

Regional and International Organizations Highlights

Asian Disaster Preparedness Centre (ADPC) and Economic and Social Commission for Asia and the Pacific (ESCAP)

Media

- ADPC forwarded IDNDR information material to English-speaking newspapers in the region.

Exhibits

- ADPC participated in the exhibition at the conference of the Economic and Social Commission for Asia and the Pacific (ESCAP) in Bangkok. They organized a display of posters and general information material on natural disasters.

Children's booklet

- ADPC distributed "Learning About Natural Disasters..." to schools in the South-East Asian region.

DHA Regional Office for Latin America/Caribbean

Media

- The DHA Regional Advisor provided an article on mid-term achievements and problems of IDNDR in Latin America which was published in the bimestrial newsletter of the National Department for Civil Defense.

Special initiatives

- He also assisted the Ecuadorian Postal Administration and the National Department for Civil Defense in launching the stamps for IDNDR Day.

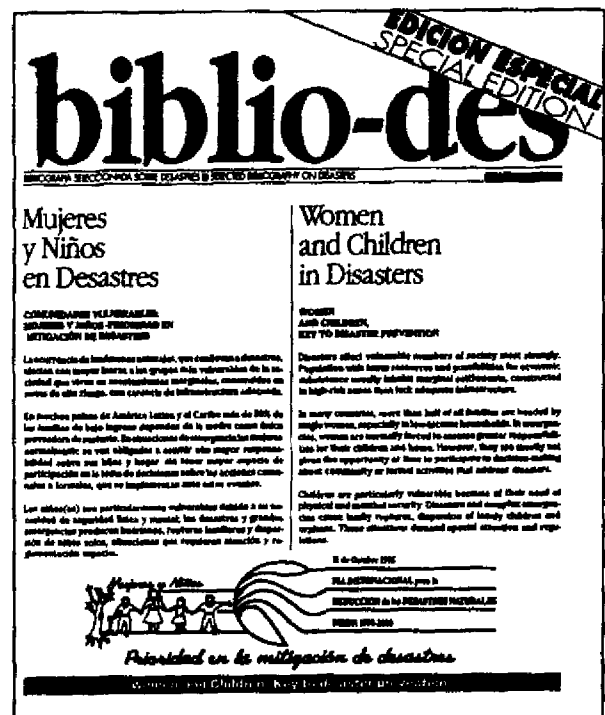
IDNDR Regional Office for Latin America/Caribbean

Media

- "IDNDR Informs", the newsletter of the Regional Office, promoted and covered the celebration of IDNDR Day in Latin America and the Caribbean before and after the day.

Gatherings

- The Regional Office distributed information material on IDNDR Day during an International Community Forum in April, organized by national and international organizations. One of the Forum's topics was dedicated to women and children in disaster prevention.



Cover of Biblio-des, the bibliography produced by the IDNDR Regional Office for Latin America and the Caribbean for IDNDR Day 95 for the PAHO/WHO IDNDR Regional Disaster Documentation Centre.

- The Regional Officer represented IDNDR in the session of a conference in May in Huaraz which was dedicated to the day theme.
- The Regional Office was the co-organizer in Costa Rica for activities related to the theme of women and children which were held throughout the year by the National Committee.

Special initiatives

- It designed and distributed 5000 stickers on the day theme in English and Spanish.
- It organized production of 1000 IDNDR T-shirts in English and 100 in Spanish. The shirts feature the cover of the Children's Booklet and the slogan "Don't be scared, be prepared".
- The Regional Office issued a special edition of its bibliography "Biblio-des", containing a review of documents about Women and Children in disasters.

International Federation of Red Cross and Red Crescent Societies

Regional Office for Southern Africa

Media

- Through Dr. Ailsa Holloway, member of the IDNDR Scientific and Technical Committee and Preparedness Advisor for the region, IDNDR Day information and children's booklets were distributed in Southern Africa and advertised via the Southern African Research and Documentation Centre.

Pan-American Health Organisation (PAHO/WHO)

Gatherings

- Several PAHO staff throughout the region participated in national IDNDR Day events.

