

RISK AND DISASTER MANAGEMENT

Public Awareness Strategy for Seychelles

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A report compiled by Sustainability for Seychelles
for the Department of Risk and Disaster Management
Government of Seychelles



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INTRODUCTION

Over the past few years the Seychelles has experienced a number of events as a result of natural hazards such as heavy rainfall and strong storms, as well as the impact of the Asian tsunami of 26th December 2004. These natural hazards have resulted in floods, wind damage, landslide and coastal erosion. It is likely that such events will continue to cause problems in the Seychelles as a result of climate change and climate variability associated with ENSO events.

As a response to these events, the United Nations Development Programme (UNDP) is supporting the Government of Seychelles in the development of a comprehensive Early Warning and Disaster Management in the country. The project, overseen by the Department of Risk and Disaster Management (DRDM), started in February 2006 and included the following components:

- a national capacity assessment followed by a comprehensive risk assessment.
- the design of a multi-hazard Early Warning System (EWS),
- the development of a National Disaster Response Plan for the main threats in the country (Tsunami, Cyclone and Floods).

The DRDM recognized that a comprehensive public awareness strategy was needed to complement these key strategic components. A consultancy was contracted out to a local NGO, Sustainability for Seychelles, to assist the DRDM in the development of this strategy. The

main output of the consultancy was to be the reinforcement of DRDM's strategy for public awareness via (i) a comprehensive analysis of the population's awareness on Disaster Risk Reduction, (ii) the identification of key components of a public awareness strategy.

The tasks assigned to the consultant included:

1. Review relevant DRDM documents including the Risk Survey, the Capacity Assessment, the Early Warning System, District Disaster Response Plans, existing education and sensitization documents on Disaster Reduction , and the DRDM's public awareness programme for 2009.

2. In collaboration with the DRDM, meet relevant key stakeholders involved in the public awareness (medias, Ministry of Education, Red Cross, etc...);
3. Make a comprehensive diagnosis of the public's Awareness on Disaster Risk Reduction in Seychelles – using data of the survey done in 2006 by DRDM and the questionnaires filled by the Disaster Risk Reduction stakeholders in 2008;
4. Based on the diagnosis, make recommendations and provide strategic inputs that will serve the DRDM for finalizing a proper public awareness.

This report includes three main sections:

Part One – presents a diagnosis of the status of public awareness of disaster and risk management issues. This diagnosis is based on analysis of information from three sources: a community survey done in 2006, stakeholder interviews conducted in 2008, and a focus group held in 2009.

Part Two – comprises a report of the stakeholder workshop held on June 23rd.

Part Three – presents recommendations for key components of a public awareness strategy, based on input from the survey, interviews, focus group and stakeholders who attended the workshop. This includes both a list of attitude, knowledge and behaviour objectives to guide the strategy, as well as an action plan.

LIST OF ABBREVIATIONS

DA	District Administrator or District Administration
DRR	Disaster and risk reduction
DRDM	Department of Risk and Disaster Management
EWS	Early Warning System
FBO	Faith based organisations
LTA	Land Transport Authority
MENRT	Ministry of Environment, Natural Resources and Transport
MOEd	Ministry of Education
SBC	Seychelles Broadcasting Corporation
UNDP	United Nations Development Programme
WHO	World Health Organisation
UNEP-OCHA	United Nations Environment Programme – Office for the Coordination of Humanitarian Affairs
NDC	National Disaster Committee
NRDMS	National Risk and Disaster Management Secretariat

PART ONE

DIAGNOSIS OF PUBLIC AWARENESS OF DISASTER AND RISK MANAGEMENT ISSUES IN SEYCHELLES



1.1 Background

Following the Tropical storm that hit the island of Praslin in 2002, a UNEP-OCHA report made recommendations to the government of Seychelles for a comprehensive disaster management strategy. Based on the findings of this report, a National Risk and Disaster Management Secretariat (NRDMS) was finally created in October 2004 to provide permanent assistance to the National Disaster Committee (NDC). The secretariat was upgraded to a department under the President's Office in 2006 (now under the Vice-President's Office). The Department of Risk and Disaster Management (DRDM) is charged with the responsibility of identifying the risks facing the populace, setting up disaster response systems, and helping individuals and society learn how to avoid unnecessary risk, and what to do in the event that a disaster (small or large, natural or anthropogenic) does occur.

An important first step was to try and understand how much the public knows about risk, risk and disaster prevention, and what to do in the case of an emergency.

This section of the report focuses on the findings of a series of studies undertaken by DRDM to better understand and diagnose public awareness with respect to risk and disasters. In 2006, DRDM conducted a public awareness survey in all of the districts of Mahe. In 2008, DRDM interviewed stakeholders to understand both their levels of knowledge about risk and disaster as well as their views on what should be done. In 2008, DRDM conducted a focus group with stakeholders already engaged in public awareness activities related to risk and disaster to explore key competencies needed by the public and strategies for a public awareness campaign.

The findings of these studies are presented here in this report. They are to be used by DRDM to develop an effective strategy for public education and awareness that

- 1) is tailored to Seychellois current knowledge, awareness, behavior and culture regarding risk and disaster
- 2) is focused on a series of knowledge, attitude and behavior competencies, relevant to Seychelles' context that will help individuals and society prevent risk and respond appropriately to disasters.
- 3) engages all stakeholders involved in risk and disaster education and awareness
- 4) makes full use of available opportunities for public awareness & education, i.e. personal networks, the media, home visits, the arts and culture, schools, community centres, etc.

The first part of the diagnosis presents the key findings of the community survey done in 2006, as well as gaps and areas of concern in terms of present public awareness.

The second part presents the findings of the stakeholder interviews, as well as key issues that need to be addressed.

The third part comprises a summary of the stakeholder focus group discussion, including competencies a public awareness campaign should seek to address, constraints and strategies for a campaign suitable to the sociocultural context of Seychelles.

The fourth part summarizes the themes and suggestions running through all three studies and makes recommendations for the development of a public awareness strategy.

This diagnosis of the status of public awareness will serve as a complement to key strategic outputs previously developed by the DRDM to address issues related to disaster risk reduction locally. The diagnosis intends on one end, to highlight positive public opinion on DRR within the local community and on the other end to bring out areas needing urgent attention in educating the general public on the subject.

1.2 Community Survey

METHODOLOGY

In 2006, DRDM hired six Polytechnic students to visit all of the districts on Mahe and interview members of the community about risk and disasters. The purpose of the survey was to determine the level of public awareness regarding disaster issues, and to determine the most appropriate methods of communication for awareness raising and disaster warnings. The tool used for this survey can be found in Appendix A.

The students went to 22 districts, and at each district interviewed an average of about 20 people. The interviewees were selected at random on the streets and at their homes, but an equal distribution of gender and age (between 18 and over 46 years, with 7 under 18.) was maintained in each district.

The interviews were conducted using a highly structured survey form with closed questions. These forms were filled out by the students as they conducted the interviews. Overall more than 430 people responded fully (or partially in few cases) to the interviews, of which 94% are local residents, and the remaining 6% are foreigners having resided in Seychelles long enough to witness at least some form of disasters in their community.. Responses from the survey have been entered into "Survey Pro", a digital programme for large data analysis and the compiled results are provided in the following section.

It should be noted that many respondents failed to answer large sections of the survey, causing some disruption in data reliability. Other factors affecting the reliability of the findings include the small sample size used for the survey relative to the population, as well as the time lag between data collection and analysis (3 years – during which time public awareness might have increased, decreased or

changed). As such the findings of this community survey should not be considered absolutely reliable, but rather a general indication of public thinking related to disaster and risk reduction in Seychelles, that can help inform the development of a public awareness campaign.

