

Children and young people making a difference in community risk management



Save the Children

CUBA

Holguin and Guantánamo provinces

Context



- **Cuban Context**
 - **Socialist system since 1959**
 - **1 MR 7 per 1000 live births**
 - **Life expectancy: 75**
 - **Literacy rate: 97%**
 - **Model disasters preparedness system. Since 1996 7 hurricanes, 16 deaths**
- **Save the Children in Cuba**
 - **Priority areas:** Environmental education, social disadvantage, emergencies.



Background: The Programme

AIM: Involving children and young people in community risk management

Three projects since 2000 in Eastern Cuba

- **Let's be prepared: including disasters preparedness issues in schools. Holguin 2000 - 2001**

- **We are prepared, listening to the waters: flooding. Holguin 2002 2003**

- **We are prepared, listening to the earth: multi-risk, gender and peer education. Holguin and Guantanamo 2003 2004**

- **National Partners: Ministry of Education, Ministry of Science, Technology and Environment, Cuban Civil Defence**

- **Municipalities Sagua de Tánamo, Mayarí and Yateras**



- **Schools: 47**

- **Students: 10,753**

- **57% girls 43% boys**

- **Total target population: 180,718**

Main programme activities

Forestation



Early warning system

Entertainment brigades



First aid brigades



Educational campaign



Risk mapping

E&P

Gender

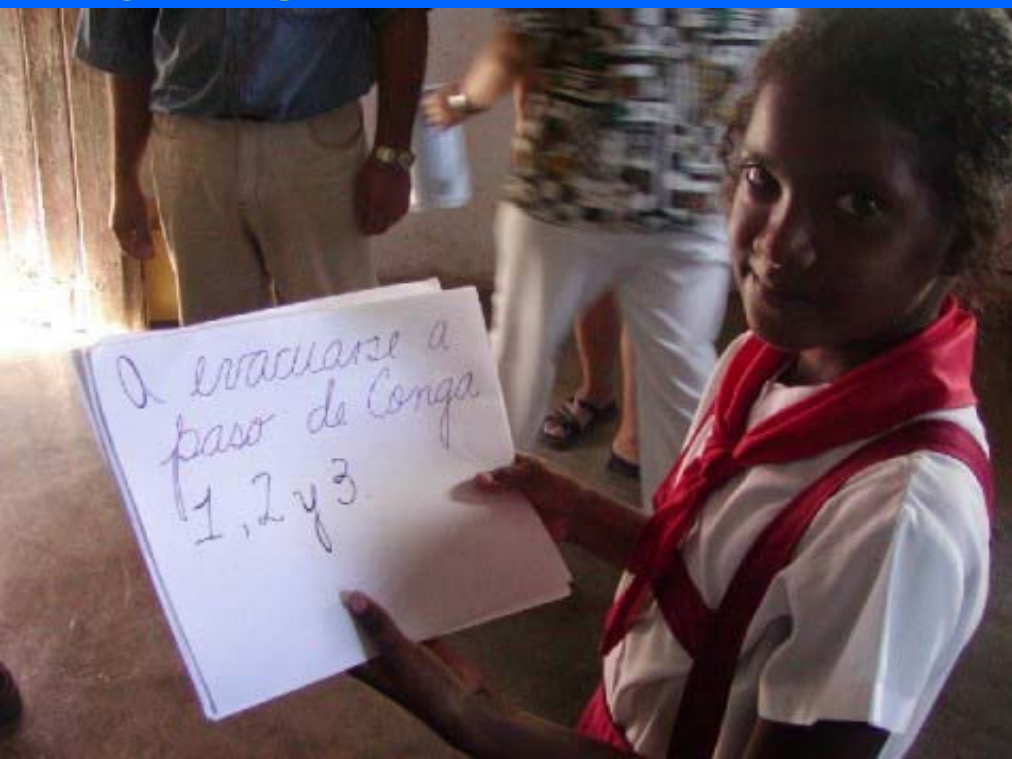
Multirisk

Peer education

Communication campaigns

Outcome

Community motivated to adopt best practice in relation to risks of flooding, earthquakes and forest fires through an educational campaign designed, implemented and evaluated by boys, girls and young people, based on a former KAP study with gender perspective.



Indicators

- 70% of the target population of Holguín and Guantánamo with willingness to adopt improved practices when faced with flooding, earthquakes and forest fires by the end of the project period.
- 90% of the target population of Holguín and Guantánamo effectively change practice in the context of simulation, by the 11th month of the project period.
- 90% of the leader young people and local stakeholders involved in the project are aware about the gender different practices regarding to earthquakes, flooding and forest fires and with an experience of an educational campaign to face them in Holguín and Guantánamo.

Gender

Exploring gender indicators.

- 90% of the young men and young women involved in forestation activities distribute the tasks equitably.
- 90% of the leader young people and local stakeholders involved in the project are aware about the gender different practices regarding to earthquakes, flooding and forest fires and with an experience of an educational campaign to face them in Holguín and Guantánamo.
- The participation of boys and girls in the early warning system brigades is equitable.
- Gender balanced number of brigade leaders in the project.

Permanent gender awareness training for students, partners and stakeholders

Capacities and Vulnerabilities multi-risk analysis



•MULTI-RISK GENDER ROLES

•*Flooding:*

Male: Rescue, leading decision making during an emergency, save house and work belongings.

Female: Responsibilities in evacuation centres: managing, assisting elderly, children and distributing food.

•*Forest fires:*

Male: Volunteers in anti-fire brigades.

GENDER

Capacities and vulnerabilities multi-risks analysis results



Women have lower risk perception of earthquakes due to preparedness education is mostly concentrated in working centres.

Men jump into the river to save belongings and show courage during flooding events

Human related forest fires are mainly caused by men like hunters who throw away lighted cigarettes or don't extinguish fire after or cooking in camping.

Most women do not know how to swim in the area

Most women do not know how to extinguish bonfires.

Most forest guard leaders with responsibility to manage a forest fire are men

GENDER focused communication campaigns and materials

- Flooding campaign addressed to young men between 18 and 40.
- Earthquakes campaign addressed to housewives
- Forest fires campaign addressed to men implemented by forest guards
- All materials were tested by young people with main public targets.
- Posters, leaflets, radio spot, t-shirts, caps.



Communication campaign achievements

- 78% housewives targeted know positive practices during earthquakes
- 85% of targeted men changed their attitude towards jump into the river during flooding
- 98% of school population with positive behavior on earthquakes in a simulation context.
- Partners institutions & students manage IEC and testing techniques to design, implement, monitor and evaluate communication campaigns



Lessons learnt

- Mainstreaming gender from design to final evaluation of the programme.
- Including boys and girls, men and women views in every activity.
- Identifying multi-risk management gender roles.
- **Disasters affect men and women in different ways thus, there are different gender practices.**
- Gender sensitive language in publication, drawings particularly communication campaigns.
- It is important to implement gender awareness training with stakeholders at any time incorporating participatory and game techniques.
- **Decision making of the programme should be gender balanced.**
- Communication campaigns are more effective when gender perspective is included.



Gracias

Thank you

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