overall objectives are broken down into seven more defined objectives.

1. *Build primary entry points for awareness*
   Building primary entry points for awareness can help break down various social and traditional beliefs that act as impediments to DRR. Identifying groups that are respected and that can help embed the seeds of consciousness in the society are vital.

2. *Encourage the spread of awareness*
   How do you encourage awareness to spread as far and wide as possible; actually embedding it in the community?

3. *Ensure links with policies and government*
   As seen in our SWOT and PEST analysis, core gaps that exist include political instability and loopholes in policy intervention. Linking to policy interventions that already exist can help mainstream DRR in a more cohesive manner.

4. *Empower marginalised groups*
   The active inclusion of marginalised groups is important. Development, sustainability and DRR initiatives are rarely seen from a PWD, gender or socially excluded perspective. Helping them imbibe a sense of agency is therefore critical for effective DRR mainstreaming.

5. *Build preparedness at the household level*
   Breaking community DRR down into the smallest unit, preparedness at each household level adds up to a more resilient community.

6. *Encourage livelihood-based risk reduction*
   Some livelihood compulsions can restrict 'safer behaviour' such as fishermen going out sea even with cyclone warnings, farmers refusing to evacuate during a flood etc. Some of the inherent activities of these groups also play a major role in DRR. As major occupations, their disruption also has a major economic impact and compromises recovery and resilience.

7. *Incorporate traditional wisdom and local innovations*
   Communities across the country have traditional wisdom and innovate locally on DRR issues. Incorporating this knowledge into the messaging can help propagate more locally appropriate, easily-implementable and sustainable solutions for DRR.

## 2.2. OVERALL MESSAGING

The overall messaging emphasises the capacity of each individual in the community to take a step forward on disaster risk reduction. Each person has the capacity to act to safeguard the community in the face of a natural disaster. It seeks to empower every individual to build risk reduction and make their community that much safer. This message also helps provide a sense of unity amongst people for action for their own safety and resilience.

**Disaster risk reduction begins with YOU!**

**or**

**No matter where or who you may be, YOU have the power to build your disaster safety!**

## 2.3. FOCUSSED TARGET AUDIENCES

The public awareness campaign will be targeted exclusively at the local level. This strategic decision was taken looking at various elements. The other components of the NCRMP project address training needs of government officials and related stakeholders – essentially covering their knowledge gap and defining what actions they need to take. However, broad-based local level knowledge is a core area that needs to be addressed. It is here that 'public awareness' campaigns can make the greatest impact; covering a broad spectrum of the public and promoting individual and collective action that will help reduce risk. The key stakeholders will include local leadership, local champions and specific target groups such as children and women who are not always considered in strategy; but can actually play a key role. At the same time, it must be ensured that the most socially and economically marginalised from across these target groups are addressed.

### i. Local Panchayati Raj /Urban Legislative Body leaders

*Plan risk reduction policy and integrate with government schemes*

As the last level of elected representatives, this target group serves as a key link to the government and has the legal power to enforce decisions in the community. They can influence policy decisions, representing the problems and views of the community to a wider forum. Through budget allocations and running of schemes, they can effectively form links between government policies and local risk reduction.

### ii. Local champions

*Use your potential to create awareness for everyone's safety*

A community's teachers, doctors, self-help groups and other educated professionals serve as the unspoken, unelected advisors to the community. They are looked up to and trusted; and are often emulated even more than elected leaders. These local champions serve as the link between general people and the panchayat. Through their various vocations, they are a primary point to embed 'seeds' of awareness.

### iii. Children

*Small acts can have big impact so learn yourself and teach others!*

Children, both enrolled in and out of school, are often more receptive and open to information than adults. Internationally, the campaign on 'children at the heart of DRR' puts them in the driving seat. As the next generation, they will be the ones to carry on sustainable risk reduction practices. Children are also among the best channels to widely disseminate information as they tend to 'take information home'; spreading it to their peers and among their families. At the same time, schools play a major role as a community asset during disasters. Children will play a core role in strengthening the resilience of these institutions.

**iv. Women**

*Build household level preparedness*

The heart of their families, women generally spend the greatest amount of time at home and are one of the most vulnerable groups. In many villages, migration by the men to the cities for work means that the women are left alone; making it even more critical to build their awareness and action. Not only are self-help groups run mainly by women, but empowering them has often had a highly visible impact. They can influence family spending to improve preparedness at the household level.

**v. Persons with Disabilities**

*A community can be safe only when all its members are safe*

Unless particular attention is given to PWDs, they are always left out by default. There is an urgent need to empower and include them in any disaster risk reduction action. For a community can only be safe when each one of its most vulnerable members is safe.

**vi. Elderly**

*Build on and share traditional knowledge for DRR practices*

Though they are usually respected, the elderly are another group who are often left out. At the same time, the elderly are repositories of traditional knowledge and local innovations on disaster risk reduction. They are often more receptive to using and improving these techniques; which can be vital in small communities with limited facilities.

**vii. Livelihood-based groups**

*Everyday tasks related to your livelihoods can help you reduce risk.*

Livelihood compulsions can often restrict 'safer' behaviour. This includes fishermen going out to sea despite cyclone warnings or farmers refusing to evacuate during a flood. Targeting groups such as farmers, shepherds, fishermen, labourers and masons is therefore critical. Some of their inherent activities play a major role in DRR. So any breakthrough in getting these groups to incorporate risk reduction and preparedness measures as part of their daily routine will go a long way towards mainstreaming DRR!

## 2.4. IDENTIFYING MESSAGES FOR SUB-CAMPAIGNS

### Message Characteristics

Under the overarching theme of disaster risk reduction, there lies a huge gamut of messages that need to be communicated to diverse target audiences. At the same time, several other factors including the particular hazard type, phase of the disaster cycle, the particular hazard and sectoral links need to be taken into consideration.

There are two major conceptual areas requiring consideration in message development, specifically content and style. If there are a number of related messages, they should include a consistent overall message. Furthermore, there should not be too many different messages at any one time; rather they should be split into sub-campaigns. Message content also needs to be realistic and credible. Messages that contain new information were associated with greater effects.

The matrixes below provide an overview of the core public awareness messaging required. While these lists are not exhaustive, it offers implementers of the campaign a solid foundation on which to steer their messaging.

### Using the sub-campaign messaging matrixes

**Entry point**

The entry point for each sub-campaign will differ according to the most critical need.

*Entering with target audience:* This is an entry point where the needs of a particular target group clearly stand out. For example, people with disabilities at any point will get left out in a more general campaign. In the aftermath of a disaster in a place where all livelihoods have been wiped out, livelihood groups may be targeted.

*Entering with phase of the disaster cycle:* Particularly in case of multi-hazard zones.

*Entering with hazard type:* When there is a particular problem, especially in cases of drought.

*Entering with sector:* Where related ministries are taking charge of a campaign.

*****It is important to note that at least two of the four categories will always be always need to be referenced.

**The ratings in the 'need to localise core content' column**

*High:* The core information for the content needs to be gathered at a very local level (district and below). It is likely to vary significantly even from district to district.

*Medium:* The core information for the content will be similar throughout the state

*Low:* The core information for the content will stay almost the same nationally.

*It is important to note that this only refers to the localisation of the actual information. It is assumed that there is adequate capability and financial resources to localise each message down to the village level.