FINDINGS

Knowledge of past disasters

- Most respondents could recall several types of disaster occurring in the community within the past 10 years. The main disasters mentioned included floods, Tsunami, landslides and rockfalls as well as some others like fire. Many respondents mentioned several disasters in their responses whereas very few of them could not recall any disaster.
- 68% of respondents reported that they did not know about these disasters in advance of their occurrence and the remaining 32% acknowledges the fact that they have been previously informed of the event.
- Respondents reported that the disasters mentioned caused ample damage to infrastructure including damages to houses, roads and other buildings, to personal assets like boats, walls, furniture, home gardens, and to other community infrastructure such as schools, bridges. Environmental damage was also mentioned such as falling of trees, soil displacement...

Disaster preparedness

- The larger majority of the persons interviewed responded 'No' to their level of preparedness during past disasters giving reasons such as lack of knowledge, lack of advance warning, and inability to react.
- Very few of the respondents felt they were now to some degrees prepared for **known** disasters. They reported undertaking activities such as constructing walls and drains, keeping drains clear, participating in some form of training in DRR, and being conscious of safety issues. Many were not able to suggest any ideas at all.
- Those who are somewhat prepared suggested the following methods of preventing disasters such as those experienced in the past: advance warnings, preparedness, proper planning, construction of retaining walls and effective drainage, public awareness and education.
- Responding to their **current level of preparedness** for **future** disasters, 60% reported being prepared, 10% were unsure, 3% felt they are not at all prepared and the remaining 27% could not clarify their preparedness level.
- Only 30% of the total respondents have a first aid kit at home
- And also 55% of the interviewed population said that they store potable water in tanks

Communication & media use among respondents

- Half of the total respondents indicated that they are regular radio listeners while the remainder listen to specific programs of the day primarily news, announcements and messages.
- 60% of respondents watch television between 7pm and 10pm and 40% watch television at any convenient time. Top preferred programs include primarily local News, followed by telenovelas and sports.
- Nearly $\frac{3}{4}$ of the respondents use mobile phones and SMS.
- Fixed line calls are not the interviewees preferred choice of communicating warnings but 67% do possess one at home and 25% in office. The other 8% did not indicate the possession of either of the above.

Strategies for communication and warnings about disasters

- A large number of the respondents felt that SMS messages through mobile phones were the best method of communicating information about disasters.
- Still the majority of the respondents wish to receive warnings via popular radio and television stations but they are equally in agreement with other means of communicating warnings
- Half the number of interviewees welcomed the idea of loud speakers on emergency vehicles
- On the other hand, slightly less than half agreed with the idea of installing written warnings in public places, or communicating by word of mouth
- Emails and other internet programs ranked lower as a form of communication as only 22% of respondents are actually connected.
- More than half of the total homes are located over 500m from beaches, a few between 50-200m, while some others could not actually locate their distance from beaches
- 75% of respondents homes are close to main roads and estate roads and the near totality of them are in close proximity to their neighbors. As such most of them said they would inform their neighbours about disaster warnings. A few though are not too sure whether or not they would be informed by their neighbors.
- Sirens on emergency vehicles are heard by practically all respondents and they mostly agreed that this is an ideal tool for warnings along main roads and in other areas in the community.
- It was noted that this kind of system would require informing and preparing the community as well as maintaining equipment in good repair at the DA's office.
- 60% of the respondents know at least one elderly or disabled person within the community, of whom 38% are mobile and 34% immobile. In 28% of cases, the conditions of the elders are unknown. Some communities have elderly homes.

Knowledge of disaster response procedures

- When asked what they would do in response to a tsunami warning, some said move to higher ground, others chose evacuation, and the remaining responses

were diverse; panic and staying home, staying alert for instructions and calling DA's office or others, or even cleaning drains...

- Measures for landslide or rockfall warning: suggestions mentioned were finding help or helping others, evacuate to safety with necessary supplies, praying. Again, many responses indicated uncertainties in decisions such as panic, don't know where to go...
- Measures for heavy rainfall and flood; a few suggested evacuation (but where?), building / deepening drainage. Some were unaware of how to react
- For other hazards like fire, suggestions to contact concerned authorities came up repeatedly, evacuation, follow instructions, use methods of prevention.

Suggestions for an effective disaster response system

A range of suggestions were given regarding resolving disaster problems in the district including;

- establishment of serious and hard working emergency groups, proper or effective drainage systems and site planning, better communication and corporation between DAs office and community members, awareness, sensitization and training on disasters and warnings, include programs in the school to help young children understand disaster preparedness, decentralizing fire services
- Need for better collaboration and partnership of community, NGOs and disaster practitioners
- It was highlighted that community members lack awareness of existing capacities and resources in the community

EXISTING STRENGTHS AND OPPORTUNITIES

- The public agreed with the application of existing communication systems to relay information about rapid onset disasters, i.e. (in order of priority) mobile phones, radio, television, word of mouth
- The public recognized that poor construction, planning and blocked drains constitute major risks to public safety.

KEY GAPS AND ISSUES THAT NEED TO BE ADDRESSED

Knowledge

- The public had a lack of general knowledge on different types of hazards and disasters, hence unable to react accordingly in emergency cases, uncertainties in decisions. Examples of disasters cited included mainly large scale rapid onset events, but few mentioned slow onset type disasters or unnecessary risks that we are exposed to in our communities on a daily basis.
- People are not familiar with preparedness measures; at least half do not even have a first kit or potable water storage at home.

- People do not know what is expected of them in the event of a disaster in terms of communication with their neighbours, assisting others, where to evacuate to, etc.

Attitudes

- Many people believe that disasters are God's will, unpredictable and non preventable thus nothing could be done to avoid them; much education work needs to be done in order to change these risk perceptions
- People actually want to see disastrous events happening, thus taking risks and contradicting warnings or given instructions
- Some members of the public have the attitude that DRR is solely the responsibility of the government and other people
- In some cases community members were not confident that their neighbors would be of help in times of crisis

Skills

- Although about 60% of respondents claimed to be currently prepared for future disasters, they still could not provide correct responses about how to react in case of emergency. Interestingly, only a very small number of respondents said they were now prepared for disasters such as had occurred in the past.
- The questionnaire focused on large scale disasters but it is probable that few of the respondents would know how to put together an emergency kit, or how to assess their home for safety hazards.

Suggestions for improving disaster preparedness in the community through public awareness campaigns

- A participatory / community – based approach to educating and creating awareness among community members
- Development of school materials for learning about Seychelles disaster context and develop a culture of safety .
- A separate and updated list of elders should be kept handy at DA's office
- An intense public campaign is required in setting First Aid kit in the homes (maybe survival kit should also be mentioned) and more than all homes need to store potable water
- Many respondents are not satisfied with drainage systems in the community: blocked, overgrowth, shallow...
- Promote the DRDM as an important focal point in creating disaster awareness and strengthening capacities of local partners
- Improved working relationship between DA's office and community members through DRDM to encourage willingness to participate in community actions
- Identify different individual groups and organisations involved in the community and bring them in a network to support and be of benefit to the community
- Inform about the history of disasters or Identify and inform community of sensitive risks/vulnerable areas (facilities, people at risks), hazards likelihood and impacts and priority for community actions

- Ensuring community leaders' commitment that DRR will be of high priority
- Collective decision as to whether to prevent, reduce, adapt or live with certain disaster risks in different communities; help local people help themselves to prevent or reduce disaster risks

1.3 Stakeholder Interviews

METHODOLOGY

In 2008, a staff member from DRDM and a consultant conducted highly structured interviews with 19 local stakeholders in risk and disaster public awareness. These stakeholders represented government ministries and departments, parastatals, NGOs, the private sector and the media. The purpose of this study was to assess the general level of awareness on the risks in Seychelles and the necessary corresponding response.

The interviews were conducted using a structured interview guide or questionnaire (see Appendix B) with mainly closed questions with yes/no or multiple choice responses. When asked to elaborate few respondents did so. The questionnaires were filled in by the interviewer during the interview.

Quantitative data from the questionnaires was entered into SurveyPro, a data analysis programme.

