

WCDR

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Knowledge, innovation and education: Building a culture of safety
and resilience

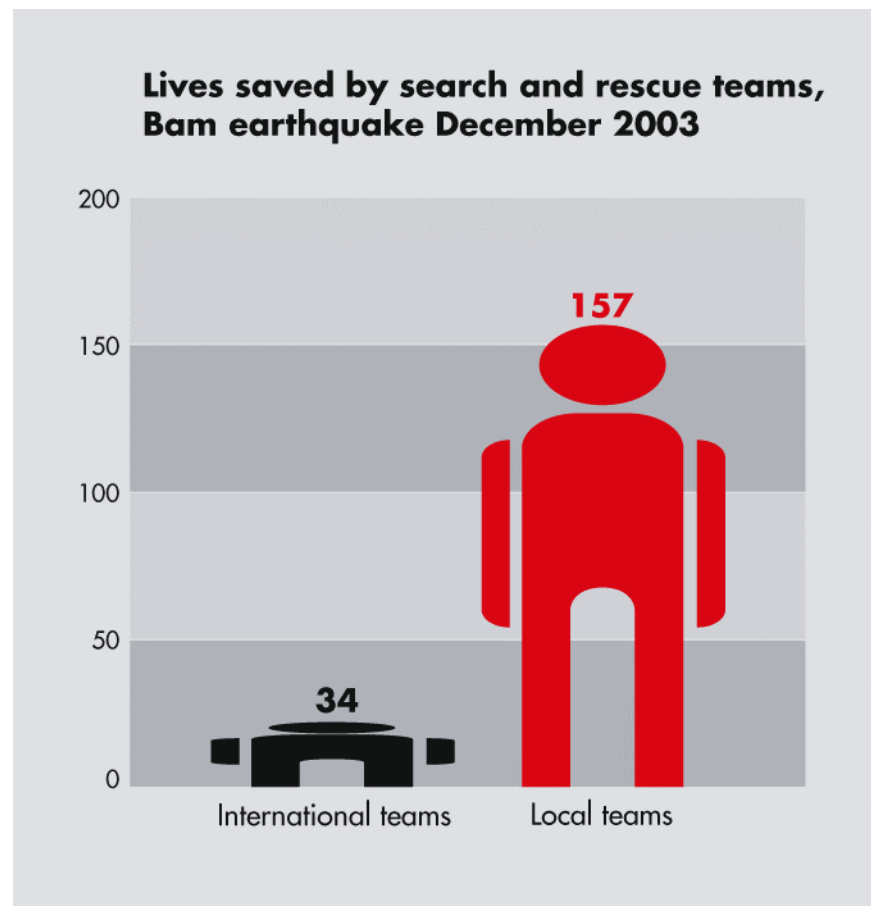
Local level

IFRC

Eva von Oelreich, Head of Disaster Preparedness and Response

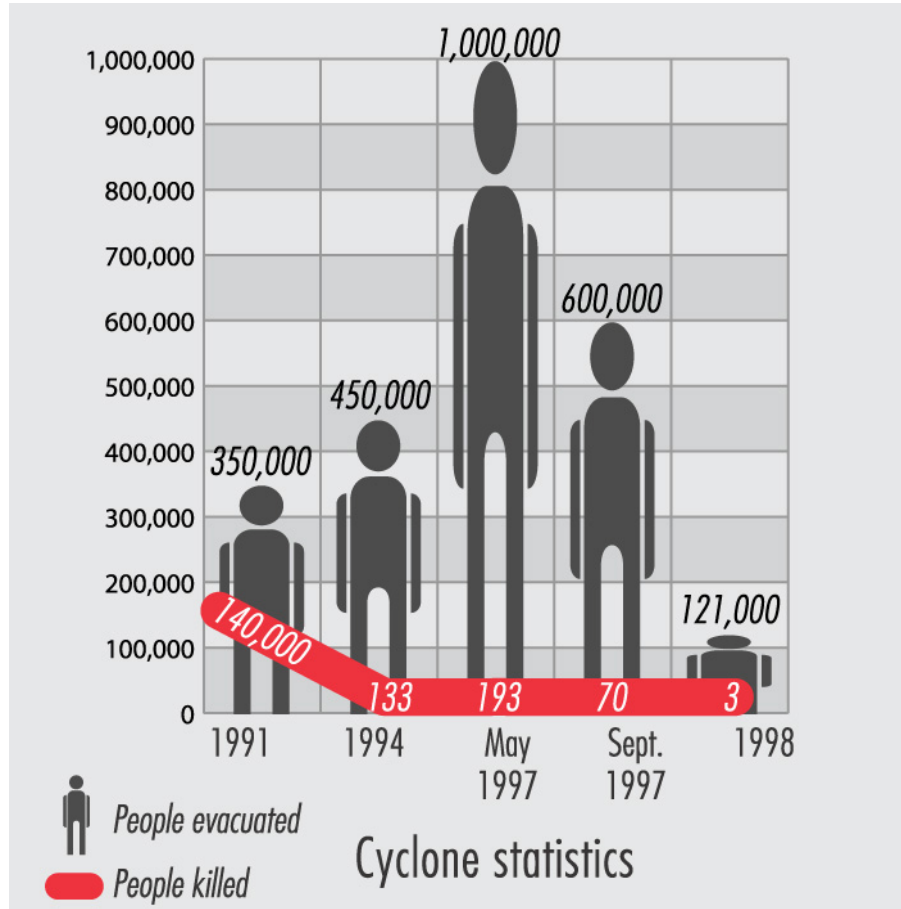
Iran: preparedness and training pay off

- 34 international teams saved 22 lives
- Iranian Red Crescent teams saved 157 lives
- US\$ 50,000: 6-day foreign mission or 2 year's local training?
- **Lesson:** Build on local capacities and courage





Awareness and knowledge





Three pillars:

- Awareness raising
- Advocacy
- Action

In Orissa, India, training is an important part of awareness raising and action.

Vulnerability & capacity assessment

- Multi-stakeholder and inclusive
- People-centred approaches
- Focus groups for children, gender, minorities
- Not only hazard risk
- Simple solutions part of outcome.
- Risks: Islands, false safety, root causes?
- Opportunities: Joint assessment and analysis can lead to coordination, cooperation, partnerships.
- *And* increased awareness and knowledge.

Why community awareness?

- The right to awareness, knowledge and capacity building – leading to a safer environment.
- Successful disaster reduction and management is based on *local* skills and resources
- Avoid top-down only interventions, it is the combination of top-down & bottom-up that works
- Communities at risk are often poorly protected by their governments – local law, policy and support needed!
- Community-led approaches are more likely to be self-sustaining

Conclusions

- VCA useful to raise awareness and work as partners
- Assess local strengths and priorities – not just vulnerabilities and needs
- Build on the resources and resilience found in the community
- Dedicated resources to be allocated
- Good governance essential
- 10 years of rhetoric – time for action
- And: don't forget awareness in the North!