## Sub-campaign Messages by Phases of the Disaster Cycle

| PREPAREDNESS | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Understanding the hazards in your area and the risks they pose and the resources available | Simple hazard profile of the area | High | A greater understanding of what risks are faced – hopefully leading to a greater degree of action | Hazard type: All<br>Target Group: All<br>Sector: None |
| 2 | Village/neighbourhood evacuation planning and safe routes | Evacuation plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Hazard type: All<br>Target Group: All with focus on local leaders and local champions<br>Sector: PRI/ULB, Rural Development |
| 3 | Family evacuation planning | Evacuation plan format and tips | High | Formation of evacuation plans within each family to help save lives in the event of a hazard | Hazard type: Flood, cyclone, earthquake, landslide<br>Target Group: All with focus on women<br>Sector: Rural Development |
| 4 | School disaster management planning and hazard hunts | Disaster management planning formats and hazard hunt forms | Medium | Formation of disaster management plans for each school to help save lives in the event of a disaster | Hazard type: All (but different for all)<br>Target Group: All with focus on children<br>Sector: Education |
| 5 | Creation of emergency kits | Guide to emergency kit items and where to store it | Low | Creation of family emergency kit that can help families survive in the event of a disaster | Hazard type: Flood, cyclone<br>Target Group: All with focus on women<br>Sector: None |
| 6 | First aid basics | Simple explanations of basic first aid actions | Low | Communities act as 'first responders' and reduce loss of life during the crucial 'golden hour' | Hazard type: All<br>Target Group: All with focus on local leaders and local champions<br>Sector: Health |
| 7 | Search and rescue tips | Simple search and rescue tips | Low | Communities act as 'first responders' and reduce loss of life during the crucial 'golden hour' | Hazard type: Earthquake, landslide<br>Target Group: All with focus on local leaders and local champions |

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| | | | | | Sector: None |
| 8 | Understanding early warnings | Simple explanations of each IMD warning signal and how you should react | Low | Faster, wider and more appropriate response when warnings are issued | Hazard type: Flood, cyclone<br>Target Group: All<br>Sector: None |
| 9 | Who is in charge and other useful local information | Which department/people are responsible for what aspect of disaster related issues | Medium | Widespread knowledge of which Government Officials are responsible can enable communities to better access help and enhance accountability | Hazard type: All<br>Target Group: All<br>Sector: None |
| 10 | Locations of emergency shelters | Maps of where the closest emergency shelters are located and the best routes to access them | High | Faster, wider and more appropriate response when warnings are issued | Hazard type: Flood, cyclone,<br>Target Group: Local leaders, local champions, women, PWDs, children<br>Sector: PRI/ULB |
| 11 | Disaster resistant features in buildings | Training and tips on Incorporating basic disaster resilient features into houses and other community infrastructure | Medium | Use of safer building techniques that are imperative for greater resilience | Hazard type: Earthquake, landslide, flood, cyclone (different for all)<br>Target Group: Livelihood groups (Masons), local leaders, local champions, women<br>Sector: Rural development, PRI/ULB |
| 12 | Non-structural mitigation (addressing falling hazards) | Tips and easy-to-understand instructions for NSM | Low | Safer buildings that allow people the time to evacuate safely | Hazard type: Earthquake<br>Target Group: All<br>Sector: Rural development |
| 13 | Retrofitting (strengthening) | Tips for retrofitting | Low | Safer buildings that allow people the time to evacuate safely | Hazard type: Earthquake, landslide,<br>Target Group: Local champions, Livelihood groups - masons<br>Sector: Rural Development |
| 14 | Formation of disaster management teams and task forces | Tips on the formation and role of DMTs and task forces most apt for that community | High | Better equipped and prepared communities | Hazard type: Earthquake, landslide,<br>Target Group: Local champions, Women, Local leaders<br>Sector: Rural Development |
| 15 | Keeping safe during common hazards | Simple safety tips and local coping mechanisms for common hazards | High | Better equipped and prepared communities | Hazard type: All<br>Target Group: Local champions, Women, Local leaders<br>Sector: Rural Development |

| RESPONSE | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Sanitation | Safe sanitation practices especially in flood situations | Medium | Better health standards in a disaster aftermath | Hazard type: All with focus on floods and cyclones<br>Target Group: All with focus on women<br>Sector: Health |
| 2 | Safe drinking water | Steps to find and purify water | Medium | Better health standards in a disaster aftermath | Hazard type: All with focus on floods and cyclones<br>Target Group: All with focus on women<br>Sector: Health |
| 3 | Children's safety and trafficking issues | What to watch out for and possible solutions to keep them safe | Medium | Greater child safety and lower numbers of trafficked children in a disaster aftermath | Hazard type: All<br>Target Group: Local leaders, women, children<br>Sector: None |
| 4 | Women's safety and trafficking issues | What to watch out for and possible solutions to stay safe | Medium | Greater safety for women and lower numbers of trafficked women in a disaster aftermath | Hazard type: All<br>Target Group: Local leaders, women<br>Sector: None |
| 5 | Safe places to take shelter or put up tents | Clearly identified areas designated as safe zones | High | Fewer accidents/deaths in the aftermath of a disaster | Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: All<br>Sector: None |
| 6 | Safe routes when moving from one place to another | Maps marking roads/routes are safe to travel | High | Fewer accidents/deaths in the aftermath of a disaster | Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: All<br>Sector: None |
| 7 | Proper ways to use/take | Proper instructions given with every | Low | Better health and fewer | Hazard type: All |

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| | medicines that are being widely distributed (such as vitamins or water purification tablets) | packet | | numbers of people falling ill due to wrong use of medicines | Target Group: All with focus on women<br>Sector: Health |
| 8 | Aid distribution | Clarity on where aid is being distributed | High | Greater and more organised access to aid for those most in need | Hazard type: All<br>Target Group: All with focus on women<br>Sector: None |
| 9 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play in the recovery process | Medium | More organised recovery and greater involvement of the community themselves | Hazard type: All<br>Target Group: Local leaders, local champions<br>Sector: None |
| **REHABILITATION, RECOVERY AND RECONSTRUCTION** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED ACTION POINT** | **CROSS-LINKS** |
| 1 | Safe places to build | Key points to look out for when determining where to reconstruct | High | Building back better, safer and more sustainably | Hazard type: All (different considerations for all)<br>Target Group: Local<br>Sector: Rural development, PRI/ULB |
| 2 | Disaster resistant features in buildings | Training and tips on Incorporating basic disaster resilient features into houses and other community infrastructure | Medium | Use of safer building techniques that are imperative for greater resilience | Hazard type: Earthquake, landslide, flood, cyclone (different for all)<br>Target Group: Livelihood groups (Masons), local leaders, local champions, women<br>Sector: Rural development, PRI/ULB |
| 3 | Safe and sustainable construction techniques using local materials | What kinds of construction techniques have been local to the area and can these be built on? How can local materials be incorporated to enhance sustainability? | High | Building back better, safer and more sustainably | Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Masons, women. Local leaders. Local champions, elderly<br>Sector: Rural Development |

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| 4 | Government schemes and compensation (including National Flagship Programmes) | Eligibility criteria and steps to apply | Medium | Greater and more organised access to help for those most in need | Hazard type: All<br>Target Group: All<br>Sector: All |
| 5 | Continuing education | Where schools are destroyed or converted into shelters, what are the other options for the students? | High | Faster psychological recovery for the children and minimal disruption to studies | Hazard type: All<br>Target Group: Children, women, local champions<br>Sector: Education |
| 6 | Alternate livelihood sources | Where original livelihoods have been wiped out, what are the other options for these families? What resources are required and where can they be accessed? | High | Faster recovery of livelihoods and curbing of migration | Hazard type: All<br>Target Group: Livelihood groups, local leaders, local champions, women<br>Sector: Rural Development |
| 7 | Community ownership | The need for communities to take a leading role in rehabilitation projects with a view to sustainability, skill development and policy advocacy. | High | Sustainable ongoing project and skill development of the community | Hazard type: All<br>Target Group: Livelihood groups, local leaders, local champions, women<br>Sector: Rural Development |
| **PREVENTION AND MITIGATION** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Water conservation and recharge | Simple explanations and diagrams of creating water conservation techniques such as rainwater harvesting | Medium | Use of techniques for greater water access | Hazard type: Drought<br>Target Group: All<br>Sector: Rural Development |
| 2 | Reviving traditional water systems | Simple explanations and diagrams of traditional water systems. Tips to revive them. | High | Use of techniques for greater water access | Hazard type: Drought<br>Target Group: All<br>Sector: Rural Development |
| 3 | Crop selection and rotation of crops in drought-prone areas | Tips on the best crops and optimum rotation patterns for drought prone areas. | High | Keeping livelihoods intact and minimising distress migration | Hazard type: Drought<br>Target Group: Famers<br>Sector: None |