FINDINGS

Knowledge of disasters

- Stakeholders were generally familiar with the main risks facing Seychelles.
- Stakeholders reported constraints in terms of their own knowledge about disasters and risks as well as designing and implementing public awareness campaigns.

Disaster response procedures

- Stakeholders understood in general the coordinating roles of the DRDM the district administration offices, but were unsure of who did what.
- Stakeholders felt that the government was committed to addressing disaster management issues but had limited resources and capacity, and were therefore only moderately prepared.
- Stakeholders who were involved in the early warning process are familiar with this system, including the central role of the Met Office, and the colour coding system. Stakeholders not involved were less familiar.
- 65% of the stakeholders interviewed felt that SMS and mobile calls would be the most effective mode of communication in the event of a disaster.

- Stakeholders suggested warning messages be transmitted on all radio frequencies, and be simple, clear and timely.
- 74% of the stakeholders reported that their organizations had some sort of warning procedure in place

Stakeholders views of disaster public awareness

- All stakeholders recognized that their organizations have a role to play in disaster management, but only 50% of them reported any plans for developing public awareness campaigns.
- Stakeholders felt that only 50% of the public would take precautionary measures to mitigate disasters in their communities, due to public lack of knowledge, lack of interest, and lack of concern.
- 84% of the stakeholders felt that the information presently available to the public was inadequate
- 100% of the interviewees felt that a public awareness campaign needed to focus first on how to react when faced with a disaster.
- 10% of the stakeholders interviewed reported participating in public information activities related to disaster management
- 74% wanted the campaign to also focus on the actual risks, and 63% suggested focusing on the early warning system
- 63% believed that public awareness programs had to be ongoing, with continual refreshers
- 95% of stakeholders interviewed suggested television should be the main medium of communication, 78% also suggested radio. Other strategies included public events, brochures, billboards, workshops, talks in the workplace, schools and communities

KEY ISSUES THAT NEED TO BE ADDRESSED:

- Stakeholders felt that 50% of the public were not at all interested in disaster management, and that current public awareness campaigns are not sufficient.
- Stakeholders were unclear of the different roles of disaster response coordinating bodies, i.e. DRDM, districts, regions, even their own organisations
- Many stakeholders reported a lack of confidence in their own knowledge and skills for designing public awareness programs
- Very few of the stakeholders have been involved in national or local public information activities related to disaster management, and only 50% of their organisations had any plans for initiating public awareness programs.
- Some stakeholders have not been involved in the disaster planning process. Those who were involved were more aware of issues and procedures. More stakeholders should be involved in disaster management planning as this constitutes a form of training for them.

1.4 Stakeholder Focus Group

METHODOLOGY

In April, 2009, several stakeholders (some of whose organizations had been part of the earlier stakeholder survey) were invited to a focus group at the DRDM office. The focus group members included:

1. Henry Bastienne (WHO)
2. Colette Servina (DRDM)
3. Tally Domingue (Fire Brigade)
4. Jeanette Larue (MoEd)
5. Peter Estico (Community Development)
6. Larry Chetty (SBC)

Others who were invited but unable to attend included: Wills Agricole (Climate and Environmental Services - MENRT), Lena Desaubin (MENRT-Education, Information and Communication) and Christelle Dailloo (Vet Services).

The focus group was facilitated by Michele Martin (from Sustainability for Seychelles) who took notes and made an audio recording of the conversation. The conversation was guided by a series of questions:

1. What are the key things the public needs to know/do regarding risks and disasters?;
2. Given the socio-cultural context of Seychelles, what strategies do you think would work best to get this information across and change behaviours?
3. What are the links with climate change?
4. How can we best measure if we have been successful
5. What role can your organizations play in a public education campaign?

All focus group members participated actively in the conversation.

FINDINGS

1. Things the public should know about risk and disaster management

- Participants agreed the public needed a better understanding of the concept of risk itself, the risks they face at home, work and in society, different degrees of risk, how to assess risk, and how to take responsibility for and address risks where they can.
- There was a strong sense that the public rely on the government to help them deal with disasters (and that therefore people do not assume responsibility for dealing with low level risks around their own homes for example).

- Participants felt that the public are completely unaware of disaster response mechanisms, e.g. colour codes or their meaning, and would not know what to do in the case of rapid-onset disaster.
- Participants felt that the key risks facing Seychellois included: bad planning and construction of homes, large trees, landslide, flooding, fire, strong winds, air contamination.

2. Public awareness strategies suitable to Seychelles socio-cultural and economic context

CONTENT

- Focus initially on domestic risks and safety, what people would care most about. Emphasize safety of children.
- Clarify differences between ongoing preventative risks and larger scale disasters, and the responses needed for each. Don't confuse people.
- Make sure that communication spots and ads regarding colour codes and responses are piloted first, very simple and easy to understand.
- Provide concrete information about how preventing risks can help save money in the long term

PROCESS & PRODUCTS

- Empower people to help themselves – do participatory community based workshops that show people how to identify and deal with risks in their own communities, and plan for disaster response.
- Provide a handbook for homeowners or potential home builders (but in the latter case focus group members all agreed that the planning authority needs to be more consistent in the implementation of their guidelines to ensure that they are doing their part to uphold public safety and have credibility in the eyes of the public).
- Continue to use radio as has been done in the past, but as television is visual and most people watch it, develop more television programmes materials planned for high impact.
- Incorporate faith-based strategies but try to change the attitude from God will take care of us/ it is God's will, to God helps those who help themselves.
- Use comedy, drama and music, as these appeal greatly to the populace and have been used effectively in the past (i.e. donn mwan senk!) but use comedy carefully to ensure that the serious messages are not lost.

PEOPLE

- Need to choose the right individuals to be the spokespeople, should be credible, knowledgeable.
- Invite people to be disaster and risk watch dogs in their communities, supporting people, answering questions, also keeping an eye out for dangers. Training could be provided for specific volunteers.
- Involve seniors and youth more strategically as volunteers in the communities.
- Home-based visits and services such as environmental health officers, care-givers, PUC workers can help with awareness raising and monitoring by incorporating safety checks into their normal routines.

- Emergency brigades could take more of a role in public awareness raising, distributing information door to door, etc.
- Involve faith leaders.
- Make sure that policy makers are also being educated about risks and disasters so that they provide support for public awareness campaigns.

3. Links with climate change

- Some felt that the issue of climate change was too big and disempowering, but most agreed that if we emphasize how climate change might drastically change our way of living, it could breathe new life into waning public interest in disaster issues.
- It was suggested that climate change / disaster issues need to be made personal, based on real-life examples, using dramatic visuals i.e. photos. The links between climate change and disaster need to be well explained to the public.
- Campaigns should play on emotions (ie concern for personal safety, for children) and cost (how prevention is more cost effective than cure).

4. Measuring the success of a public awareness campaign

Focus group participants felt that the following methods would help DRDM and its partners assess whether a risk and disaster public awareness campaign was working:

- Repeat the community awareness survey conducted in 2006. This could be done by Community Development door to door network.
- Engage a network of home visit officers in providing ongoing monitoring and feedback
- Quizzes and quick surveys can be done via radio to gauge public awareness
- DRDM database of reported incidents (once established) can provide an indication if incidents reduce as a result of public awareness campaign. Eventually these incidents can be mapped using GIS.
- Need more networking between public awareness stakeholders, so everyone knows what is happening
- Hold an annual forum for public awareness stakeholders to check in on progress, share plans, plan collaborative campaigns.
- Plan for success by looking more closely at public awareness campaigns that have worked well in Seychelles.

5. Role of different stakeholder organisations

Focus group members agreed that all disaster management awareness stakeholders had a role to play in a national public awareness campaign. Those present discussed ways their organizations were already involved and how they could further assist:

Community Development

Door to door census staff, volunteers, DAs and other staff and volunteers can assist with the dissemination of information to the public as well as monitoring of

risk in homes and communities. Youth and 3ieme Age groups can also be invited to assist.

