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Risk RED's Mission

Risk RED's purpose is to increase the effectiveness and impact of disaster risk reduction education. This will be accomplished by bridging the gaps between idea and audience, expert and local practitioner knowledge, content and design, and research and application.

Risk RED will work with credible and legitimate international agencies, regional and local partners, research and training institutions, and activists who share our belief in the value of broad and inclusive in-reach and outreach, to share, develop, localize, disseminate and evaluate the effectiveness of public education and outreach materials for disaster risk reduction.

Risk RED will facilitate information-sharing globally by gathering, developing and populating a dynamic, labor-saving, multi-lingual, multi-regional, multi-media content-management environment for use by organizations active in disaster risk

reduction. Ongoing publications and product design will be applied in a digital online environment to enable rapid access to a broad variety of disaster risk reduction educational materials.

Risk RED will coordinate and collaborate to develop high-quality printed and digital materials, including self-study and instructional curricula, presentations, fact-sheets, booklets, research dissemination reports, posters, games, computer games, toys, models, comics, performing and cultural arts media, press kits, and global and regional marketing strategies for disaster risk reduction education for multiple audiences.

Risk RED will collaborate to determine, develop and promote good practices in translation, localization of content, and design of a wide range of print and digital media, products, and cultural arts vehicles for risk communications

Focal Activities

Product Development:

Selected educational materials development. Two-year Focus: Children and Schools.

Consultation and Training in Community-Based Disaster Risk Management (CBDM)

Team Members and Associates, leading international consultants provide hands-on process guidance and training in core competency areas.

DREAMS: Disaster Risk Education Materials Content Management System:

Development of partnerships, Infrastructure, standards and proof of concept with:

- Infrastructure Partners
- Content Partners
- Design Partners
- Dissemination Partners
- Evaluation Partners

See page 3 for additional details.

Risk RED Produces "Mother Slide Presentation" and School Safety Advocates CD ROM for Coalition for Global School Safety

Luigi Porrazzo was only eight years old when he died along with 25 other children and a teacher when their school collapsed during a relatively moderate 5.4 magnitude earthquake that rattled the town of San Giuliano di Puglia, Italy in October 2002. With the 21st Century still in its infancy, Luigi is another number among the more than 400,000 human beings killed by earthquakes since the year 2000.

Earthquakes strike with lethal suddenness. Schools and school children are especially vulnerable. In Kashmir, the October 8, 2005 earthquake on a Saturday morning claimed the lives of 18,000 children as they sat in their school classrooms in ten thousand school buildings that had not been built to withstand earthquakes.

In the wake of the quake-triggered tsunami of 2004 the UN estimated that 420 schools were destroyed in Sumatra, 1,000 teachers killed and that up to half of the estimated 104,000 dead were children.

Now on the 100th anniversary of the great San Francisco earthquake, a special effort is under way to try to effectively mitigate the effects of quakes and other disasters on children, their teachers and, by extension, the broader at-risk population around them. In the past decade earthquakes in India, Algeria, Turkey and

elsewhere have only narrowly missed children in schools because they happened to strike when children were not in their classrooms.

An outreach and awareness effort is being spearheaded by an international initiative organized as the Coalition for Global School Safety (COGSS). COGSS has teamed up with the Northern California chapter of the Earthquake Engineering Institute (EERI) to compile a digitized slide presentation for use by school safety activists. This initial teaching tool covers not only graphic images of the devastating impact that earthquakes and other disasters have on young lives, but also instructs on protective measures and how to get them implemented.

The digitized slide show, along with a compendium of school disaster preparedness resources, was developed by Risk RED, a California-based non-profit organization dedicated to disaster risk education worldwide.

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COGSS Mother Slide Show cover



COGSS Advocated CD cover



Risk RED Core Competencies

Risk RED Directors and Team Members offer expertise encompassing the following core content areas:

- Educational materials development and design.
- Multi-hazard basic disaster awareness
- Community emergency response
- Non-structural risk reduction
- Structural awareness and safety
- Disaster-resistant design
- Mason-training
- Earthquake risk reduction
- Early warning systems
- Island Affairs
- Outreach to vulnerable populations
- Curriculum materials development
- Community-based disaster mitigation
- Policy briefs

- Bridging knowledge and action
- Instructor Training
- Impact research

Risk RED also draws upon the expertise of a wide range of associates who are experts in their specific content areas, fields of practice, and geographic focus.