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| 4 | Indigenous knowledge on disaster risk reduction | Sharing stories and ideas and documenting older practices that have survived the test of time | High | More sustainable, locally appropriate and safe practices | Hazard type: All<br>Target Group: All with focus on elderly<br>Sector: None |
| 5 | Insurance schemes for core income generation activities | How to insure livestock, fisheries, crops, other income activities | Medium | Putting fallback options in place to rapidly recover core livelihoods | Hazard type: All<br>Target Group: All livelihood groups, women and local champions<br>Sector: None |
| 6 | Safe and more sustainable construction | Training and tips on Incorporating basic disaster resilient features into houses and other community infrastructure | Medium | Use of safer building techniques that are imperative for greater resilience and to minimise the impact on the earth | Hazard type: Earthquakes, landslides, floods, cyclones<br>Target Group: Masons, women, local champions,<br>Sector: Rural Development |
| 7 | Forest cover | Tips on the right trees to plant/ nurture to stabilise the land (in the hills); act as a bio-shield (on the coast) and help retain water sources (in the desert) | High | Acting early to help minimise the impact of natural hazards | Hazard type: Landslides, cyclones, drought<br>Target Group: Masons, women, local champions,<br>Sector: Rural Development |
| 8 | Climate change impacts | Understanding the growing impacts of climate change (both extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Hazard type: Floods, cyclones, drought<br>Target Group: All<br>Sector: Rural Development, health |
| 9 | National Flagship Programmes | Eligibility criteria and steps to apply | Medium | Greater and more organised access to funding for mitigation schemes | Hazard type: All<br>Target Group: All<br>Sector: All |

### Sub-campaign messages by hazard

| FLOOD | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | How are warnings issued by IMD and what does each warning mean? | Simple explanations of each warning signal and how you should react | Low | Faster, wider and more appropriate response when warnings are issued | Disaster cycle: Preparation<br>Target Group: All<br>Sector: None |
| 2 | Local early warning methods (that can possibly be applied from one area to another) | Description of what is needed and how is it done | High | Faster, wider and more appropriate response when a hazard strikes | Disaster cycle: Preparation<br>Target Group: All with focus on the elderly<br>Sector: None |
| 3 | Disaster resistant features (high plinth) | Simple tips and drawings on incorporating disaster resilient features | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparation, recovery<br>Target Group: All with focus livelihood groups (masons and construction workers) and local leaders<br>Sector: Rural Development |
| 4 | Safe locations to build (safe distance from riverbank) | What is the local regulation about building distance from flood plains? Maps marking safe (or at least safer) places to build. | Medium | Building back better, safer and more sustainably | Disaster cycle: Preparation, Recovery<br>Target Group: All<br>Sector: Rural development |
| 5 | Sanitation | Safe sanitation practices | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Target Group: All<br>Sector: Health |
| 6 | Safe drinking water | Steps to find and purify water | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Target Group: All<br>Sector: Health |
| 7 | Water Rescue | Techniques of practicing water | Low | Communities act as 'first | Disaster cycle: Preparation |

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| | | rescue | | responders' and reduce loss of life | Target Group: Local leaders, local champions<br>Sector: None |
| 8 | Creation of emergency kits | Guide to emergency kit items and where to store it | Low | Creation of family emergency kit that can help families survive in the event of a disaster | Disaster cycle: Preparation<br>Target Group: Local champions, women, children<br>Sector: Health |
| 9 | Dealing with livestock and animals | What do you do with your animals in the event of a flood? | High | More livestock saved | Disaster cycle: Preparation<br>Target Group: All with focus on livestock rearers<br>Sector: None |
| 10 | Climate change impacts | Understanding the growing impacts of climate change (on extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health |
| 11 | Infrastructure construction | Understanding the impact of unsustainable large-scale infrastructure construction | Medium | Consideration and preventive measures to minimise the vulnerability caused by such construction | Disaster cycle: Preparation, prevention/ mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |
| 12 | Proper ways to use/take medicines that are being widely distributed (such as vitamins or water purification tablets) | Proper instructions given with every packet | Low | Better health and fewer numbers of people falling ill due to wrong use of medicines | Hazard type: All<br>Target Group: All with focus on women<br>Sector: Health |
| 13 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, recovery, prevention/ mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |

| CYCLONE | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Understanding early warnings issued by IMD | Simple explanations of what each level of warning means and how you should react. | Low | Faster, wider and more appropriate response when a hazard strikes | Disaster cycle: Preparation<br>Target Group: All<br>Sector: None |
| 2 | Possible secondary disasters trigged by an cyclone (storm surges after the cyclone subsides) and the need to plan for these | Simple explanations of why and how these can occur. What actions should be taken? | Low | Faster, wider and more appropriate response when a hazard strikes | Disaster cycle: Preparation<br>Target Group: All<br>Sector: None |
| 3 | Local early warning methods (that can possibly be applied from one area to another) | Description of what is needed and how it is done | High | Faster, wider and more appropriate response when a hazard strikes | Disaster cycle: Preparation<br>Target Group: All<br>Sector: None |
| 4 | Disaster resistant features (high plinth, tying of roofs) | Simple tips on incorporating disaster resilient features | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparation, recovery<br>Target Group: All with focus livelihood groups (masons and construction workers) and local leaders<br>Sector: Rural Development |
| 5 | Forest cover | Tips on the right trees to plant/ nurture to stabilise the land (in the hills | High | Acting early to help minimise the impact of natural hazards | Disaster cycle: Preparation<br>Target Group: Local champions, women, children<br>Sector: Health |
| 6 | Sanitation | Safe sanitation practices | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Target Group: All<br>Sector: Health |
| 7 | Safe drinking water | Steps to find and purify water | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Target Group: All<br>Sector: Health |

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| 8 | Climate change impacts | Understanding the growing impacts of climate change (on extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |
| 9 | Infrastructure construction | Understanding the impact of unsustainable large-scale infrastructure construction | Medium | Consideration and preventive measures to minimise the vulnerability caused by such construction | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |
| 10 | Proper ways to use/take medicines that are being widely distributed (such as vitamins or water purification tablets) | Proper instructions given with every packet | Low | Better health and fewer numbers of people falling ill due to wrong use of medicines | Hazard type: All<br>Target Group: All with focus on women<br>Sector: Health |
| 11 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, recovery, prevention/ mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |

## LANDSLIDE

| | BROAD POSSIBLE MESSAGES | TOOLS | NEED TO LOCALISE CORE CONTENT | INTENDED RESULT | CROSS-LINKS |
|---|---|---|---|---|---|
| 1 | Understanding landslides and its causes | Simple explanations of how a landslide is caused and its effects | Low | A greater understanding of what risks are faced – hopefully leading to a greater degree of action | Disaster cycle: Preparation<br>Target Group: All with focus on children and PWD<br>Sector: Education |
| 2 | What to do during and after a landslide | Basic actions to be taken | Low | Faster, wider and more appropriate response | Disaster cycle: Preparation<br>Target Group: All with focus on children and PWD<br>Sector: None |

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| 3 | Safer construction | Simple tips and techniques on incorporating disaster resilient features | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparation, recovery<br>Target Group: All with focus on masons, local leaders and local champions<br>Sector: Rural Development |
| 4 | Safe locations to build | Tips on identifying safe places to build in a landslide zone | High | Building back better, safer and more sustainably | Disaster cycle: Preparation, Recovery<br>Target Group: All with focus on local leaders and local leaders<br>Sector: Rural development |
| 5 | Sustainable land stabilisation techniques | Tips on the right trees to plant/ nurture to stabilise the land | High | Acting early to help minimise the impact of natural hazards | Disaster cycle: Recovery<br>Target Group: Famers, women, local champions, local leaders<br>Sector: Rural development |
| 6 | Infrastructure construction | Understanding the impact of unsustainable large-scale infrastructure construction | Medium | Consideration and preventive measures to minimise the vulnerability caused by such construction | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |
| 7 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, recovery, prevention/ mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |
| **EARTHQUAKE** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Understanding earthquakes and the ‘magnitude’ scale | Simple explanation of how an earthquake is caused and its effects | Low | A greater understanding of what risks are faced – hopefully leading to a greater degree of action | Disaster cycle: Preparedness<br>Target Group: All with focus on children and PWD<br>Sector: Education |
| 2 | What to do during and after a landslide | Basic actions to be taken | Low | Faster, wider and more appropriate response | Disaster cycle: Preparedness<br>Target Group: All with focus on children and PWD |