Special Initiatives

- PAHO sponsored the production of IDNDR Day t-shirts in Spanish. They also sponsored and distributed a specialized bibliography on women, children and disasters (see IDNDR Regional Office above)

UN Environment Programme (UNEP)

Children's Booklet

- UNEP distributed 750 copies to the children participating in the UNEP International Children's Conference in the United Kingdom in October.

UN International Research and Training Institute for the Advancement of Women (INSTRAW)

Media

- The event mentioned below was covered by an article in the local newspaper *Ustin Diario*.

Gatherings

- INSTRAW (in Dominican Republic) organized a roundtable with the UN Development Programme and the Dominican Secretariat for Public Works on "Priority of Women and Children in Disaster Mitigation". Government representatives, and Dominican and international NGOs, analyzed roles women play in communities and pointed out that especially women's groups and children should be more involved and sensitized about mitigation measures. (see *Meetings*)

United Nations Children's Fund (UNICEF)

Special initiatives

- UNICEF developed (with the IDNDR Secretariat) the preparedness game and sponsored its costs.

Distribution of Materials

- UNICEF distributed Secretariat materials to promote the day (including the Circular 1 and 2, the Technical Information Pack and the children's booklet) to their regional contacts. Bulk shipments of children's books were delivered to UNICEF National Offices, accompanied by letters urging them to sponsor the local language version.

World Health Organization (WHO)

Children's booklet

- WHO distributed booklets to its regional offices.

World Meteorological Organization (WMO)

Media

- The Secretary-General of WMO, Prof. G.O.P. Obasi, issued a message for IDNDR Day which was distributed to Meteorological and Hydrological Services throughout the world. It was reported by AFP that Prof. Obasi stressed in his statement the importance of providing women and children with appropriate basic information about disaster prevention and preparedness in school and households.

Children's Booklet

- WMO distributed copies of the Children's Booklet to all its offices.
- The Regional Office for the Americas of WMO in Paraguay distributed the English edition to several bilingual schools and English teaching institutions. The Spanish edition has been sent to a number of schools along the Paraguay River which are prone to frequent floods.
- An article on the Children's Booklet was issued in the department's biannual bulletin which is distributed to all WMO members in North, Central and South America and the Caribbean.



Learning About Natural Disasters

Learning About Natural Disasters was the most successful element of the 1995 IDNDR Day campaign. Approximately 150,000 copies were distributed in six languages: English, French, Spanish, Italian, Russian and Chinese. Requests for approximately 50,000 booklets are pending, and there are requests for reproduction in about 25 languages.

The booklet gives ideas on how children can help raise awareness to protect their communities from natural disasters. It features exercises with maps, drawings and community projects. The centre spread contains a disaster preparedness game.

Feedback has been unanimous that the booklet is easily adaptable to local situations. Several have suggested that the booklet fills a gap: there are few materials for teachers that help children "learn by doing" about relationships between disasters, environment and development.

How it was used for IDNDR Day 1995

The booklet has been tested in schools, youth groups, government offices and Red Cross societies around the world. It was tagged to IDNDR Day for its initial promotion. Countries issued contest flyers, arranged for children to play the preparedness game or set up newspaper or tv coverage of teachers using the book with children.

1100 t-shirts featuring the front cover are being used as prizes for the community mapping contest and for related promotional uses of the booklet. Due to their popularity, the Secretariat has arranged to sell them upon request.

Requests for copies of the booklet continue to arrive at the IDNDR Secretariat daily. Production of the booklet is now underway in Farsi (IIIES, Iran); Macedonian (UNICEF Macedonia); and several Indian languages (Ministry of Agriculture).

Several other organizations are considering production and translation in various languages or reprints in the original languages.

Sponsors

The City of Yokohama, Japan provided the initial funds. The Overseas Development Administration, United Kingdom and the General Directorate for Development Cooperation, Italy, also provided support. UNICEF sponsored the centre spread, which it developed with the IDNDR Secretariat. This funded production of 35,000

copies in the four languages of the Stop Disasters Magazine (double the usual print run).

The greatest success in production of the booklet was in Russia. Global Eco Reform, the partner which independently produces the Russian version of Stop Disasters, raised additional funds and arranged distribution for about 12,000 copies. Demand was so great that subsequent donations were made by EMERCOM, A/B Inkombank, Alfabank, Dialogbank, Mezkhkombank, Soros Foundation, Ministry of



Education and Moscow University, and another 135,000 copies were produced. Art contests, ministerial statements, conference promotions and tv and newspaper coverage were part of the Russian promotion strategy.

