

“Town Watching for Disaster Reduction” for effective and successful risk communication

United Nations World Conference on Disaster Reduction (Kobe, JAPAN)

Thematic Session (Cluster 2):

Effective and Successful Risk Communication

- as an Integral Part of Disaster Risk Management -

20 January 2005

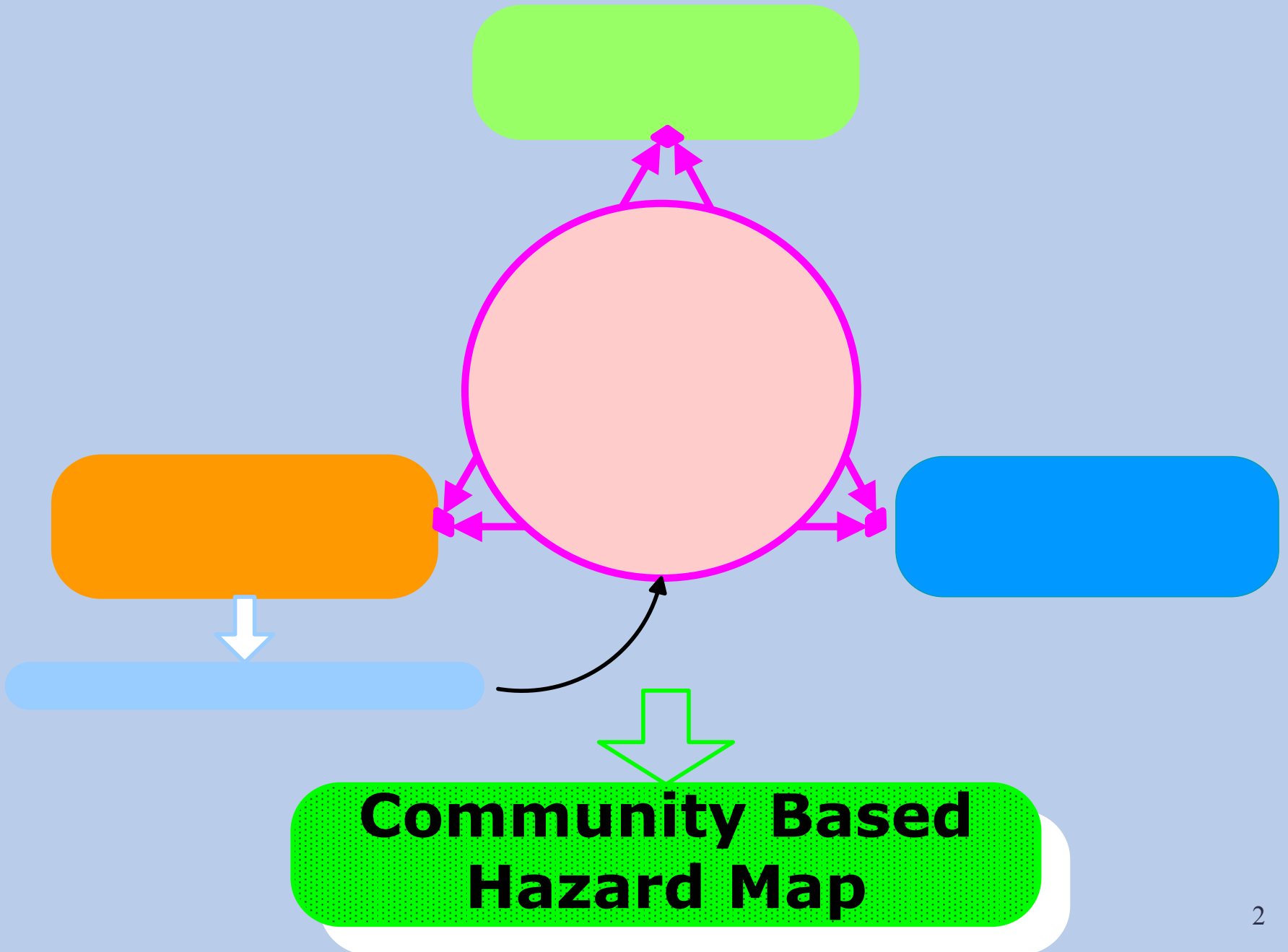
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Community Based Hazard Mapping




Town Watching for Disaster Reduction

Step 0: Learn About Disasters



Step 1: Know Our Town/Field Survey



Step 2: Develop a Map



**Step 3: Conduct Group Discussions
and Make Presentations**

Step 0: Learn About Disasters

- ◆ Lectures on disasters in the local community
 - Mechanisms of natural hazards
 - Historical events
 - Causes of local vulnerabilities
 - Countermeasures
 - etc.
- ◆ Introduction to the Town-Watching concept
 - Objectives
 - Schedules of activities
 - Expected results

Step 1: Know Our Town / Field Survey

- ◆ Each group walks around the streets in the local community, looking to identify both **positive** and **negative** features relating to disaster risk management activities.
- ◆ Group members make notes and take photographs.



Step 2: Develop a Map

- ◆ Group members create a community based hazard map, manually integrating their observations and findings on a large-scale base map.



Step 3: Conduct Group Discussions and Make Presentations

- Group discusses about:

"What are the potential **problems?**",

"What are the possible **countermeasures?**",

"Who should be **responsible for implementing** particular countermeasures?"

- Presentations to share the results of the group discussions



Good Practice 1:

Town-Watching for Floods in Seoul, Rep. of Korea (Conducted by ADRC with Typhoon Committee)



Good Practice 2:

Disaster Prevention Education Program for Children:

“Exploration for Disaster Prevention”

by General Insurance Association of Japan (GIAJ) and
Nippon Volunteer Network Active in Disaster (NVNAD)

- ◆ GIAJ and NVNAD jointly developed the program in 2003.
- ◆ This program is designed for elementary school students.
- ◆ Children can enjoy learning about disaster prevention and risks in daily life.



Summary

The major merits of **Town-Watching** are that people are better able to:

- ◆ Develop a concrete image of disaster reduction activities among all stakeholders including government officials, experts, local residents, etc.
- ◆ Autonomously identify problems in their own communities
- ◆ Share opinions and reach a reasonable social consensus through face-to-face discussions

Activates Risk Communication !¹⁰

Dec. 2004 Tsunami Disaster in Indian Ocean

If we know about Tsunami, people can evacuate safely !



Hikkaduwa, Gall Province, Sri Lanka¹¹



Asian Disaster Reduction Center (ADRC)

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