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| | | | | | Sector: None |
| 3 | Disaster resistant features (deep foundations, lintel bands) | Simple tips on incorporating disaster resilient features | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparedness, recovery<br>Target Group: All with focus livelihood groups (masons and construction workers) and local leaders<br>Sector: Rural Development |
| 4 | Safe and sustainable construction techniques using local materials | What kinds of construction techniques have been local to the area and can these be built on? How can local materials be incorporated to enhance sustainability? | High | Building back better, safer and more sustainably | Disaster cycle: Preparedness, recovery<br>Target Group: Livelihood groups (masons and construction workers), local leaders and elderly<br>Sector: Rural Development |
| 5 | Village/neighbourhood evacuation planning and safe routes | Evacuation plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Disaster cycle: Preparedness<br>Target Group: All with focus on local leaders, local champions and PWD<br>Sector: PRI/ULB |
| 6 | Family evacuation planning | Evacuation plan format and tips | High | Formation of evacuation plans within each family to help save lives in the event of a hazard | Disaster cycle: Preparedness<br>Target Group: Local champions, children<br>Sector: Education |
| 7 | School disaster management planning, hazard hunts and mock drills | Disaster management planning formats and hazard hunt forms | Medium | Formation of disaster management plans for each school to help save lives in the event of a disaster | Disaster cycle: Preparedness<br>Target Group: Local champions, children<br>Sector: Education |
| 8 | Non-structural mitigation (addressing falling hazards) | Tips and easy-to-understand instructions for NSM | Low | Safer buildings that allow people the time to evacuate safely | Disaster cycle: Preparedness, mitigation<br>Target Group: Masons, women, local champions<br>Sector: Rural development |
| 9 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, recovery, prevention/ mitigation<br>Target Group: Local leaders, local champions<br>Sector: Rural Development, PRI/ULB |

| DROUGHT | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | What are the warning signs of a drought? How does the government define it? | Simple explanations of each warning sign and how you should react | Low | Faster, wider and more appropriate adaptation to drought situations | Disaster cycle: Preparedness<br>Target Group: Livelihood groups (farmers, fishermen and livestock breeders), women, local leaders<br>Sector: None |
| 3 | Water conservation and recharge | How to adopt water conservation techniques such as rainwater harvesting | Low | Greater water access | Disaster cycle: Mitigation<br>Target Group: Livelihood groups (farmers, fishermen and livestock breeders), women, local leaders<br>Sector: None |
| 4 | Reviving traditional water systems | What systems exist? How can they be maintained / revived? What resources are required? Are there any government schemes that can be used for this? | High | Greater water access | Disaster cycle: Mitigation<br>Target Group: Livelihood groups (farmers, fishermen and livestock breeders), women, local leaders<br>Sector: None |
| 5 | Crop selection and rotation of crops in drought-prone areas | What crops are most useful? Why? Where are these seeds available? | High | Sustain livelihoods and prevent distress migration | Disaster cycle: Preparedness<br>Target Group: Livelihood groups (farmers, fishermen and livestock breeders), women, local leaders<br>Sector: None |
| 6 | Insurance schemes for core income (crops, livestock, fisheries) | What insurance schemes are available? What are the steps to access these schemes? | Medium | Larger numbers of insured families that will help prevent economic collapse of the community in the instance of a drought | Disaster cycle: Preparedness<br>Target Group: Livelihood groups (farmers, fishermen and livestock breeders), women, local leaders<br>Sector: None |
| 7 | Climate change impacts | Understanding the growing impacts of climate change (on extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Disaster cycle: Preparedness, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |

### Campaign messages by target group

| LOCAL LEADERS | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Available government schemes and policies (including National Flagship Projects) | Lists of updated schemes and simple explanations of how they can be used. | High | Using existing government schemes to build village/ neighbourhood resilience to disasters | Disaster cycle: All phases<br>Disaster type: All hazards<br>Sector: All sectors with focus on PRI /ULB |
| 2 | Understanding the hazards in your area and the risks they pose | Simple hazard profile of the area | High | A greater understanding of what risks are faced – hopefully leading to a greater degree of action | Disaster cycle: All phases<br>Disaster type: All hazards<br>Sector: All sectors with focus on PRI /ULB |
| 3 | Role as 'first responder' - First Aid, search and rescue | Basic first aid and search and rescue techniques | Low | Communities act as 'first responders' and reduce loss of life during the crucial 'golden hour' | Disaster cycle: Preparedness, response<br>Disaster type: All hazards<br>Sector: Health; PRI/ULB |
| 4 | Influence beliefs, dispel rumours/superstitions | Successful case stories from other areas | High | Breaking through superstitions to ensure faster, widespread and more appropriate response | Disaster cycle: Preparedness<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| 5 | Creation of village/neighbourhood disaster management plan | Disaster management plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Disaster cycle: Preparedness<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| 6 | Encouragement of safe building practices | Simple tips and techniques on incorporating disaster resilient features; information on mason training workshops; link to government policies on building | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparedness, mitigation recovery<br>Disaster type: Earthquake, flood, cyclone, landslide (but different for all)<br>Sector: PRI/ULB, Rural development |

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| 6 | Water conservation and recharge | How to adopt water conservation techniques such as rainwater harvesting | Low | Greater water access | Disaster cycle: Mitigation<br>Disaster cycle: Preparedness<br>Disaster type: Drought<br>Sector: PRI/ULB |
| 7 | Reviving traditional water systems | What systems exist? How can they be maintained/revived? What resources are required? Are there any government schemes that can be used for this? | High | Greater water access | Disaster cycle: Preparedness<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| 8 | Your village / neighbourhood is safe only when every member is safe | Guide to inclusive planning / meetings | Low | Inclusion of the most marginalised in the planning process | Disaster cycle: Preparedness<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| 9 | Climate change impacts | Understanding the growing impacts of climate change (on extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |
| 10 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, response, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |
| **LOCAL CHAMPIONS** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Role as ‘first responder’ - First Aid | Simple explanations of basic first aid actions | Low | Communities act as ‘first responders’ and reduce loss of life during the crucial ‘golden hour’ | Disaster cycle: Preparation<br>Hazard type: All hazards<br>Sector: Health |
| 2 | Understanding the | Simple hazard profile of the area | High | A greater understanding of what | Disaster cycle: All phases |

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| | hazards in your area and the risks they pose | | | risks are faced – hopefully leading to a greater degree of action | Disaster type: All hazards<br>Sector: All sectors with focus on PRI /ULB |
| 3 | Role as 'first responder' - Search and rescue | Simple search and rescue tips | Low | Communities act as 'first responders' and reduce loss of life during the crucial 'golden hour' | Disaster cycle: Preparation<br>Hazard type: All hazards<br>Sector: Health |
| 4 | Encourage safer development practices in the community | Understanding the impact of unsustainable large-scale infrastructure construction | Medium | Consideration and preventive measures to minimise the vulnerability caused by such construction | Disaster cycle: Preparation, mitigation<br>Hazard type: All hazards<br>Sector: Rural Development, PRI/ULB |
| 5 | Reiteration of duties for government officials for DRR and the environment. | Which department/people are responsible for what aspect of disaster related issues | Medium | Widespread knowledge of which Government Officials are responsible can enable communities to better access help and enhance accountability | Disaster cycle: Preparation<br>Hazard type: All hazards<br>Sector: Health |
| 6 | Influence your community to take measures on disaster risk reduction | Tips on encouraging community action (creation of community groups) | Medium | Greater | Disaster cycle: Preparation, mitigation<br>Hazard type: All hazards<br>Sector: Health |
| 7 | Your village / neighbourhood is safe only when every member is safe | Guide to inclusive planning / meetings | Low | Inclusion of the most marginalised in the planning process | Disaster cycle: Preparedness<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| 8 | Climate change impacts | Understanding the growing impacts of climate change (on extreme events and day-to-day stresses) and tips to adapt accordingly | High | Acting early to help minimise the impacts of climate change | Disaster cycle: Preparation, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |
| 9 | Role of disaster management teams and task forces | Tips on the role that DMTs, task forces and civil society can play | High | Greater and more organised involvement of the community themselves | Disaster cycle: Preparation, response, prevention/mitigation<br>Target Group: All<br>Sector: Rural Development, health, education |