The Chinese National Committee, which publishes an abridged version of Stop Disasters in Chinese, provided additional funds for the Chinese booklet and arranged for it to be tested in many schools.

Working with Children in 1996

There are many ways this booklet can be coupled with local initiatives for children or

used as a tool to exchange information with schools in other countries. Countries are urged to continue with plans to re-use, translate and reprint the booklet for use in 1996.

An example: The Joint Assistance Centre in Haryana, India, re-used graphic material of the booklet and extracts of the text to create a special flyer for children and a leaflet with guidelines for teachers to promote the community risk mapping contest.

More details on how to use the booklet are provided in the spring issue of Stop Disasters and the circular for IDNDR Day 1996.

The promotion strategy

The IDNDR Secretariat reached out to traditional partners through Stop Disasters, the IDNDR magazine. It also launched a targeted campaign to schools, NGOs and youth groups for testing and further distribution. *Examples of the distribution of the children's booklet:*

International:

The UN Department for Public Information distributed 1,100 copies to visitors of the United Nations in Geneva and New York.

The UN High Commissioner for Refugees forwarded the booklet to regional and field offices, several of which have requested additional copies.

Asia/Pacific:

The Asian Disaster Preparedness Centre in Bangkok, the Joint Assistance Centre in India, the Mayor of Yokohama and Emergency Management Australia were among those who were supplied with bulk copies for pilot testing and promotional use during meetings and conferences in the region.

Europe:

Spanish booklets were sent to the European Community Humanitarian Office/Network on Humanitarian Assistance (ECHO/NOHA) for pilot testing in Spanish schools and for the distribution to European universities which are part of the network.

Latin America:

4000 copies were sent to the IDNDR Regional Office in Costa Rica for regional distribution. The Pan-American Health Organization and Partners for the Americas were also supplied with bulk copies.

North America:

The Federal Emergency Management Agency received bulk copies for distribution.

Southern Africa:

700 copies were distributed to selected Red Cross Societies as well as the regional documentation centre in South Africa.

Comments about "Learning About Natural Disasters"

Below are some of the many comments sent to the IDNDR Secretariat about the children's booklet produced as part of the 1995 IDNDR Day campaign.

National Committees:

"I should also congratulate you on the development of and distribution of Learning About Natural Disasters". This booklet is very popular down this way - well done to you and all that assisted in getting the booklet together."

Trevor Hatchard, Chairman, Australian IDNDR Coordination Committee

"We congratulate you on the development of the IDNDR brochure which we have been able to test in many classrooms in French-speaking Switzerland. The brochure was very favourably received by students and teachers in geography and environmental studies."

Prof. Ch. Emmenegger, Swiss National Committee, Switzerland

"It is a known fact that children are among the first victims of disasters. It is high time for Russia to prepare children to act in emergency situations. This booklet is a very useful and timely manual for children".

Mr. S. Shoigu, Minister of Russian Federation for Civil Defence, Emergencies and Elimination of Consequences of Natural Disasters, and Chairman Russian IDNDR Committee

"The booklets have been distributed and have been well received, so much so that we need several hundred more copies for distribution."

Mrs. Kern Pettigrew, Wellington Regional Council, New Zealand

"The teachers and students are very interested in this booklet. It is excellent in both pictures and texts, explaining the profound in simple terms, imaginary and vivid, knowledgeable and interesting keeping with the characteristics of children and welcomed by them. It is like a guidebook for children's understanding and prevention of disasters. It also provides teachers with ideas and methods about disaster education."

IDNDR National Committee, China

Children:

"Having studied the booklet 'Learning about Natural Disasters', I have got a lot of knowledge about natural disasters and how to face a disaster as well. In October 1995, there occurred an earthquake in Tianjin city. I was just at home. Suddenly the house was shaking. I was scared. I suddenly remembered the girl in the booklet: She hid herself under a desk when an earthquake occurred. So I stayed under a desk to avoid the shock. Afterwards elders praised me and considered I had known how to safeguard myself."