Ministry of Education

PSE program at secondary level includes lessons on hazards and safety in the environment. Many schools have red cross clubs which could be encouraged to address safety. If curriculum support materials for teachers were developed these could be used in PSE and other classes. Public awareness materials could be disseminated to families through schools/lessons / guest speakers.

SBC

Radio had done a program on Prekosyon in the past, which could be repeated. SBC is prepared to assist with the development of television and radio programmes but would need support and funding. SBC is a key partner in the dissemination of disaster warnings.

Fire Brigade

Provides disaster training for organizations and will continue to do so, also participate in emergency response.

Red Cross

Is already incorporating disaster management planning and response into many of their activities, as well as climate change, and will continue to be an active partner. Offers first aid training workshops. They are planning to run participatory community based workshops for emergency brigades.

World Health Organisation (Seychelles Office)

Participated in Red Cross participatory disaster and risk workshops for the community in Mauritius (with red cross) and would be willing to help run such community based programmes in Seychelles.

Sustainability for Seychelles (S4S)

NGOs like S4S and Wildlife Clubs can help with the development and dissemination of curriculum and public awareness materials, as well as facilitation of community based workshops.

1.5 Conclusions and Recommendations

Each of the information gathering methods, considered in this report (community survey, stakeholder interviews, stakeholder focus group) provides a slightly different perspective on the status of public awareness regarding disaster and risk issues in Seychelles as well as the status of public awareness campaigns to date, several key themes emerge:

General Status of Public Awareness

- There is consensus from all three information sources that the general public is not sufficiently aware of risks and disasters facing them in their everyday lives.
- Respondents from all sources indicate some measure of confusion regarding which organization is responsible for what in the event of a disaster.
- Members of the public are very uncertain of procedures to be followed in the event of a disaster, nor of any warning system currently in place.
- Members of the public are of the attitude that the government will help them in times of crisis, and is responsible for reducing risks. People do not take sufficient measures to assess and reduce risks in their own homes or communities.
- Many families are not adequately prepared for a disaster event in terms of stocking potable water, keeping emergency supplies on hand, etc.
- All three information sources mentioned the need to address public attitudes of reliance on the government, on God's will, on others in general, and to enhance the public's sense of responsibility for both reducing risks and helping in the case of a disaster.

Public Awareness Campaigns

- Responses from all three information sources confirm that a better public awareness strategy is urgently needed, that it must be multi-faceted, using a variety of available modes of communication suitable to Seychelles context, it must be ongoing, and it must include a participatory community-based process.
- Respondents from all sources referred to the need to enhance public knowledge of risks, disasters, prevention and response through a better public awareness strategy
- Respondents from all sources had many suggestions for relaying information in the event of a rapid-onset disaster, most of which were low-tech and make use of existing equipment or networks, i.e. mobile phones, radio, tv, sirens on a moving vehicle, word of mouth.
- Stakeholders recognized the link between disaster management and global climate change, and suggested that this link be emphasized in public awareness campaigns.

In conclusion, it appears that a public awareness strategy and campaign is very much needed, that it must try to address public knowledge, attitudes and skills related to disaster and risk management. The DRDM almost needs to start from

scratch, but before developing this strategy needs to be clear about what exactly it expects the public to know, to care about, and to be able to do. A starting point for this exploration is found in the next part, and is based on the findings from all three information gathering methods as well as other DRDM documents.

PART TWO

STAKEHOLDERS WORKSHOP REPORT



2.1 Workshop Agenda

A workshop for stakeholders in DRR education and awareness was held on Tuesday June 23rd at Care House in Victoria.

The objectives of the workshop were as follows:

1. To enable networking among stakeholders involved in public awareness related to disaster and risk management
2. To review and discuss the status of public awareness related to disaster and risk management
3. To produce a public awareness strategy framework designed to address gaps in public awareness and foster the development of better disaster and risk management behaviours among the public.

The programme followed for the workshop was as follows:

TIME	activity
8.30	Welcome (MC Sharon Thelemaque) PS DRDM (Lucy Athanasius) - on government commitment to DR management and launching of workshop Dr. Rolph Payet – links between disaster management and climate change Mr. Michel Vielle – key risks in Seychelles Michele Martin –public awareness diagnosis summary
10.00	Tea break
10:30	Icebreaker activity: each participant was given the name tag of another and instructed to find the person, give them their tag, and discuss with them some of their worst fears regarding disasters in Seychelles.
10:45	Presentation on proposed competencies to be acquired by the public through a public awareness strategy. Groupwork, presentations, and discussion (Michele Martin)
12.30	Lunch & networking
1:00	Strategy components: presentation of list of recommendations from stakeholders. Brainstorm possible actions/ activities to be included in strategy, prioritization
1:30	Groupwork (by campaign components): development of action plan for activities
2:30	Plenary: Group presentations and discussion
4:00	Workshop conclusion and evaluations

The workshop was facilitated by Michele Martin, Lyndy Bastienne, Terence Vel and Sharon Thelemaque.

2.2 Participant List - DRDM Public Awareness Stakeholders' Workshop

ORGANISATION	NAME	Position	EMAIL	TEL
Seychelles Police	Philip Cecile	Supt.		722360
	Ned Wirtz	ASP	nedisc@hotmail.com	722287
EDMS- Fire Brigade	Tally Domingue	Asst. Emergency Liaison Officer	tallydomingue@yahoo.com commandcenter@seychelles.net	524935
Airtel	Rajesh Agrawil,	CTO	rajasha@airtel.in	710048
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(contact details of the workshop facilitators are in the table above)

2.3 Review of Workshop Activities

Approximately 35 people attended the workshop in the morning, and some 24 stayed on for the afternoon session. All participants registered and received a handout containing workshop information, as well as a complimentary bag. Representatives from print and television media were on hand to cover the opening session. The event was covered in the news three days after the workshop.

The workshop started with opening addresses by the Principal Secretary for DRDM, Dr. Rolph Payet and Mr. Michel Vielle, all intended to give the workshop participants an understanding of the risks and disasters relevant to the Seychelles' context, and the DRDM's rationale for wanting to develop a public awareness strategy. These presentations were followed by a presentation of the key findings of the public awareness diagnosis compiled by Sustainability for Seychelles (these are listed in Part One of this report).

Following the tea break, the programme more or less followed the agenda. Small group work sessions had been planned to maximize participants' contributions, and this proved to be successful. The first session focused on the development of a series of knowledge, attitude and skills competencies (or learning objectives) that would form the basis of a public awareness strategy. Participants considered a starting list proposed by the workshop facilitator, and broke into groups to amend and refine these. This revised list of competencies is included in the final section of this report, as part of the public awareness strategy.

Before lunch, workshop facilitators engaged participants in a brainstorm session to think of as many different strategies as possible that could be used to help the public attain the previous list of competencies. After lunch, participants were invited to vote for five of these strategies that they felt could be realistically implemented and have the greatest impact. The score column indicates the number of people who voted for that particular activity. The results of this session are found in the table on the following page.

The top 8 activities (in bold) were developed into action plans in the final group work session following the prioritization activity, and these were incorporated into the action plan in part three. Other activities scoring two or more were also incorporated into the action plan but some have been accordingly assigned lower priority.