| WOMEN | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Family preparedness kits and evacuations plans | Tips on preparing an family kit and emergency plan formats | Low | Faster, wider and more appropriate response | Cycle: Preparation<br>Hazard: All<br>Sector: Health |
| 2 | Pre-and post natal health | Tips for pregnant and lactating mothers in emergency situations | Low | Better women's health | Disaster cycle: Preparation, Response<br>Disaster type: All<br>Sector: Health |
| 3 | Need for women to pay attention to themselves | Issues to focus on that women often forget to consider for themselves | Low | Greater health and safety for women | Disaster cycle: Preparation, mitigation<br>Disaster type: All<br>Sector: Health |
| 4 | Water conservation and recharge | How to adopt water conservation techniques such as rainwater harvesting | Low | Greater water access | Disaster cycle: Preparation, mitigation<br>Disaster type: All<br>Sector: PRI/ULB |
| 5 | Reviving traditional water systems | What systems exist? How can they be maintained/revived? What resources are required? Are there any government schemes that can be used for this? | High | Greater water access | Disaster cycle: Preparation, mitigation<br>Disaster type: All<br>Sector: PRI/ULB |
| 6 | Children's safety and trafficking issues | What to watch out for and possible solutions to keep them safe | Medium | Greater child safety and lower numbers of trafficked children in a disaster aftermath | Disaster cycle: Response<br>Disaster type: All<br>Sector: None |
| 7 | Women's safety and trafficking issues | What to watch out for and possible solutions to stay safe | Medium | Greater safety for women and lower numbers of trafficked women in a disaster aftermath | Disaster cycle: Response<br>Disaster type: All<br>Sector: None |

| CHILDREN | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Understanding the basics of each disaster: Why they occur, how they occur and what to do when they strike. | Simple explanations / diagrams for each hazard | Low | Better understanding that can spur greater action | Disaster cycle: Preparation<br>Hazard type: All<br>Sector: Education |
| 2 | Let our children teach us | Tips on taking information home and talking to the community | Medium | Better understanding that can spur greater action | Disaster cycle: Preparation<br>Hazard type: All<br>Sector: Education |
| 3 | Children's safety and trafficking issues | What to watch out for and possible solutions to keep yourself safe | Medium | Greater child safety and lower numbers of trafficked children in a disaster aftermath | Disaster cycle: Response<br>Disaster type: All<br>Sector: None |
| 4 | Stay safe at school | Disaster management planning formats and hazard hunt forms | Medium | Formation of disaster management plans for each school to help save lives in the event of a disaster | Disaster cycle: Preparation<br>Disaster type: All hazards<br>Sector: Education |
| 5 | Continuing education | Where schools are destroyed or converted into shelters, what are the other options for the students? | High | Faster psychological recovery for the children and minimal disruption to studies | Disaster cycle: Recovery<br>Disaster type: All hazards<br>Sector: Education |

| PEOPLE WITH DISABILITIES | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| | Get involved in the planning process | Tips for inclusive planning | Low | More PWD friendly village/neighbourhood evacuation and disaster management plans and reconstruction | Disaster cycle: Preparedness, recovery<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| | Specific tools such as audio, light, sound | Guide to how these work, where necessary materials are available and how to incorporate these into the planning process | Low | More PWD-friendly plans and greater safety for PWDs | Disaster cycle: Preparedness, recovery<br>Disaster type: All hazards<br>Sector: PRI/ULB |
| **ELDERLY** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| | Indigenous knowledge on disaster risk reduction | Sharing stories and ideas and documenting older practices that have survived the test of time | High | More sustainable, locally appropriate and safe practices | Disaster cycle: All<br>Disaster type: All hazards<br>Sector: None |
| | Get involved in the planning process | Tips for inclusive planning | Low | More elderly friendly village/neighbourhood evacuation and disaster management plans | Disaster cycle: All<br>Disaster type: All hazards<br>Sector: PRI/ULB |

| LIVELIHOOD GROUPS - FARMERS | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | What are the warning signs of a drought? How does the government define it? | Simple explanations of each warning sign and how you should react | Low | Faster, wider and more appropriate adaptation to drought situations | Disaster cycle: Preparedness<br>Disaster type: Drought<br>Sector: None |
| 2 | Water conservation and recharge | How to adopt water conservation techniques such as rainwater harvesting | Low | Greater water access | Disaster cycle: Mitigation<br>Disaster type: Drought<br>Sector: Rural Development |
| 3 | Reviving traditional water systems | What systems exist? How can they be maintained/revived? What resources are required? Are there any government schemes that can be used for this? | High | Greater water access | Disaster cycle: Mitigation<br>Disaster type: Drought<br>Sector: Rural Development |
| 4 | Crop selection and rotation of crops as appropriate to the area | What crops are most useful? Why? Where are these seeds available? What can be planted in the aftermath of a disaster? | High | Help retain livelihoods and reduce crisis migration | Disaster cycle: Mitigation, response, recovery<br>Disaster type: Drought, flood, cyclone<br>Sector: Rural Development |
| 5 | Insurance schemes for core income (including within National Flagship Programmes) | What insurance schemes are available? What are the steps to access these schemes? | Medium | Larger numbers of insured families that will help prevent economic collapse of the community | Disaster cycle: Preparedness, mitigation<br>Disaster type: All<br>Sector: Rural Development |

| LIVELIHOOD GROUPS – FISHERMEN | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| | Cyclone warning systems | Simple explanations of what each level of warning means and how you should react. | Low - High | Faster, wider and more appropriate response when a hazard strikes | Disaster cycle: Preparedness<br>Disaster type: Cyclone<br>Sector: None |
| | Forest cover (bio-shields) | Tips on the right trees to plant/ nurture to act as a bio-shield | High | Acting early to help minimise the impact of natural hazards | Disaster cycle: Preparedness, mitigation<br>Disaster type: Cyclone<br>Sector: Rural Development |
| | Insurance schemes for core income (including within National Flagship Programmes) | What insurance schemes are available? What are the steps to access these schemes? | Medium | Larger numbers of insured families that will help prevent economic collapse of the community and distress migration | Disaster cycle: Preparedness, mitigation<br>Disaster type: Cyclone<br>Sector: Rural Development |
| **LIVELIHOOD GROUPS – MASONS AND CONSTRUCTION WORKERS** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Safe and locally appropriate construction techniques | Training on and guide to locally appropriate techniques, materials and disaster resilient features | Medium | Creation of safer houses and buildings that can better withstand hazards | Disaster cycle: Preparedness; recovery<br>Hazard type: All hazards (pushing different safety features)<br>Sector: Rural Development |
| 2 | Safe places to build | Tips on understanding where the safe places are and how to identify them. | High | Creation of safer houses and buildings | Disaster cycle: Preparedness; recovery<br>Hazard type: All hazards (pushing different safety features)<br>Sector: Rural Development |

| LIVELIHOOD GROUPS – LIVESTOCK REARERS | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT** | **CROSS-LINKS** |
| 1 | Dealing with livestock and animals | What do you do with your animals in the event of different disasters? | High | More livestock saved | Disaster cycle: Preparedness; response<br>Hazard type: All hazards<br>Sector: None |
| 2 | Government schemes on vaccinations, fodder access etc. | What schemes are available and how can these be accessed | High | Faster recovery of livelihoods and curbing of livelihood-distress migration | Disaster cycle: Preparedness; recovery<br>Hazard type: All hazards<br>Sector: Rural Development |
| 3 | Insurance schemes for livestock (including within National Flagship Programmes) | What insurance schemes are available? What are the steps to access these schemes? | Medium | Faster recovery of livelihoods and curbing of livelihood-distress migration | Disaster cycle: Preparedness<br>Hazard type: All hazards<br>Sector: Rural Development |
| 4 | Common pastureland | What are the rules about common pastureland in the community? What happens when a disaster strikes? | High | Faster recovery of livelihoods and curbing of livelihood-distress migration | Disaster cycle: Preparedness<br>Hazard type: All hazards<br>Sector: Rural Development |

