

JORDAN

In 1998, lectures were given by experts on desertification and floods, and a press kit was prepared which included a colour poster. Partnerships with other organisations are flagged by reproducing the partners' logos on the posters.

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JAPAN

In 1997, Japan organised many events throughout the country. The International Centre for Disaster-Mitigation Engineering (INCEDE) at the University of Tokyo and the United Nations University in Tokyo sponsored a special lecture to discuss water-related issues. Five prominent researchers and 160 participants attended this event.

MONGOLIA

The Mongolian National Committee for IDNDR was created in 1997. The Committee focuses on the promotion of cooperation with other countries and international organisations in the field of natural disaster reduction, particularly the development of early warning systems, mitigation of risks and damage, and the creation of appropriate legislation. With assistance from UNEP, UNSO, UNDP and ESCAP, a National Plan of Action to Combat Desertification (NPACD) was developed and subsequently

approved by the Government of Mongolia. The first edition of the National Action Plan of Natural Disaster Mitigation was produced and delivered at training seminars and workshops.

The Day was celebrated by a public information campaign undertaken through TV and radio broadcasts, a training seminar, public awareness campaign and a press conference. The Internet Website was promoted as a means of gaining more information on the subject of prevention of natural disasters.

The Government of Mongolia is preparing an amendment to the related laws and regulations and elaborating a draft legislation act on establishment of disaster and accident insurance system.

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NEPAL

In 1997, the Nepal-International Consumers Union organised a one-day programme of discussions through the radio and issued badges, banners and pamphlets. A special supplement was published in the local paper. Also in 1998, from 19 to 22 October, a training on disaster prevention for journalists was organized in Katmandou.

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The Pakistan Red Crescent Society reported that its provincial branches ran workshops, throughout 1997, in community-based disaster preparedness, beginning with World Disaster Reduction Day. Case studies of previous disasters, a summary of the Disaster Preparedness National Plan, references to local activities and disaster definitions were compiled into a book for the workshop in Karachi.

Pakistan, like many other countries, faces the risk of natural disasters such as floods, earthquakes, tsunamis and landslides.

The Aga Khan Housing Board for Pakistan (AKHBP) has been aware of the need to disseminate information on disaster mitigation and management to help reduce the loss of lives and property in case a disaster strikes. AKHBP considers it particularly important to collaborate with educational institutions in this regard. Over the past few years, it has invited numerous schools to observe World Disaster Reduction Day and distributed information in the form of

Some Press Clippings from World Disaster Reduction Day 1998

THE NATIONAL LABORER 14-10-98

PAKISTAN & GULF ECONOMIST OCTOBER 7, 1991

World Disaster Reduction Day today

KARATHIPRI—The United Nations has designated the current decade (1990-2000) as the International Decade for Disabled Children (IDDC) and, therefore, the need for increasing disabled involvement and strengthening awareness is highlighted through a specific annual theme, set on **ARTHRITIS** this year. This

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that is not volunteering shares of the loss is suffered by the already bankrupt corporations and the government. The only functioning of modern society is effectively based on the greed and false distribution of satisfaction. That is even more relevant in these days of a society vulnerable to natural hazards. There, government has assumed its regular role very rapidly, supporting the victims and organizing the relief work. In the case of the earthquake in the north of Italy, the new NATO

political or economic integration in people's lives will mean not at least, efficiency and a good use of the supplies are, therefore, a crucial link in the chain of natural natural disaster prevention.

the "enlow" consensus.

In Post-Industrial Age China, the *Transfer of Talent (AKJ101)* has also been widely known of the importance of information dissemination, the disorders and chaotic phenomena and so on, the *Post-Industrial Age, AKJ101* has profoundness with numerous scholars by using the message of disorderly system as a mirror to "reflect".

Now, AKJ101 provides over 50,000 articles, columns for observation of 100000+ days and supported school teachers with latest information leaders for a variety and background for teachers in 1991 when AKJ101 highlighted for several times "Information Transfer".

**WORLD DISASTER
REDUCTION DAY
ON OCTOBER 14TH**

The United Nations has announced the official theme for 1998-1999 as the International Decade for Natural Disaster Reduction (IDNDR) specifies how the world can strengthen disaster mitigation and emergency awareness is highlighted through a specific annual theme. While activities related to the year's theme are encouraged throughout the year, in particular new ones in October is set aside as World Disaster Reduction Day for rallying all resources behind the IDNDR message. This year World Disaster Reduction Day falls on October 14th, and the IDNDR Secretariat, 1998 campaign theme is "Reduce and Manage Disaster Prevention: Prevention Begins with Information!"

This paper ARJIF identifies the IRW2 message "There are no barriers with Information Technology" with schools and with the media. ARJIF has found a number of activities since 1997 that have shared with the public variety of information on Internet personal use and on education. An educational resource means it's almost 10,000 schools in Canada will be participating in IRW2; scientists and teachers and students become more aware of the vital role the computer plays in manipulating the impact of natural phenomena. Throughout its efforts, ARJIF is receptive to enhancing support from a wide range of stakeholders. In summary, currently, using MIM and the media, it is hoped that the response from those who watched most from others or without real-time public and IRW2 sector will also play the all aspect to disseminate information on climate perceptions and obligations to be the year 2000.

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leaflets and lecture notes to facilitate school-wide activities. The response from schools has been most enthusiastic. Keeping in mind the ever-present threat of earthquakes, in 1998 AKI-LBP distributed over 2000 pocket and 3000 wall calendars carrying earthquake preparedness information.