List of public awareness campaign activities proposed by workshop participants

SUGGESTED ACTIVITIES	SCORE
Education Materials for PSE classes in schools	15
Programs in churches / faith groups	13
Permanent road signs for danger zones e.g. landslide	13
TV Drama comedy or program including documentary	12
Promotion of disaster kits for homes	12
Drills real / mock	12
Participatory workshops in communities	12
Door to door visits + drills	9
Posters / Notices in districts on buses	7
Use of mobile phones + sirens for warning / church bells	7
Hand Book for citizens	5
Talks in schools	5
Comic book on disasters or comic strip	5
TV Radio Spots / catching jingle	4
Use national events and / or famous local people to promote	4
Clubs in schools / emergency teams	4
More networking between stakeholders / info sharing	4
National exhibition + displays on safety	2
Competitions for best prepared household /district workplace	2
Radio Quiz	2
Guidebook of disaster zones	1
Danger sign for fire hazards	1
Mobile disaster show	1
Public Service info on consumer goods	0

2.4 WORKSHOP EVALUATION BY PARTICIPANTS

An evaluation form was distributed to participants at the end of the workshop. Their responses were as follows:

1. Things learnt / enjoyed in the workshop:

- Team work / friendly /Togetherness, good atmosphere, enthusiasm, ideas, respect x 8 – facilitators also
- Gained more knowledge x 7 on DRDM, Risk, Disaster actions that they we are taking and willing to take, Seriousness of D.M, importance of public awareness, costs of disasters, links with climate change
- Meeting people, Networking x 4
- Group discussions x 4
- New ideas / strategies / methods / activities for building public awareness learned x 4
- Presence and participation of all agencies & groups, including DRDM staff x3
- Presentation by Dr. Payet x 3
- Learned more about how to build a strategy x2
- Workshop facilitation confidence of facilitators, flow x2
- Snack / Lunch / tea x 2
- Resources Materials & Games
- Workshop gave opportunity to voice concerns on disasters & the complexity of responding to the events
- Decision making
- Key suggestions put forwards to better prepare the population in case of a disaster
- Link between climate change & on environment point of view
- Group Discussions, church community about disaster / about fire disaster / school programs
- Public awareness mechanism available in the communities
- Hope for other works to be done in good time
- Other country strategies

2. Things missing or did not like about the workshop:

- Time too short for the workshop and activities x 4
- Food / Did not like the lunch x 2
- Some have used some illustrations
- Its always the same people doing all the work / same agencies
- Very good workshop
- Video film or power point presentation on some disasters events could add value x 2
- No comment x 3
- More info on DRDM should have been broadcast to us
- Some ideas are not realistic & lack of funding might be a problem for implementation
- Representatives from other churches / faith - based organisation
- Information was not given before the workshop for preparation
- We missed to discuss the fears of people / participants for selves or for Seychelles
- There should have been timeline attached to all strategies

3. Suggestions for useful follow up activities:

- Follow up of the workshop; after compilation of all the presentations / on activities / after implementation of recommendations/ to finalise action plans/ to other agencies /for evaluation x 11
- More activities not only workshops; we need on field training / put into practice x 2
- ... soft copy reports on email to participants/stakeholders x 2
- Compiled action plans for future reference
- Forward our concerns and comments to our respective organisations
- The implementation of the action plan
- Networking among many stakeholders / agencies
- Budget for proposed actions; afternoon session did not indicate this
- Pop up mails / info / notifications on different activities
- A report of the workshop should be circulated for validation / final input of the workshop to be accessible soon
- Participants should be informed on decisions taken on suggested activities from the workshop
- Sensitise the public about disaster awareness
- Please send us all emails of participants
- A time frame should be set up to as when the project will start
- Sign on the road could be very practical for some specific risks (potential rock fall, fire
- Setting up of a working committee
- Stakeholder involvement in evaluating effectiveness of the strategy in given time frame
- To really see the link between climate change & DRR in the strategy & its implementation

Other: Thank you to the facilitators & DRDM for a fruitful workshop!

PART THREE

PUBLIC AWARENESS STRATEGY FOR DISASTER AND RISK MANAGEMENT



3.1 Background

The development of this strategy for Disaster and Risk Management Public Awareness has been based on two questions:

- 1) What are the current attitudes, knowledge, and behaviours of the general public regarding issues of risk and disaster management?
- 2) What attitudes, knowledge and behavior should the public have to best help them prevent and address risks and disasters?

The first question was addressed in Part One, mainly through the community survey conducted by the DRDM in 2006. It was agreed by most of the DRR public awareness stakeholders involved in this project that although the data used to analyse public awareness is three years old, it likely still reflects the current status of public awareness today in 2009.

The public awareness strategy should serve to help the public move from their current knowledge, attitudes and behaviours, to those that will be more helpful in avoiding or responding to disasters of all types and scales.

3.2 Objectives of the Public Awareness Strategy

Following is a list of attitudes, knowledge and behaviors that stakeholders believe that the general public should have in order to be able to prevent and respond to risks and disasters effectively. These objectives form the backbone of this Disaster and Risk Management Public Awareness Strategy. They have been developed through a review of DRDM documents including the Disaster Management Policy for Seychelles (2008), early warning reports and procedures, contingency plans, as well as consultations with stakeholders in the focus group and workshop.

ATTITUDES

Members of the general public should:

1. Commit to their responsibility and role in local and national disaster management
2. Prioritize and demonstrate concern for their own safety and the safety of their families and other members of the community
3. Demonstrate willingness to assess and reduce safety and health risks in their homes and workplaces, and abide to guidelines of assessment and safety.
4. Feel confidence in their ability to respond appropriately in the case of an emergency

5. Demonstrate respect for national regulations governing disaster management through compliance
6. Demonstrate willingness and participate in disaster management programs, mock drills and training in their community

KNOWLEDGE

Members of the general public should:

1. Be familiar with the most common risks and disasters occurring in the Seychelles as well as their impacts
2. Be familiar with sites most vulnerable to disasters
3. Be familiar with the national early warning system and able to list and explain the different emergency levels and colours
4. Understand the roles of different disaster response partners.
5. Understand what the government expects of them in terms of disaster prevention and response.
6. Know who to call to report an emergency or disaster
7. Know who to call for advice about risk and disaster prevention
8. Be familiar with disaster response and/or evacuation procedures in their workplace, recreational areas and their community
9. Have basic knowledge in community first aid
10. Have an understanding of the appropriate use of communication facilities in times of disasters
11. familiar with regulatory mechanisms for risk and disaster prevention – report on mal practices / none compliance / standard
12. Know how to assess risk and identify hazards

SKILLS / BEHAVIOUR

Members of the general public should:

1. Read available handbooks and resource materials on disaster and risk reduction and prevention.
2. Assemble and maintain a family emergency kit, including first aid supplies, water, food, flashlight and clothing
3. Know how to maintain and use basic communication equipment such as radio and mobile phone.
4. Possess basic first aid skills
5. Assess the risks and hazards in their home and workplace, i.e. drainage, trees, electrical installation, leaks, weak walls
6. Take measures to reduce risks and hazards in their homes in order to prevent disasters
7. Participate in the contingency planning process in their community
8. Help create awareness in their community by networking and talking to others about disaster and risk prevention and response issues.
9. Respond safely and without panicking in the case of a disaster.

10. Comply with public safety standards, procedures, and ethics
11. Participate actively in training and mock drills in their community and work place, as well as surveys and other monitoring initiatives.

The strategy should recognize that different subsets of the general public (i.e. different age groups, people of different education backgrounds, of different religious beliefs) might have different knowledge, attitudes and behaviours, and that they might also respond to different types of campaigns.

The following pages comprise key components of an action plan for helping the general public in Seychelles acquire the above knowledge, attitudes and skills, compiled with input from stakeholders who attended the workshop, and based on recommendations gathered through the community survey, stakeholder interviews and the focus group. The strategic plan covers a period of approximately three years, i.e. from present to the end of 2011, at which point it should be reviewed. While the DRDM is the focal point for this public awareness strategy, it should be noted that a number of the activities identified here may be led by other stakeholders, with support from DRDM.