### Campaign messages by sector

| HEALTH | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Sanitation | Safe sanitation practices especially in flood situations | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Hazard type: All with focus on floods and cyclones<br>Target Group: All with focus on women |
| 2 | Safe drinking water | Steps to find and purify water | Medium | Better health standards in a disaster aftermath | Disaster cycle: Response<br>Hazard type: All with focus on floods and cyclones<br>Target Group: All with focus on women |
| 3 | Proper ways to use/take medicines that are being widely distributed (such as vitamins or water purification tablets) | Proper instructions given with every packet | Low | Better health and fewer numbers of people falling ill due to wrong use of medicines | Disaster cycle: Response<br>Hazard type: All with focus on floods and cyclones<br>Target Group: All with focus on women |
| 4 | Pre-and post natal health | Tips for pregnant and lactating mothers in emergency situations | Low | Better women's health | Disaster cycle: Response<br>Hazard type: All<br>Target Group: Women, children |
| 5 | Need for women to pay attention to themselves | Issues to focus on that women often forget to consider for themselves | Low | Greater health and safety for women | Disaster cycle: Response<br>Hazard type: All<br>Target Group: Women |

| PRI/ULB | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Local leadership role in disaster safety | Key actions that can be taken/initiated by local leadership | Low | More accountability and greater action on DRR issues | Disaster cycle: Preparation<br>Hazard type: All<br>Target Group: Local leaders |
| 2 | Current government schemes and programmes that can be applied to DRR issues (including within National Flagship Programmes) | What are the current schemes that can be applied? How can they be accessed? | High | Greater integration between policy and practice and use of already sanctioned funds | Disaster cycle: Preparation, mitigation<br>Hazard type: All<br>Target Group: All |
| 3 | Creation of village/neighbourhood disaster management plan | Disaster management plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Local leaders, local champions |
| 4 | Encouragement of safe building practices | Simple tips and techniques on incorporating disaster resilient features; information on mason training workshops; link to government policies on building norms | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Masons, local leaders, local champions |

| RURAL DEVELOPMENT | | | | | |
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| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Creation of village/neighbourhood disaster management plan | Disaster management plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Local leaders, local champions, elderly, PWD |
| 2 | Encouragement of safe building practices | Simple tips and techniques on incorporating disaster resilient features; information on mason training workshops; link to government policies on building norms | Medium | Use of safer building techniques that are imperative for greater resilience | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Masons, local leaders, local champions |
| 3 | Water conservation and recharge | How to adopt water conservation techniques such as rainwater harvesting | Low | Greater water access | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Farmers local leaders, local champions |
| 4 | Reviving traditional water systems | What systems exist? How can they be maintained/revived? What resources are required? Are there any government schemes that can be used for this? | High | Greater water access | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Local leaders, local champions, farmers, women |
| 5 | Infrastructure construction | Understanding the impact of unsustainable large-scale infrastructure construction | Medium | Consideration and preventive measures to minimise the vulnerability caused by such construction | Disaster cycle: Preparation<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target Group: Local leaders, local champions, farmers, women |

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| 6 | National Flagship Programmes | Eligibility criteria and steps to apply | Medium | Greater and more organised access to funding for mitigation schemes | Disaster cycle: Preparedness<br>Hazard type: All<br>Target group: Local leaders, local champions, farmers |
| **EDUCATION** | | | | | |
| **BROAD POSSIBLE MESSAGES** | | **TOOLS** | **NEED TO LOCALISE CORE CONTENT** | **INTENDED RESULT/ ACTION POINT** | **CROSS-LINKS** |
| 1 | Children's safety and trafficking issues | What to watch out for and possible solutions to keep them safe | Medium | Greater child safety and lower numbers of trafficked children in a disaster aftermath | Disaster cycle: Preparedness, Response<br>Hazard type: All<br>Target group: Women, children, local leaders, local champions, |
| 2 | Creation of school disaster management plans | Disaster management plan format and tips | High | Formation of and well-known evacuation plans for each village/neighbourhood that will help save lives in the event of a hazard | Disaster cycle: Preparedness<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target group: Local leaders, local champions, women, children |
| 3 | Retrofitting and non-structural mitigation in schools | Basic information on retrofitting and tips to implement NSM | Low | Safer school buildings to save lives and act as lifeline structures; and will also help ensure continuity of education after a disaster. | Disaster cycle: Mitigation<br>Hazard type:<br>Target group: Local leaders, local champions, women, children |
| 4 | National Flagship Programmes | Eligibility criteria and steps to apply | Medium | Greater and more organised access to funding for school safety initiatives | Disaster cycle: All<br>Hazard type: Earthquake, landslide, flood, cyclone<br>Target group: Local leaders, local champions |

## 2.5. MEDIUMS AND TOOLS

Activities that can promote Disaster Risk Reduction can occur in different contexts and in many different settings. A variety of tools are required to effectively disseminate the messages to a wide target audience and down to the last mile. Since the major thrust of the strategy focuses on localisation, the tools too include localised approaches that can have a direct impact on the audience. It looks at different angles from which to influence behaviour change.

**Possible communication mediums**

| Broadcast Media | Coverage/Reach | Type of information | Level of Interaction | Cost |
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| **Television** | ▪ Reach out to a very large audience at once<br>▪ Combination of audio and visual elements can have a lot of impact on viewers<br>▪ Requires electricity and TV sets so access may be limited in low income areas<br>▪ Viewers tend to be more urban than rural<br>▪ Accessibility depends on distribution channel (terrestrial, satellite, cable)<br>▪ Well suited to communications with larger population groups<br>▪ Can reach communities where physical access is difficult or impossible | ▪ Single Message can be passed through Pass (Public Service Announcements) or advertisements<br>▪ Complex messages can be transmitted through feature programme, drama, talk shows, and entertainment | ▪ Low interactivity but can be made interactive with a live studio audience or if the viewers call or send a text message in a live show | ▪ High production costs and air time costs |
| **Radio** | ▪ Reach large numbers of people in all income groups<br>▪ Most radio sets are small light and portable and can operate on batteries if there is no electricity supply<br>▪ Reaches communities to which physical access is difficult or impossible<br>▪ Can target audience in small communities with information of local relevance if local | ▪ Simple messages through PSAs or scripts read out by a presenter<br>▪ More complex messages can be transmitted via feature programmes, talk shows and dramas | ▪ High level of interaction possible. This can be done through live debate or a discussion programme with a phone-in or text-in facility. Reading and answering listeners' letters is also possible. | ▪ Lower production cost than TV<br>▪ Lower airtime costs than TV for sponsored programming<br>▪ All private radio stations have mandatory time for public service programming that can be tapped |

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| | stations are available<br>▪ Well adapted to oral societies<br>▪ Easy medium for communications in local languages | | | |
| **Government postcards / envelopes** | ▪ Has a very good national reach<br>▪ Used universally in India | ▪ Side information along with the print and images on the postcards and envelopes | ▪ Not interactive | ▪ Could be done at low or subsidised rates due to the large quantities |
| **Air/ bus tickets** | ▪ Used daily with a wide and extensive reach | ▪ Will stand out as information amongst the mundane information on the ticket | ▪ Not interactive | ▪ Could be done at low or subsidised rates due to the large quantities |
| **Person-to-person contact** | ▪ Extremely effective reach down to the last mile | ▪ -The main crux of the information that needs to be disseminated is done | ▪ Highly interactive and helps anchor information within the community | ▪ Cost will depend on the type and quantity of people deployed |
| **Community radio** | ▪ Extensive reach at the local level | ▪ Has information relating to local issues and development | ▪ Extremely interactive as programming can also be produced by the community themselves | ▪ Cheaper than traditional radio |
| **Plays/nataks** | ▪ Very good local reach as it can be repeated often, is anchored locally and has entertainment value | ▪ Any social, economic or cultural issue can be covered as it is easily localised people will relate to it | ▪ Highly interactive as people respond to the themes and depictions shown. This can also lead to further debate | ▪ Very low cost as the community bears the cost of such entertainment |
| **Leaflet/fliers** | ▪ Can be distributed extensively in targeted locations<br>▪ Physical access to the targeted community is necessary for distribution<br>▪ Limited impact on low | ▪ Can be used to convey more complex information.<br>▪ Can combine messages in text with pictures, diagrams and | ▪ Limited | ▪ Cheap to produce but time-consuming and potentially expensive to distribute |

