HARMONIZED RISK MESSAGES
SAVE LIVES!

PUBLIC AWARENESS AND PUBLIC EDUCATION
FOR DISASTER RISK REDUCTION:
A GUIDE + KEY MESSAGES
WHY IS THIS IMPORTANT?

RISK COMMUNICATION MUST BE CLEAR AND SIMPLE

- To communicate risks effectively with populations, communities, families and individuals is essential for better preparedness.
- It’s a challenging task - normally people don’t want to hear about “dangerous things”.
- Hazards are on the rise in both frequency and intensity with increasing impacts on livelihoods and well-being.
- It is our duty to support people to understand the risks, and their important role in protecting themselves and being more resilient.
CONTRIBUTING TO THE GLOBAL FRAMEWORKS AND INITIATIVES

The wider adoption of PAPE KEY MESSAGES contributes to the POST 2015 frameworks and other important initiatives, such as:

- The IFRC Framework for Community Resilience
- The One Billion Coalition for Resilience
- Sendai Framework for Disaster Risk Reduction 2015 – 2030
- Comprehensive School Safety Framework
- World Wide Initiative for Safe Schools
- The Sustainable Development Goals (SDGs)
- World Humanitarian Summit (WHS)
HARMONIZED MESSAGES?

- A key element to avoid confusion
- Every organization and government engaged in DRR, health awareness should **plan, and communicate consistently**.
- Increases people's confidence and **messages credibility**
- A message will only **turn into real action** if it’s clearly understood and believed by the people who receive it
Hazard awareness alone does not lead directly to people adopting risk-reduction measures. People take action only when:

- they know what specific actions can be taken to reduce their risks
- they are convinced that these actions will be effective
- they believe in their own ability to carry out the tasks
Four key principles for effective public awareness and public education:

1. Consistency and standard messaging
2. Legitimacy and credibility
3. Scalability
4. Sustainability
WHAT IS PAPE ABOUT?

- The Red Cross and Red Crescent National Societies have a long tradition and experience in working with communities on disaster risks and increasing safety and resilience.

- Building on this valuable experience and aiming to increase the impact of public education and public awareness efforts for disaster risk reduction, IFRC designed:
Public awareness and public education for disaster risk reduction: a guide

Public awareness and public education for disaster risk reduction: key messages

www.ifrc.org
Saving lives, changing minds.

International Federation of Red Cross and Red Crescent Societies
THE PROCESS

☑ CONSENSUS BUILDING

- Revision of 300 documents and websites, interviews with +50 worldwide staff and volunteers from National Societies, IFRC regional offices and reference centers to collect learnings.
- +17 authoritative sources consulted.
- A global workshop with an interdisciplinary group from 23 National Societies and partners to filter and validate the first set of key messages.
- Draft submitted to 27 subject matter experts and 14 interested organizations for their final revision.
KEY MESSAGES FOR WHAT HAZARDS?

All hazards household and family disaster prevention

Earthquakes
Floods
Tropical cyclones
Wildfires
Pandemics
Droughts
PAPE AVAILABLE IN MANY LANGUAGES!

- **PAPE Key Messages** available in 22 languages:
  - Arabic, Bosnian, Catalan, Croatian, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Slovenian, Spanish and Ukrainian

- **PAPE Guide** available in 5 languages:
  - Arabic, English, French, Spanish and Russian

➢ Thanks to Translators Without Boarders for translation support!
WHO SHOULD USE IT?

- Everyone working to create a culture of safety and resilience within families, communities and larger populations.
- Beyond helping people understand hazard risks, we must support people to act.

SAFETY AND RESILIENCE DEPENDS ON INFORMATION THAT TURNS INTO REAL ACTION.
PAPE

PUT INTO PRACTICE

In cooperation with Save the Children and

- **Country Specific Messages**
  - Afghanistan, Bhutan, Fiji, Lao PDR, Philippines, Solomon Islands, Vanuatu have already begun the process of adapting and adopting PAPE Key Messages
  - Next in planning are India, China, Nepal and Thailand

(Save the Children/ IFRC)
**PUT INTO PRACTICE**

- **Public Awareness**
  - Recognition of PAPE KEY MESSAGES at the “Media and Communication for Disaster Risk Reduction Showcasing Innovation” (World Conference on DRR, Sendai) - BBC Media Action, Plan International and The Netherlands Red Cross
  
- “**SAFE STEPS**” **DISASTER PREPAREDNESS AND AWARENESS PROGRAMME IN ASIA** – Prudential Foundation and National Geographic Channel
PUT INTO PRACTICE

- **ICT – Information and Communication Technology**
  - Hazard App - Global Disaster Preparedness Center (GDPC)
  - Preparedness Mobile Gaming App ‘Tanah: The Tsunami and Earthquake Fighter’ – GDPC, UNESCO, USAID
  - What Now Service to be launched soon (GDPC and IFRC)

![Tanah: The Tsunami and Earthquake Fighter](image)

*A MOBILE APP HELPING KIDS BE PREPARED!*
PUT INTO PRACTICE

- **Public Education**
  - “Comprehensive School Safety Framework” recommends PAPE Key Messages as starting point for development of formal and informal curriculum content – GADRRRES
PAPE PROMOTIONAL VIDEO

PAPE TOOLS CAN HELP
National Societies can play a leading role in the development and promotion of contextualized and consensus built messages, worked in collaboration with local multi-stakeholders.

NS’s can integrate key messages into their public awareness and education activities for DRR and Resilient programmes.

Share your practices and experiences with IFRC!

COMING SOON AN ADDITIONAL SET OF HAZARDS
in partnership with Save the Children and Global Disaster Preparedness Center.
FOR FURTHER INFORMATION ON XXXXXXXXXX XXXXXXXXX XXXXXXXX XXXX, PLEASE CONTACT:

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