The actions have been organized under three strategic areas:

- 1) Resources for public awareness: this includes all of the actions related to production of print materials or materials for radio and television media. These materials will be used and distributed in training and outreach activities and so should be implemented first. It is strongly advised that all of the resource materials be branded with the DRDM logo, a particular colour scheme, a strap line, and a catchy tune in the case of radio and tv productions.
- 2) Training: the actions in this strategic area all relate to capacity building, i.e. training community leaders, teachers, FBO leaders and volunteers to increase their awareness of DRR issues and empower them to take action or teach others.
- 3) Outreach: these actions include all those involving direct contact with the public, i.e. through lessons in schools, through displays at national events, through door to door visits, FBO sermons, etc.

3.3 Disaster and Risk Reduction Public Awareness Action Plan 2009-2011

Strategic Area 1: RESOURCES FOR PUBLIC AWARENESS

Activity	Objective (s)	Tasks	Target Audience	Partners	Indicators	Priority	Approx cost - USD	Comments
Educational materials for schools	Develop educational materials on DRR to support cross curricular integration at all levels of formal education. Link with climate change issues.	<ol style="list-style-type: none"> 1. Establish working group 2. Develop curriculum framework, modules assessment guidelines 3. Design and produce support materials: teachers guides and info to send home with children 4. Print and distribute to schools 	Teachers + students – home communities	DRDM Consultants, S4S Ministry of Education	<ul style="list-style-type: none"> • Modules & Support materials produced • Materials used in schools 	high	10,000	Kreol for early primary, other materials in English
Hand Book for citizens	Provide information for citizens about disaster prevention and response procedures Link DRR with climate change	<ol style="list-style-type: none"> 1. Research and design hand book 2. Distribute through districts, churches, schools 	families	DRDM with MENRT and Red Cross	<ul style="list-style-type: none"> • Handbook distributed in homes 	high	5000	Align w EWS and DRDM policy
Posters and stickers	Raise awareness about disaster issues and where to find more information	<ol style="list-style-type: none"> 1. Design and print a poster and sticker 2. Distribute to districts, bus stops, schools, clinics etc. also in workshops 	General public in waiting areas	DRDM with MENRT and Red Cross	<ul style="list-style-type: none"> • Posters up in visible places on 3 main islands 	med	3000	In kreol and english
DRDM newsletter	Raise awareness about DRR and DRDM activities	<ol style="list-style-type: none"> 1. Research and write newsletter 2. Distribute to partners and public 	Partners and gen. public	DRDM	<ul style="list-style-type: none"> • 3 issues per year • 1000 copies 	med	1000	
Comic book or comic strip on disasters	Sensitize youth towards DRR issues. Link DRR with climate change	<ol style="list-style-type: none"> 1. Research and produce a series of comic strips 2. Print in Nation, one per week 3. Assemble into a book and print 4. Distribute to schools, sell at bookshops 	Youth and general public	DRDM with MOEd & P. Lalande	<ul style="list-style-type: none"> • Comic strips published • public Feedback • used in schools 	low	2000	
Danger Road Signs	Establish permanent road signs for danger / risks zones to sensitize the public Raise awareness on prohibited actions in some risk zones	<ol style="list-style-type: none"> 3. Identify key risk zones in public areas 4. Develop sign board text 5. Produce and install boards 6. Maintain boards 	General Public & Visitors	DRDM, LTA, D A OFFICE Planning Authority, MENRT	<ul style="list-style-type: none"> • Boards installed and maintained 	high	10,000	In all three languages
TV Radio Spots	Increase visibility of DRR issues Relay critical information about the early warning system	<ol style="list-style-type: none"> 1. Identify celebrity 2. Develop message and jingle 3. Design tv and radio spots 4. Air on tv and radio 	General public	DRDM with SBC and MENRT, NAC	<ul style="list-style-type: none"> • Frequency aired 	high	2000	Use local heroes/ celebrities

Disaster and Risk Reduction Public Awareness Action Plan 2009-2011

Strategic Area 1: RESOURCES FOR PUBLIC AWARENESS cont'd

Newspaper articles	Increase visibility of DRR issues Raise awareness about DRR	1. Write articles about DRDM initiatives and DRR topics 2. Submit to Nation education or environment page	General public	DRDM	<ul style="list-style-type: none"> One article per month 	med	Staff time	Partners could also contribute articles
Episode of Karnen Lanatir	Introduce basic DRR issues Provide a resource for classroom teaching	1. Research key issues 2. Work with SBC and MENRT to devise story line 3. Film, edit and air on SBC	General public	DRDM with SBC and MENRT	<ul style="list-style-type: none"> One 10 min segment aired and copied 	med	2000	
TV drama series	Develop a series of short creole TV dramas on specific hazards to raise general public awareness of potential risks and disasters, and prevention and response	4. Assemble a team 5. Write the series 6. Film and produce it 7. Air on TV 8. Make copies available to schools and districts for training	General Public	DRDM with SBC MENRT, SACS	<ul style="list-style-type: none"> 4 dramas produced Aired on tv Public response and demand 	med	15,000	Could be shown at cinema intermission

Strategic Area 2: TRAINING

Activity	Objective (s)	Tasks	Target Audience	Partners	Indicators	Priority	Approx cost - USD	Comments
Workshops for teachers and curriculum developers	Raise awareness of educators of DRR issues and introduce them to educational materials	1. Conduct workshops for teachers at each level 2. Distribute educational materials 3. Publicize through articles in education page	Teachers + curriculum developers / school management	DRDM Consultants Ministry of Education	<ul style="list-style-type: none"> implementation of framework Effective use of support materials Distribution of materials to homes 	high	500 per workshop	
Participatory workshops in communities	Empower community leaders and members to identify and deal with their own risk and safety issues	1. Identify interested communities 2. Plan and implement half day workshops 3. Publicize workshop findings through media to spread the word	Community groups	Red Cross with DA, FBO, PTAs, DRDM, Youth & elderly Fire Brigade, other	<ul style="list-style-type: none"> 1 workshop per quarter in different regions/ districts 	high	500 per workshop	

Disaster and Risk Reduction Public Awareness Action Plan 2009-2011

Strategic Area 2: TRAINING cont'd

Drills & Simulation exercises	Provide opportunities for people to practice skills for evacuation fire management and disaster response.	<ol style="list-style-type: none"> 1. Conduct pre-workshops with fire brigade, police and other partners 2. Plan and advertise drills (not specific time) 3. Implement drills in all districts 4. Monitor and record results 	Schools, public buildings, Business premises	Fire Brigade Police with DRDM	<ul style="list-style-type: none"> • 1st year: All schools and major industries • 2nd year: recreational Areas, hospitals, public Buildings 	high	Fire brigade time	Mandatory
Workshops for home visit volunteers and professionals	Raise awareness of DRR issues among professionals and volunteers who will conduct home visits	<ol style="list-style-type: none"> 1. Develop a workshop plan 2. Develop a handbook for trainees 3. Conduct workshops for youth and other volunteers who will do home visits (i.e. emergency brigade) by district or region 4. Conduct workshops for environmental health and env.officers 	Volunteers and professionals who do home visits	DRDM with MCD	<ul style="list-style-type: none"> • # workshops • # participants • Home visits implemented 	med	750 per workshop x 5	
Workshop for FBO leaders	Empower FBO leaders to promote DRR through their assemblies	<ol style="list-style-type: none"> 1. Develop a workshop plan 2. Conduct workshops for FBO leaders 3. Provide participants with resource materials 	FBO leaders	DRDM with FBO network	<ul style="list-style-type: none"> • Follow up implementation through FBOs 	med	500	

Strategic Area 3: OUTREACH

Activity	Objective (s)	Tasks	Target Audience	Lead Partners	Indicators	Priority	Approx cost - USD	Comments
Door to Door visits	Raise general public awareness of DRR on Mahe, Praslin, La Digue	<ol style="list-style-type: none"> 1. Sensitization with DAs 2. Conduct door to door weekend visits at district level 3. collect information 4. distribute materials 	Families Shops Small business hotels	MCD, MENRT DRDM Red Cross Health Fire Brigade	<ul style="list-style-type: none"> • 75 % 1st year • 25 % 2nd year 	med		Also involve hotels on outer islands
DRR Lessons in schools	Raise student awareness of DRR	<ol style="list-style-type: none"> 1. DRDM conduct talks in schools upon request 2. Teachers integrate DRR into lessons, using resource materials 3. Teachers distribute giveaways to kids to take home 	Students (all levels)	Schools/MoEd with DRDM	<ul style="list-style-type: none"> • Reports in ecoschool files 	high	Cost of materials to give away	