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| | literacy populations unless the message is conveyed clearly in pictures | cartoons | | |
| **Mock Drills** | ▪ High coverage if actual event is coordinated with widespread media attention | ▪ Focus should be on the reaction to a particular hazard.<br>▪ Applicable mainly for sudden onset disasters | ▪ Highly interactive | ▪ Cost will depend on the location and scale. |
| **Billboards** | ▪ High coverage if billboard is well located where many people will see it | ▪ Message should be simple, combined with visuals and have a long shelf life | ▪ Not interactive | ▪ Cost depends on size and location |
| **Poster** | ▪ Coverage can be good if posters are distributed widely and are well placed where they will be seen by the target audience<br>▪ Time consuming to distribute to remote areas<br>▪ Distribution depends on physical access | ▪ Good for simple messages<br>▪ Can be adapted for illiterate populations by using pictures/ diagrams | ▪ None | ▪ Relatively cheap |
| **Notice Boards** | ▪ Limited geographic coverage<br>▪ Location is normally in closed areas such as camps or settlements or small villages<br>▪ Good way to disseminate information of strictly local relevance | ▪ Good for both simple and complex messages<br>▪ Can use texts and pictures<br>▪ Easy to update with new material but labour intensive<br>▪ Best suited to communities where a large portion of people are literate | ▪ Community can post feedback messages (on notice board or in suggestion box which can be attached). | ▪ Very cheap |
| **Social Media** | ▪ Large scale reach, but to limited target audiences<br>▪ Requires internet connectivity and technological devices | ▪ Easy to update<br>▪ Can convey both simple and complex messages | ▪ Very interactive as people can comment, discuss or even add information of their own | ▪ Free/very low cost to distribute |

***Television:*** An effective tool of communication that has a wide coverage across the country. It is an ideal tool for large population groups that can be used in areas with difficult accessibility. It showcases audio and visual mediums and can have a strong impact on the audiences. It's best used for simple messaging in the form of news and PSAs Public service announcements and can also be used for complex messages that are conveyed through audio and visual illustrations. The medium of transmission is also through talk shows, feature programmes, dramas and entertainment. The use of television requires electrification and therefore its use is limited in a lot of rural areas in India. It is also a more expensive item as opposed to other tools of communication which also restricts is universal usage.

***Radio:*** Greater accessibility for a larger audience including rural India. It can reach a larger number of people in all income groups. It also does not require electrification as a pre-requisite for its use. It is an ideal medium for information dissemination across rural and urban India. It is also used often for local messaging news and entertainment. It is well adapted to all kinds of societies especially ones that respond well to oral communication. It can also be used for all kinds of social groups in various kinds of languages. It can be used for the dissemination of simple messages like news and PSAs (Public Service Announcements) and complex messages delivered via talk shows, feature programmes and drama.

***Newspaper (English):*** A very popular tool of communication that is part of print media which is also popular in its online versions. It can use print visual and illustrative text, cartoons and graphics to disseminate its messages and can have a valuable impact on the people.

***Newspaper (Local):*** Locally produced and consumed in particular local languages, these can cover more local issues.

***Plays/Nataks:*** These are mediums of information and communication that are again very popular in local areas. They have an impact on the audience as they deliver important messages through entertainment. The audience learns while deriving entertainment value as well. Nataks have an important social relevance and are easy to relate to as these communication mediums are set in a familiar social milieu.

***Government Postcards and Envelopes, air and bus tickets:*** A valuable medium of communication that can be used locally and nationally.

***Person- to- person contact:*** One of the most effective ways of dissemination it helps messages seep deep down through the population. This is an effective strategy that was used in the Polio Campaign and was a huge success. The person-to-person contact happens at a local and grassroots level through community –based workers doing development work, village level workers, self-help groups (SHGs) and other such task forces. There should also be an active involvement of other civil society governance or non governance groups and bodies that use their agency to create public awareness. For instance, in the village level this lead can be taken by the various Panchayati Raj Institutions (PRIs). Then there can also be an engagement by youth organisations, scouts and guides like NSS and NCC.

***Community Radio:*** A radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting. Community stations serve geographic communities and communities of interest. They broadcast content that is popular and relevant to a local, specific audience but is often overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and influenced by the communities they serve. They are generally non-profit and provide a mechanism for enabling individuals, groups, and communities to tell their own stories, to share experiences and, in a media-rich world, to become creators and contributors of media.

There have been several initiatives in India that have been working on community radio for the dissemination of important projects and campaigns; and to generate public awareness. Community radio in India is often shared by the AIR (All India Radio).

***Song and Drama:*** These can be used as aspects of local culture to disseminate risk reduction in the particular social structure that varies from region to region. This can in fact be an effective tool that will appeal to the community at a local level.

***Special Programmes and vents on 'disaster days':*** There should be special programmes organised at the local/block level by the district and block level disaster management authorities. Such events can take place in collaboration with various active community groups and schools. These kinds of events will actually be effective in creating a culture of awareness and safety.

***Mock drills*:** The more frequently that actions are practiced, the more they become a reflex reaction. Mock drills help spread practical knowledge of disaster risk reduction. This can be as broad as at a city or village level; or as narrow as one school or neighbourhood. When combined with widespread attention in the press, such drills can be a powerful medium to embed actionable knowledge within communities.

***Photo Exhibitions:*** There can be initiatives using creative enterprises like photo exhibitions and competitions on DRR by children in schools.

***Printed Publicity Material:*** Printed Publicity Material in the form of fliers, leaflets and posters can be used to advocate the messages around the villages and community centres. Visual representation of messages can have a very active appeal to the target audience.

***Social Networking:*** The use of social media for dissemination will be more effective in urban areas. However, the use of new media for publicising the messages is extremely important as the scale and scope of such media is ever increasing, even in the rural areas. Various important issues are now easily amplified and disseminated through the rise of social media like twitter and face book. Such social media tools are also used to popularise various development projects and increase visibility of such economic, political and cultural issues. Further, social media has also played a very important role in public awareness and debate on various issues.

**Other Effective Methods of Information Dissemination**

***Government Communications:*** The Information and Broadcasting Ministry has an extensive network in India with government information dissemination to the last mile. The connectivity between the various departments and officials in the Ministry actually carry out the communications and messages of the Information and broadcasting ministry. Two important officials that should be mentioned that are responsible for message and information of the government is the PIO (Public Information Officer) and the PRO (Public Relations Officer) and the journalists working under the Ministry.

***Campaign integration with programmes run by various Ministries:*** The campaign can achieve great success if it uses mediums for dissemination of the campaign messages other than the traditional tools. Thereby, integration of the campaign with other flagship programmes run by various ministries will give the campaign great visibility that it needs. Certain flagship programmes run by Ministries doing development work is related to the main issue discussed in the campaign. Integrating the campaign with such programmes will actually create an ideal public awareness strategy that allows for accessibility by the people in the country. Such programmes could include projects run by the rural, urban, Education and Health Ministries. Programmes like the IAY, NREGS, NRHM and other such hygiene and sanitation programmes all add to the dissemination of the campaign and allow for a mainstreaming of DRR and other environmentally sustainable and resource management related practices.

***Initiatives by people:*** Civil society initiatives are always great ways to pursue an issue of governance, management or the lack of it. Civil society groups and individuals can take the lead in safety and management practices. Thereby, at the urban level such initiatives can be even taken at a community level with neighbourhoods and RWA's helping in disseminating methods of DRR and safety for themselves and the communities they reside in.