Wang Jin, 8 years, Shiyam primary school, Tianjin city, China

"I live near Yangzi River. I have never experienced floods. As suggested in 'Learning About Natural Disasters', I asked my grandfather about floods. He told me that there was a big flood in Wuhan city in 1931. It was a great disaster. Many people died including a lot of kids. Many houses and buildings were washed away by the floods. A lot of people were homeless. Today they have constructed huge dykes and dams along the river. Every year people plant trees."

Liu Chen, 7 years, Teacher Zhang Hon, Shuiguohu primary school, Wuhan city, China

"I attended the Children's Conference on Environment in Eastbourne (UK) in October 1995 where I had access to your booklet. I loved the book I took. I made copies of the quiz because we come from an area which has scarce water and circulated it among my classmates."

Fayak Alam, 12 years, Jordan

Governments:

"After having examined your publication "Learning About Natural Disasters", I can tell you that it seems to be of great interest for the educational community, in order to sensitize children of our schools. I very sincerely congratulate you for this magnificent project. Could you send 1250 in French and 1200 in Spanish?"

Lydia Magallon Font, Secretaria d'Estat de Medi Ambient, Andorra la Vella

"At the outset, I was fascinated by the tremendous ease with which such a complicated and significant topic has been dealt with. I found this to be quite a handy document to be used during the training programmes."

R. Sudarshana, Indian Institute of Remote Sensing, Department of Space

NGOs:

"Let me inform you that the approach to the problem under account is very good and clear. With the Civil Protection of our Republic we now prepare short chapters dealing with the problem mentioned to the textbooks for the primary and secondary schools."

Dr. Dana Prochzkova, PhD., Dr.Sc., Prague, Czech Republic

"The children's booklet demonstrates once again that information which faces direct human needs and is a basis for dialogue is very workable at all levels".

Slava Korjenko, Global Eco Reform, Russia

"We would like to congratulate you on this useful and interesting booklet and, at the same time, offer to you our collaboration to distribute this material locally among students within schools and other institutes"

Gerardo Lizano V, Director, Regional Office for the Americas, World Meteorological Organisation, Paraguay

"The booklet would be an excellent tool to assist us with our Clinic Emergency Preparedness Training program"

Breck C. Jones, Operation USA, California, USA

"Because we like it very much we would like to translate and bring it out in the Czech republic"

Jana Snitilova, Czech Red Cross Youth, Prague, Czech Republic

"Thank you very much for your efforts in publishing the booklet on "Learning about Natural Disasters". It is an appreciable step to convince the children on different dimensions of natural disasters. May I request you to mail this beautiful booklet at least to all the schools in developing countries?"

Sriram Das, Secretary, Jana Seva Parisad, Orissa, India

"Our organisation recently received a copy of the children's booklet "Learning about Natural Disasters", and we feel that it would be valuable for the children of Iceland to get a copy of this booklet".

Björgvin Richards, Manager, Landsbjörg Association of Icelandic Rescue Teams, Iceland

"We have found it to be useful as a pilot in one in the schools of rural areas".

Mihir R. Bhattacharya, Director, Disaster Mitigation Institute, India

"This booklet is one of those we have long wanted for inclusion and use in our environmental protection awareness campaigns and disaster preparedness activities which involve both youth and adult members".

Secretary General, Zimbabwe Red Cross Society, Zimbabwe

"Congratulations on preparation of the publication called "Learning about Natural Disasters". We are very interested in that booklet and would like to produce it in our language, Farsi (Persian)."

Mohsen Ghafory Ashtiany, International Institute for Earthquake Engineering and Seismology, Iran

"The magazine particularly captured our attention as it is in line with our interest in encouraging children to take initiative in protecting their communities".

Dr. M. Chader, Secrétaire-General, Croissant Rouge Algerien, Alger

"Our organization very much appreciates this initiative which helps children understand and become familiar with disasters, and contributes to protecting their community against risks posed by nature".

Richard Beya, Président du Conseil d'Administration, Initiatives propres des Jeunes des Pays du Sud (IJPS), Belgium

"I must report that you are a victim of your own success, that is, people are asking for multiple copies of the publication!...congratulations on having produced an excellent document".

Don Shropshire, National Coordinator, Emergency Services, Canadian Red Cross