Disaster and Risk Reduction Public Awareness Action Plan 2009-2011

Strategic Area 3: OUTREACH cont'd

Displays at national and community events	Raise awareness of DRDM and DRR issues	<ol style="list-style-type: none"> 1. Compile a portable display 2. Distribute handbooks, newsletters and other materials 3. Display emergency kit contents 	General public	DRDM, MCD	<ul style="list-style-type: none"> • One display per quarter • # visitors to display 	low	1500	
Emergency Clubs in schools	Build school capacity to plan for and respond to emergencies	<ol style="list-style-type: none"> 1. Train teachers to be club leaders 2. Distribute educational materials to clubs 3. Organise annual gathering 	Youth, teachers	Fire Brigade, Red Cross, MOEd	<ul style="list-style-type: none"> • More school DRR plans • Drills in schools • #clubs, members 	low	2000	Could connect w red cross clubs
More networking between stakeholders / info sharing	Improve coordination of Education & Awareness activities Keep stakeholders engaged Build new partnerships	<ol style="list-style-type: none"> 1. Hold annual forum/workshop 2. Maintain email network of stakeholders and share info 	all stakeholders	DRDM All partners	<ul style="list-style-type: none"> • Annual forum held • Partners collaborate on implementation of strategic plan 	high	1000	
Programs in churches / faith groups	Empower families to assess and prevent risks at home	<ol style="list-style-type: none"> 1. FBO reps write articles for their news letters 2. include DRR in F.B.O leaders message 3. address DRR in FBO groups gathering 4. Distribute information materials from DRDM 	Families	DRDM FBO leaders & group leaders	<ul style="list-style-type: none"> • Articles and tips in monthly newsletter at least once a month (message) 	high	n/a	DRDM should make materials like newsletter, brochure etc available to FBOs
Emergency Kit Campaign	Encourage people to assemble and maintain an emergency kit in case of disasters.	<ol style="list-style-type: none"> 1. List examples of items to include in kit 2. Produce and distribute a brochure / fridge magnet to promote the kit concept 3. Advertise through TV spots 4. Give away free sample kits through a radio quiz 	families, work places	DRDM and others	<ul style="list-style-type: none"> • A kit per home 	med	1000	In given time frame

3.4 RESOURCES FOR THE PUBLIC AWARENESS STRATEGY

DRDM Documentation Centre

This small library contains a few resource documents useful to the development of public awareness resources.

Red Cross

Red Cross Society of Seychelles has just published a report on climate change and disaster, as well as a brochure for the public. If more copies of the brochure are made available, DRDM could use and distribute these as part of the public awareness campaign. The Red Cross is currently very much engaged in both climate change and disaster issues, and should be a major partner for the implementation of this strategy as they may have access to information, programmes and resources that will compliment the DRDM public awareness strategy.

Ministry of Environment, Natural Resources and Transport

There are many interconnections between DRR and climate change, particularly when it comes to planning ahead and preventing unnecessarily loss of life or property as a result of the impacts of climate change. The MENRT is in the process of increasing its focus on climate change, as evidenced by the renaming of Policy Planning and Services Division to the Climate and Environmental Services. The Public Relations, Communication and Information Management Section (PRCIM) work very closely with the media on the development of environmental programs for TV and radio, and these also often touch on climate change impacts. As such it would make sense for DRDM to work more closely with the MENRT in the implementation of this public awareness strategy (which MENRT participated in).

The Internet

Many countries have websites and documents such as handbooks for citizens available on the internet. These can be downloaded and used as reference when developing brochures, posters, films and other awareness resources for use in Seychelles. A note of caution though: each country has its own particular circumstances both in terms of risks and the kinds of outreach methods that work well in their context. Seychelles should take care not to just replicate what has been done in other countries but to develop materials and methods (as listed in the action plan) which are deemed by stakeholders to be suitable to our particular context.

DRDM Newsletter

This newsletter is currently produced and distributed 3 times per year to all districts, schools, clinics etc. The content should continue to focus on DRDM activities but also contain more of an information element –with at least one page devoted to different issues, i.e. how to do a safety check around your home, or how and why families should put together an emergency kit, etc.

DRDM Resource Book for Secondary Teachers

It should be noted that the DRDM has already commissioned the development of a teachers' guide for secondary teachers (but which contains elements that can be adapted to primary and post-secondary levels). A hard copy is available in the Documentation Centre. This teachers' guide contains both information about DRR as well as lesson ideas. It has not yet been printed, but funding should be secured to do so and distribute it to all schools. Failing this, it should at least be made available on a public website and publicized so that teachers can access and use it.

3.5 MONITORING AND EVALUATION OF THE ACTION PLAN

One of the columns of the action plan focuses on indicators: these will tell DRDM and its other implementation partners to determine if an activity has been completed satisfactorily or not.

However, in order to gauge the effects of the activities, the following methods for monitoring and evaluation of the action plan are suggested (derived from the focus group discussion in part one):

1. **Conduct, compile and analyse workshop evaluations.** At the end of every workshop, ask workshop participants to complete an evaluation form stating what they learned, how they can apply it, what they liked, what they didn't, and suggestions for follow up. Analyse these, compile a short report for each training session, and use the findings to plan and improve follow up workshops.
2. **Repeat the community survey.** This could be done towards the end of 2010 (once some of the actions have been implemented) to determine if knowledge and attitudes have changed, to become more aligned with those desirable ones listed in this strategic plan.
3. **Keep records.**
 - of public requests for information, and number of people visiting disaster related displays
 - of public reports of disasters / problems – frequency and types
 - of the amount and types of information and resources distributed to the public.
 - of the number and types of people attending DRDM workshops and public information sessions.
4. **Get stakeholders together:** As requested in the workshop (and included in the action plan) get DRR public awareness stakeholder together at least once per year for a one day forum to check in on the action plan, share what stakeholders have done and what is planned, and plan collaborative follow up actions.

CONCLUSIONS AND RECOMMENDATIONS

- 1) This public awareness strategy has been developed through broad consultation and involvement of stakeholders who are interested and already also involved in various aspects of public awareness related to DRR. As such the first recommendation is that this strategy actually be implemented by DRDM, that it be adopted as their strategy for helping the public become more aware of disaster and risk issues, and what they can do to reduce their risk.
- 2) Current DRDM public awareness activities should be immediately re-aligned in light of the actions suggested in this plan, deemed by stakeholders to have the best chance of effect on the public.
- 3) The DRDM should seek or allocate funding towards the implementation of this strategy. Measures should be taken to seek out synergies with other public awareness campaigns and requests for funding, such as those being undertaken by the MENRT/National Climate Change committee and PRCIM.
- 4) The DRDM should continue to work closely with other stakeholders in the implementation of this plan, building on and improving how they collaborate to achieve similar objectives. Two key stakeholders that can help DRDM with public awareness are the Red Cross Society of Seychelles and the Ministry of Environment, Natural Resources and Transport, but many others from government and civil society listed in the workshop participant list are keen to stay involved and even lead some of the activities.

APPENDICES

APPENDIX A – COMMUNITY SURVEY TOOL

Republic of Seychelles – Risk and Disaster preparedness survey 2006

The response of this survey will be used to measure the level of knowledge of our people on any risk and potential vulnerability that may exist in our country.

The information collected will be very important to the preparation of an emergency plan for your district. The interview will take approximately 15 mn but you are free to terminate this interview should you so wish. Your participation is voluntarily and deeply appreciated.

