

# Community Based preparedness for Chemical Industrial Disasters

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# What is community disaster awareness?

- Informing and training local populations about how to prepare for disasters thus reducing population's vulnerability to specific hazards.

# Community disaster awareness approaches and strategies

1. conducting disaster awareness meetings,
2. Posting disaster preparedness posters/ IEC
3. disaster awareness week, when the media publicises disaster messages on the radio, T.V. and in newspapers; schools conduct poster contests and perform disaster drills;and community centres display disaster posters etc.
4. Integration of disaster awareness into general functioning
5. Many other innovative ways

# Planning disaster awareness for maximum impact

- Link it with people's daily lives and everyday concerns/

integrate into broader programme strategies that seek to alleviate everyday community problems

# Disaster awareness themes and communication tips

Community DA activities generally relate to one or more of the following themes:

- The potential disasters, emergencies and hazards specific to a region, and their effects
- Low-cost measures local populations can take to prevent and prepare for disasters and emergencies
- Measures the government and official emergency and disaster managers are taking to prevent, prepare for and respond to disasters
- Official disaster public warning and information systems, evacuation routes, temporary shelters and how and when this information will be communicated

# ***Communication tips***

- Must understand their primary audience
- simple, non-technical and non-scientific jargon
- Messages should be direct & brief and must include:-
  - The nature and potential of the risk
  - The human and physical elements that are most vulnerable or most-at-risk
  - Safety actions to prevent and prepare for a potential disaster
  - Safety and survival actions to take when the disaster is occurring
  - Safety, survival and recovery actions to take after the disaster has occurred
  - Official sources to contact for additional information

# Planning public education initiatives

## Step-1

Define the purpose and objectives of the DA initiative

# Planning public education initiatives

## Step-2

### Select and analyse primary audience(s)

- » Labourers in specific occupations
- » Children
- » Teachers
- » Women heads-of-household
- » Village leaders
- » Businessmen
- » Teenagers
- » Heads of families
- » Senior citizens
- » Professional groups



# Planning public education initiatives

Step-3

Form a DA planning team

# Planning public education initiatives

## Step-4 Form collaborative community partnerships

### List of potential partners

- Schools, colleges and universities
- Local community centres and groups
- Religious organisations
- Youth clubs/ Yuvak Mangal Dal/ NYK
- Village elders
- Women's clubs, organisations
- Trade enterprises, associations
- Banks and credit unions
- Health centres, hospitals, clinics
- Red Cross/Red Crescent Societies
- Civil Defence
- NGOs
- Fire brigade, etc

# Planning public education initiatives

## Step-5

Schedule the time and location of DA events for maximum impact

- “Piggy-back” on other events
- Plan annual events
- Disaster seasons
- Post disaster activities

# Planning public education initiatives

## Step-6

### Brainstorm potential activities and resources

- Presentations in the school by local fire fighters
- Inclusion of disaster preparedness topics in teachers' lesson plans
- School game-quiz
- Hosting a poster contest where children create posters with disaster preparedness messages
- A disaster preparedness colouring book
- Posters to hang in markets, libraries, and other public places
- TV / radio program on disaster preparedness

# Planning public education initiatives

## Step-7

Determine the proper medium or format

## Step-8

Develop, implement and monitor the action plan

Brainstorm (discuss) a list of potential partners. Use a table like the one below to define specific roles for each partner.

Name of person or organisation to involve	What would their role be? What input might they provide?	When to bring them into the process
e.g. Local firefighter	Speak at schools, park fire truck in front of library to draw attention to the display inside	At specific points in the planning process and during the event itself
e.g. Local civil defence	Participate on planning committee	Throughout the entire process

## GANTT Chart Example

	Time-frame (Insert Weeks, or Months)						
Tasks							





# COMMUNICATION OF RISKS TO COMMUNITY

- An effective risk communication programme requires an understanding of the real issues and concerns of stakeholders and a demonstrated willingness to address them. The issues and concerns need to be identified through research directly involving stakeholders.

# PROCESS FOR DEVELOPING CBDP

- STEP 1: COLLECTION OF BASIC INFORMATION AND IDENTIFICATION OF A LOGICAL UNIT
- STEP 2: ORGANISING A COMMUNITY MEETING BY INFORMING MOST OF THE COMMUNITY PEOPLE
- STEP 3: PREPARATION OF COMMUNITY PROFILE
- STEP 4: PREPARATION OF COMMUNITY BASED DISASTER PREPAREDNESS MAP
- STEP 5: PREPARATION OF LOCAL COMMITTEES, TASK FORCES AND EMERGENCY DIRECTORY
- STEP 6. CONDUCTING MOCK DRILLS

A PREPARED COMMUNITY



IS A SAFE COMMUNITY