World Disaster Reduction Day was observed on 14 October, 1998 and once again AKHBP invited a number of schools to mark the day by disseminating information on natural disasters and the vital steps each of us can take to mitigate their effects. AKHBP distributed informational packets with fact-sheets on natural disasters, pamphlets on how parents and teachers can help children cope with natural disasters, guidelines for school wide emergency drills, puzzles and word teasers on natural disasters for the students.

PRESS COVERAGE

Some Press Clippings from World Disaster Reduction Day 1998

BAUUCHISTAN EXPRESS, QUETTA 27-10-98

UN nominated 1990-2000 decade for IDNDR

KARACHI: The United Nations has nominated the current decade (1990-2000) as the International Decade for Natural Disaster Reduction (IDNDR) and calls upon the need for increasing disaster mitigation and management awareness is highlighted through a specific annual theme.

While activities related to the year's theme are encouraged throughout the year, in particular one day in October is set aside as World Disaster Reduction Day for raising all countries behind the United Nations' IDNDR campaign theme is "Media and Natural Disaster Prevention: Prevention Begins with Information".

The devastating force of natural disaster and their looming threat can be gauged by the fact that at least three million people have lost their lives in disasters during the last 50 years and hundreds of millions of people have been affected. Moreover, major natural disasters have over the last 50 years caused economic losses of more than US\$ 400 billion. It is a sobering fact that an overwhelming share of the world's population lives in the coastal, hilly and mountainous areas.

While it is true that for many years the response to disasters and environmental threats were reactive, more recently our attitudes towards such risks have evolved to encompass the more proactive design of projects and policies. In fact, at countries incorporate disaster reduction policies into their national social and economic development plans, establish effective preparedness measures and improve their response capacities, the value of timely and effective warnings in averting losses and preventing resources becomes apparent.

According to Terry Jeyapalan, Secretary General of the International Decade for Natural Disaster Reduction (IDNDR) Secretariat in Geneva, "For such a warning to be effective, an awareness of the risks and greater understanding of the consequences associated with particular hazards and the types of damage must be communicated to people."

He added that the well functioning of modern society is effectively based on the good and fast circulation of the information. This is especially true in the case of safety, vulnerability to natural hazards. There

is an obvious need for accurate information and its rapid delivery is of importance at all levels of social, political or economic implications. As people's lives and assets are at stake, information and a good use of the media are therefore a crucial link in the chain of sound natural disaster prevention measures.

In Pakistan, the Aga Khan Housing Board for Pakistan (AKHBP) has also been keenly aware of the importance of information dissemination or disaster and disaster preparedness and over the past few years, AKHBP has collaborated with numerous schools in using the message of disaster mitigation in children in particular. In 1996, AKHBP mobilised over 30,000 school children for observation of IDNDR day and supported school activities with the help of international teachers for students and lecturers for teachers. In 1997, when AKHBP highlighted the annual theme "Water, Too Little, Too Much, Leading Cause of Natural Disaster", many schools children enthusiastically participated in poster, skits and other activities concerning disaster mitigation on earthquakes and how to better prepare for them.

As this widely disseminated by AKHBP with the help of over 25,000 posters and 3,000 wall calendars carrying the earthquake preparedness information. This year, AKHBP is sharing the IDNDR message "Prevention Begins with Information" with schools and with the media. AKHBP has issued a number of schools in observance of IDNDR day and shared with them a series of information on disaster preparedness and mitigation. An educational response means that about 100,000 students in Karachi will be participating in IDNDR day in 1998 and teachers and students will become more aware of the vital role they can play in mitigating the impact of natural disasters.

Throughout its efforts, AKHBP has received enthusiastic support from various schools (including government schools, some NGOs and the media). It is hoped that the response from them will be sustained and that other organisations from the public and private sectors will also join in the attempt to disseminate information on disaster preparedness and mitigation in all its forms.

AKHBP plans to continue its collaborative efforts for disaster reduction and mitigation in the future. It is currently developing additional educational material for dissemination in schools in the Northern Areas and Chitral, Karachi and rural Sindh. It is hoped that not only will the enthusiastic response from schools be sustained, but that other organisations will also join in the efforts to spread the disaster mitigation message.

Examples of Activities Undertaken in Schools

AKHBP received feedback from a number of schools regarding the manner in which they utilised the information packages provided by AKHBP and the activities they undertook on World Disaster Reduction Day.

Announcement and discussion of World Disaster Reduction Day in school assemblies

The Aga Khan Schools and various branches of the Beacon House school system announced and discussed the World Disaster Reduction Day.

School-wide Emergency Drills

AKHBP's information packet provided comprehensive information on how schools could better prepare for emergency situations with the help of regular emergency drills. Foundation Public School reported their



Considering, that 1998 IDNDR campaign theme is "Prevention Begins with Information, the Media and Natural Disaster Prevention", AKHBP also invited members of the press in various parts of Pakistan to publish articles with special emphasis on disaster mitigation and management information. A number of copies of the press-kit prepared by the IDNDR Secretariat were also forwarded to the press to facilitate this effort.

It is heartening to note that AKHBP's efforts at reaching the media and school children have again borne fruit this year. The disaster mitigation message received prominent coverage in numerous newspapers in Pakistan on World Disaster Reduction Day. School children and their teachers once again observed the day in a befitting manner by announcing and discussing it in assemblies, and holding classroom discussions, emergency drills, poster competitions and skits on disaster preparedness. The importance of the day was also conveyed to parents as teachers shared with them the pamphlet on helping children cope with disasters as well as check-lists to help families prepare for natural disasters.