Board of Directors

Risk RED initiated 501c3 registration in April in California with founding voluntary Board Members: **Michelle Katz Esq.**, intellectual property rights lawyer, **Prof. Dr. Art Lerner-Lam**, natural hazards risk management researcher and teacher, **Hank Ginsberg**, investment banker and **Subhash Vaid**, marketing strategist. Marla Petal and Ilan Kelman were named staff Co-Directors. (see p.4)



DREAMS: Disaster Risk Educational Materials Content Management System

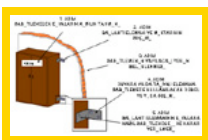
The DREAMS Project will allow high quality educational materials to be developed, translated, adapted tested and disseminated widely and efficiently.

The DREAMS database will store this text, graphics, photos and other assets for re-use in designs for other languages settings and products.



The infrastructure for this will be a dynamic, multi-lingual, multi-regional, multi-media database and related style sheets through which end-products will be available to partners and to the general public.

• **Design Partners** are leading design institutes, and selected non-profit and commercial design agencies that contribute illustrations, graphic design, branding, cascading style sheets, and provide leadership in development of campaign and marketing strategies.



The DREAMS project will involve 5 types of partnerships.

• **Dissemination Partners** are those who use completed materials and arrange for printing and dissemination to end-users.



• **Infrastructure Partners** will contribute to database management, user interface and web portal design and maintenance.

• **Evaluation Partners** include additional partners who contribute primarily to product impact evaluation.

• **Content Partners** will contribute and/or participate in development of materials. They will retain credits and copyright on original materials and share in these for new materials. Risk RED will work with content partners worldwide to develop everyone's capacities.

Organizations interested in exploring any of these partnership relationships with RiskRED are encouraged to contact us at riskred@riskred.org

Thumbnails above are from range of public education materials developed by Content Partner: Bogaziçi University, Kandilli Observatory & Earthquake Research Institute in Istanbul.

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Co-Directors Petal and Kelman and Consulting Team

Marla Petal holds a Ph.D. from UCLA. in Urban Planning. She brings 30 years of experience in community organization, planning and administration in social programs including 7 years in urban community-based disaster risk reduction. She has lived and/or worked in Turkey, England, Japan and the USA and has also worked throughout Central Asia and in India. Petal initiated and managed the Istanbul Community Impact Project and Basic Disaster Awareness Program in Turkish Schools projects for Bogaziçi University, and coordinated the Central Asia Earthquake Safety Initiative for GeoHazards International. Her commitment to community-based disaster mitigation is reflected in the broad range of public, non-profit and corporate stakeholders engaged in these programs. She has led participatory development of dozens of curricula and public education materials, and published and presented widely. Volunteer work includes two terms as a California School Board Member and active member of the Earthquake Engineering Research Institute, N CA.

Community-based Disaster Mitigation Internship

Opportunities Available: MSW students in NY/NJ, ESW and similar volunteers in Turkey, Central Asia, India and elsewhere. Please inquire.

Ilan Kelman holds a Ph.D. from Cambridge University in risk management. He brings ten years of experience in research and applications related to risk education especially as applied to small islands. He has lived and worked in Barbados, Canada, Ireland, New Zealand, the UK, and the USA while working in small islands of Europe, the Pacific, and the Caribbean. Kelman has published widely in academic journals, at academic conferences, in books, and for non-scientific audiences. He has authored numerous consultancy reports, and made public presentations and media appearances around the world. He is also an accomplished photographer. Volunteer work on disaster-related topics has ranged from public first aid duties to national disaster risk reduction policies to developing a plan for local crisis preparedness.

Consulting Team Members

represent 8 professional disciplines and 5 additional nationalities.

Toys, Games, Models, Performing and other Arts: If you have innovated by reaching out to do disaster risk reduction with these tools, and would like to share this with others, please let us know so that we can showcase your efforts in our next newsletter!

