



Early Warning Broadcasting for Disaster Risk Reduction

ABU /UNESCAP Tsunami Fund Media Initiative

Asian Conference on Disaster Reduction

13 – 15 June 2011, Colombo, Sri Lanka



ABU Experience in EWBS

■ Indian Ocean Tsunami 2004

Over 230,000 victims in 14 countries

-- A wake-up call

Role of broadcasters – saving lives of people

■ ABU GA 2006

Declaration on EWBS Implementation
in the Asia-Pacific region

- To minimize the damage of disasters
- To urge national regulators to enact provisions





ABU/UNESCAP EWB Media Initiative

■ Targeted countries:

Cambodia, China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam

■ Objective:

-To identify the technical and programming needs

■ Key areas:

-Technical side: How accurate and timely warning can be delivered

- Programming side: How understandable contents can be produced



Technical Activities on EWBS

■ Road Show :

7 in-country and one regional workshops on latest technologies for EWBS Implementation





Technical Activities on EWBS

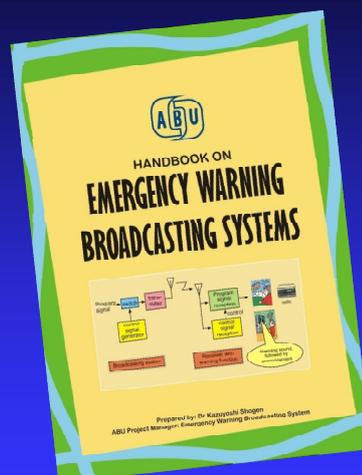
■ Road Show :

7 in-country and one regional workshops on latest technologies for EWBS Implementation

■ EWBS Study Project



ABU Handbook on EWBS



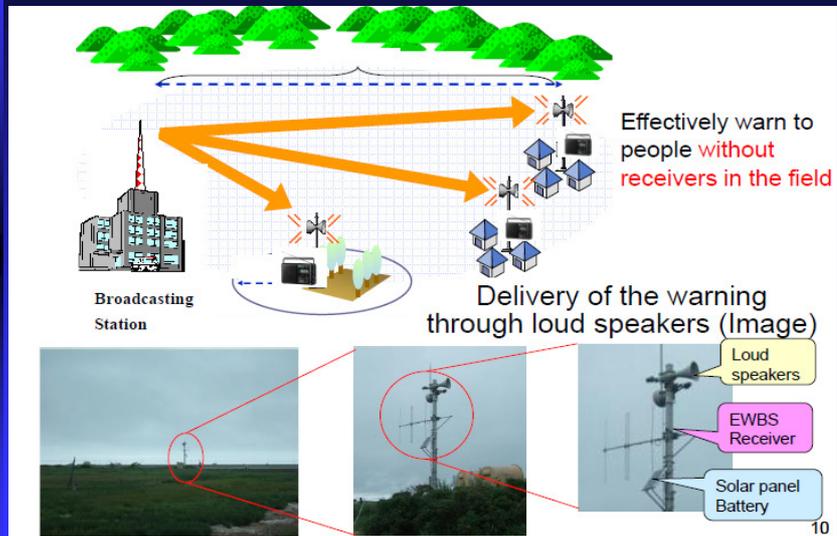
Published in 2009 and updated in 2010

6





Example of Delivery of Warning using EWBS



10



Radio-in-a-Box





Radio-in-a-Box

- A mini radio station with 7km radius coverage
- Quickly to be deployed
- Combined with portable radio sets provides effective emergency communication link



Radio-in-a-Box





Content Development Activities

■ Workshops

- Target group: top management layer



Content Development Activities

■ Workshops

- Target group: top management layer

- To foster regular communication between broadcasters and government agencies





Content Development Activities

■ Workshops

- Target group: top management layer
- To foster regular communication between broadcasters and government agencies
- People-focused, understandable content development



Content Development Activities

■ Workshops

- Target group: top management layer
- To foster regular communication between broadcasters and government agencies
- People-focused, understandable content development

■ Gender Equality and Early Warnings Report

- Women are more vulnerable during a disaster





Lessons Learned

■ The established chains of command in EW are missing the vital link of communication – broadcasting organizations.



Lessons Learned

■ The established chains of command in EW are missing the vital link of communication – broadcasting organizations.

■ The participating broadcasters are generally unprepared to receive Early Warnings of an impending disaster.





Lessons Learned

- The established chains of command in EW are missing the vital link of communication – broadcasting organizations.
- The participating broadcasters are generally unprepared to receive Early Warnings of an impending disaster.
- Limited information flow hinders effective pre and post disaster communications.



RECOMMENDATIONS

- Setting up national chains of command for EW with clearly defined place and role of media.





RECOMMENDATIONS

- Setting up national chains of command for EW with clearly defined place and role of media.
- Establishing Regional Coordination system for Asia-Pacific



RECOMMENDATIONS

- Setting up national chains of command for EW with clearly defined place and role of media.
- Establishing Regional Coordination system for Asia-Pacific
- Promoting Gender Equality in disaster risk reduction





RECOMMENDATIONS

- **Setting up national chains of command for EW with clearly defined place and role of media.**

- **Establishing Regional Coordination system for Asia-Pacific**

- **Promoting Gender Equality in disaster risk reduction**

- **Media can play a vital role in developing Gender-Sensitive EWBS**



Thank you