## Finding the right mediums for your message

1. Is the need for content localisation

| ☐ High | ☐ Medium | ☐ Low |
|---|---|---|
| Greater use of localised mediums such as wall paintings, community events and door-to-door messaging | A mix of localised and broad-based mediums | Greater use of broader mediums such as national/state level TV channels, newspapers and radio. |

**2. Is your message spreading awareness to influence future action or asking for action now?**

| ☐Awareness | ☐Action | |
|---|---|---|
| Awareness messages can be effective even through mass media channels such as TV and print ads. These need to be repeated often and be framed very simply to allow people of all levels to understand. | What is the level of action required? | |
| | ☐One-point simple action<br>Written or oral instructions in that are conveyed in simple language and repeated often | ☐Multi-step action<br>Mass-media to generate interest along with more in-depth tools such as fliers, wall-paintings or others that stay within the community for future reference |

**3. Is your setting urban or rural?**

| ☐Urban | | ☐Rural | |
|---|---|---|---|
| ☐Middle/upper<br>Social media combined with other mass media tools | ☐Urban poor<br>Greater use of TV and then localised tools | ☐Easily accessible<br>Use of radio, SMS, TV and localised tools | ☐Cut-off<br>Greater use of person-to-person contact and tools anchored by the community such as nataks and community radio |

**4. What are the literacy levels of your target audience?**

| ☐ High | ☐ Medium | ☐ Low |
|---|---|---|
| Greater use of written mediums | A mix of written, oral and visual | Use of only visual and oral mediums. |

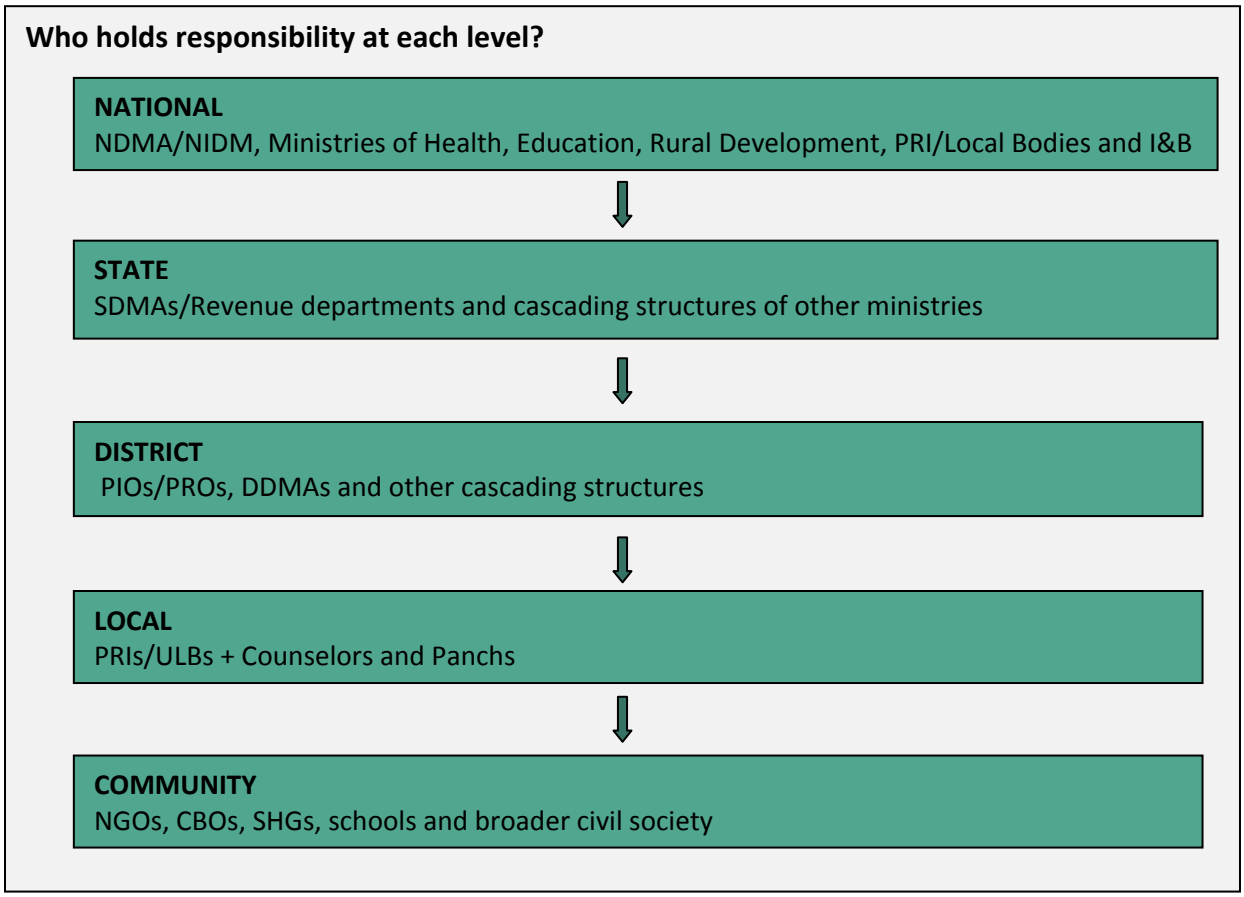
**5. How do you reach the last mile?**

Greater use of person-to-person contact and tools anchored by the community themselves such as nataks and community radio. Instilling these tools in the community during the preparedness phase itself will empower these last mile communities to better evacuate, respond and recover in the event of a disaster. In areas where either satellite phones or other ICT tools are available, early warning messages can be delivered early to key contacts in the community. The idea is that particularly in case of last mile dissemination, communication alone is not enough. This has to be backed with training and capacity building.

## 2.6. IMPLEMENTATION

In such a wide-ranging and multiple-focus campaign, with whom does the responsibility for implementation lie? Implementing the strategy does not fall to the governmental agencies alone, nor should it. Success will require the commitment of all parts of society, including state and local governments, businesses, educational institutions and others. It is also important to engage the private sector and other external stakeholders as an essential component of nearly all of the activities described in this strategy.

This particular cascading model identifies the dissemination of the messages through the existing structure and tools of the Information and Broadcasting Ministry in collaboration with the concerned government departments at various levels that will assist in the dissemination of the messages.



## 2.7. MONITORING AND EVALUATION

### Background information needed for monitoring

In order to effectively monitor and evaluate a project, certain core information needs to be collected from the initial stages of the project itself. This includes:

- A baseline of the community's demographic and previous disasters
- Detailed contact information of representatives of each target group within that community for follow-up
- Tracking of metrics for online, TVC and radio campaigns
- Tracking quantities and timelines of each campaign product distributed in the community
- Lists of frequency of plays/nataks/person-to-person campaigns in each community

### What to monitor

*Input:* Measure the quantity, quality and timeliness of resources provided
Look at the quality of support to implementing agencies. Is there a cohesive effort? Were all necessary documents and background information provided? Was campaign information localised?

*Output Indicators:* Measure the quantity, quality and timeliness of the campaigns or activities
Were the products produced up to standard?

*Outcome Indicators:* Measure short-term effects of a project or programme.
What was the immediate reaction to the campaign? Were people responsive? Is there a notable shift in perception? How many people have been reached?

*Impact Indicators:* Measure long-term effects on the people and their surroundings
In the wake of the next hazard, how effective have the preparedness campaigns been? Is there a visible/measurable difference in the resilience of the community?

### How to monitor

*Focus groups:* During well administered focus groups, target audience members discuss their impressions of the media campaign. This provides campaign team members and government officials from disaster management authorities with an opportunity to understand how the campaign's message resonates with target audience members. In other words, whether or not the audience is taking home the message that the creators intended. When recruiting focus group participants it is important to find a group that represents diversity in the media campaign's target audience.

*Pre-testing:* Piloting the campaign enables the campaign team to administer the media campaign on a small scale to determine if there are problems that could jeopardize the large scale administration. Because production costs of media campaign products can be expensive, it is often useful to have a small batch of the product/message printed for pilot testing. This would give the campaign team opportunities to gain feedback on prototypes rather than waiting for feedback on the final product.

For instance, ask participants to describe messages they think were conveyed in the media campaign, if the scenes depicted on each of the posters were realistic, and if they could see themselves taking the action advocated by the campaign. Ask them why or why not. Previous research findings stress the importance of using language in media campaign that resonates with the target audience. Focus group participants can comment on the campaign language, visuals and graphics and provide insight into product placement. It is important that the medium be appropriate for the target audience.

*Surveys:* This technique would most likely provide more diversity among the focus group participants than using volunteers who happen to see the advertisement or hear about the focus group from a friend. The campaign team might want to consider segmenting the focus groups by age or gender in an effort to hear the feedback from the younger participants without the influence of the older members.

*Observation:* Is there a general feel of greater resilience? When walking around the community, what do you observe? How is this different from earlier?

*Measuring community action:* When campaigns focus on increasing community members' action or utilisation of services, this could quantitatively be tracked. These figures can provide some indication of the media campaign's community impact.

*Most significant change:* Ask community members what they see as the greatest change in the aftermath of the campaign. How has it affected

*Reaction in the face of the next disaster:* How does the community react in the face of the next hazard? How do the numbers and reactions compare against the baseline?