- 1) a. Individual name :
b. district :
c. locality :
- 2) a. private individual
b. representative of company
c. owner of business
- 3) gender:
- 4) Age range: a. 18-30 b. 31-45 c. more than 46
- 5) a. foreigner if married to Seychellois
b. local
- 6) Are you a resident of this district or a passer-by / visitor?
a. Resident
b. Visitor/ passerby
- 7) Do you recall any past disasters in your community? If yes, list the different types and approximate dates.
a. Flood
b. Landslide
c. Rock fall
d. Tsunami
- 8) Did you have any knowledge of it before it occurred ?
a. Yes
b. No
c. Not sure
- 9) Were there any advance warning ?
a. Yes
b. No
c. Not sure
- 10) Was there any victims? If yes, state number. (if recalled)
a. Yes
b. No
c. Not sure

- 11) What kind of damages occurred?
- a. House
 - b. Roads
 - c. Buildings
 - d. Other infrastructures (please specify)
- 12) a. Were you sufficiently prepared?
- a1. Yes
 - a2. No
 - a3. Somehow
 - b. If no, explain what went wrong?
 - c. If yes, what kind of preparations had you made?
- 13) How do you think it could have been avoided? (the disaster)
- 14) Right now, are you prepared for any future disasters?
- a. Yes
 - b. No
 - c. Somehow
- 15) What kind of advance warning are you expecting to receive?
- a. Radio announcement: a1. FM a2. AM
 - b. TV announcement: b1. SBC b2. TV5 b3. Others
 - c. Fix line telephone calls Prerecorded messages
 - d. Newspaper
 - e. Mobile phone calls SMS
 - f. Internet news Emails
 - g. Loud speakers on emergency vehicles broadcasting warnings
 - h. Written warnings on notice board
 - i. Word of mouth
- 16) a. At what time do you normally listen to the radio?
- b. What is your preferred program?
- 17) a. At what time do you normally watch television?
- b. What is your preferred program?
- 18) Do you have a fixed line telephone in your
- a. Home
 - b. Office
 - c. Workplace
- 19) How do you normally access internet?
- a. Home
 - b. Office
 - c. Internet café
 - d. At friends
- 20) Do you have a mobile phone?
- a. Yes
 - b. No
- 21) What form of SMS message do you normally receive on your mobile phone?

- 22) How far is you home to the:
- a. Beach?
 - b. main road?
 - c. estate road?
- 23) Do you normally hear sirens that are used on emergency vehicles when driving by your home?
- a. Yes
 - b. No
- 24) Do you think that the use of sirens on fixed post would help disseminate warning?
- a. Yes
 - b. No
- 25) If yes, do you think such system should be located on
- a. Beaches
 - b. Coastal areas
 - c. Along roads
 - d. In estates
 - e. On hills
- 26) How do you think the community can facilitate the installation and maintenance of such a system?
- 27) a. How fare are your neighbors to your home?
 b. Should they hear the warnings will they inform you?
 b1. Yes b2. No b3. Not sure
- 28) a. Do you know of any disabled and elderly people in your neighborhood that would require special attention in the event of a disaster warning?
 a1. Yes a2. No
 b. If yes, are they:
 mobile immobile
 name and location if immobile:
- 29) Do you have a first aid kit at home?
- a. Yes
 - b. No
- 30) Do you store potable water at home through a water tank?
- a. Yes
 - b. No
- 31) What are the measures you would normally take should you receive a warning?
- a. For tsunami:
 - b. For Landslide/rockfalls:
 - c. For Heavy rain/flooding:
 - d. Others:
- 32) What would you want to see implemented in your district to resolve disaster problems?

Thank you.

APPENDIX B –STAKEHOLDER INTERVIEW GUIDE

Questionnaire - Level of awareness on Disaster management and communication

This questionnaire is to assist the DRDM in the development of a national Disaster Risk Reduction communication strategy. It is designed to assess the general level of awareness on the risks in Seychelles and the necessary corresponding response.

Name: XX

Key responsibilities: _____

Organization/Dept: _____

Email-Address: _____

Telephone: _____

(Please answer the following questions in the space provided. Please use additional page if necessary)

1. Disaster management in the country

1.1- In your opinion, which service/department is responsible for **disaster management** at the following levels of government in Seychelles and what are its responsibilities?

	National Level	Regional Level	Community Level
Who is responsible?			
What are the responsibilities?			

1.2- What is the **role** of your organization/department within the framework of disaster management in Seychelles – if any?

1.2- What do you think are the major natural risks that Seychelles has to face?

With regards to natural disasters, do you consider Seychelles to be:

Highly vulnerable? Moderately vulnerable? Safe?

1.4- In your opinion, what is the level of understanding of the public of the risks due to natural hazards in Seychelles?

Very High HIGH Medium Low Very low

1.5- In your opinion, what is the level of **preparedness** of local communities to mitigate natural disasters in Seychelles?

Very High HIGH Medium Low Very low

People are very dependent on the government.

1.6- In your opinion, what is the level of **preparedness** of the government to mitigate natural disasters in Seychelles?

Very High HIGH Medium Low Very low

Mitigation still needs to be improved and all departments should work together.

2. Early Warning System

2.1- Do you know **which** are the government's **organisations** in Seychelles **responsible** for creating and issuing early warnings? YES NO

Which agency?

What warnings?_

2.2- Are you involved in their warning process? YES? NO

If yes,

what is the nature of this cooperation ?

e.g.(data provision, data analysis , post disaster assessment, other)

How do you receive and distribute the warnings? (Channels of dissemination, means of communication)_____

2.3- Do you think that warning messages are clear enough? Yes No

If no, what should be improved? Not consistent enough.

2.4- Do you have a warning procedure in place in your organization? Yes No

If yes, what type of warning do you receive/give (specify)_____

To whom is the warning provided?.

How do you provide the warnings to all those at risk?.

Are the risks and the warning understood?_____

2.5- In your opinion, how ready are communities to understand official warnings and react?

3. Public Awareness

3.1- Do you think there is enough information available on disaster reduction in Seychelles? Yes No

If no, do you think that a general public awareness campaign on disaster risk reduction would be necessary?

3.2- What areas should the public awareness campaign target in priority?

- ⇒ a - knowing the risks,
- b - early warning system,
- c - how to react,
- d - specific information on priority themes (climate change, fire, floods, etc.)
- ⇒ e Other(please specify):

3.3- In your opinion, what would be the most relevant timing for an awareness program?

3.4- In your opinion, what should be the most relevant media for an awareness program?

- a - website
- b - news releases
- ⇒ c - TV
- d - radio
- e - brochures
- f - public events
- g - billboards
- ⇒ h - other (specify): school curriculum.

3.5- does your organization plan to develop a public awareness campaign on disaster reduction? Yes No

3.6- Does your organization need specific information on disaster reduction? Yes No

If yes, please specify what information you need

- ⇒ a--Risk Assessment for Seychelles,
- ⇒ b-- Capacity Assessment,
- ⇒ c-- National Emergency Plan,
- ⇒ d--Early Warning System,
- ⇒ e- Disaster Management Policy.
- f—other (specify)

3.7-What aspects of Disaster Management's communication does your organization focus on?

- Risk information Yes NO _____
- Community Awareness Yes NO _____
- Media Awareness Yes NO _____
- Information management tools Yes NO _____
- Technology applications for disasters Yes NO _____
- Hardware/technology update & maintenance Yes NO _____
- GIS and Remote Sensing Yes NO _____

3.8 Has your staff/organization attended relevant training courses in Disaster Communications in the past years? **YES** **NO**

If yes, please provide brief information about training undertaken

3.9 If you were to attend a training which focused on information and communication in disaster management. Please list the type of training that would interest you/your organization, and explain why?

Thank you for participating in this survey. Your information is valuable to us and will help contribute to assess the need and existing capacities of disaster communications. Please send your response to: Department of Risks and Disaster Management
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