

IDNDR Awareness Drive in the Caribbean

Hurricane Hugo has stressed again the need, and the potential, for mitigation measures in order to reduce loss of life and material damage caused by natural disasters.

Within the International Decade for Natural Disaster Reduction (IDNDR), to commence on 1 January 1990, the creation of a positive public awareness perception about the real potential for disaster mitigation and education as to the concrete possibilities for self-protection through preparedness represent priority tasks.

The period immediately after a disaster is considered as particularly propitious for awareness programmes; the actual experience of a disaster situation will increase comprehension for the concept of preparedness in such a way that concrete positive effects could be expected with regard to reconstruction - i.e., efforts towards hurricane resistant construction of low-cost housing.

UNDRO, in co-operation with the Pan Caribbean Disaster Preparedness and Prevention Programme (PCDPPP) is, therefore executing an awareness drive in the Caribbean region affected by Hurricane Hugo, combining information on practical ways and means for disaster prepar-



PAHO

Hurricane damage in the Caribbean

edness with a promotion drive for the IDNDR's goals and objectives in general.

cialists to sensitize them to their own role within disaster preparedness; and

The project will comprise:

- the production of a video documentary to publicize hazards and the IDNDR;

- the development of a media-kit and its distribution during a workshop for regional media spe-

- the development of a public lecture kit for use by technical specialists and members of IDNDR National Committees.

- The project has been made possible through the generous funding of the Government of the Federal Republic of Germany. ■