“Town Watching for Disaster Reduction” for effective and successful risk communication

United Nations World Conference on Disaster Reduction (Kobe, JAPAN)
Thematic Session (Cluster 2):
Effective and Successful Risk Communication
- as an Integral Part of Disaster Risk Management -

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Community Based Hazard Mapping

Local Residents

Communication

Local Government

Experts

Draft Hazard Map

Community Based Hazard Map
Town Watching for Disaster Reduction

Step 0: Learn About Disasters

Step 1: Know Our Town/Field Survey

Step 2: Develop a Map

Step 3: Conduct Group Discussions and Make Presentations
Step 0: Learn About Disasters

- Lectures on disasters in the local community
  - Mechanisms of natural hazards
  - Historical events
  - Causes of local vulnerabilities
  - Countermeasures
  etc.

- Introduction to the Town-Watching concept
  - Objectives
  - Schedules of activities
  - Expected results
Step 1: Know Our Town / Field Survey

- Each group walks around the streets in the local community, looking to identify both **positive** and **negative** features relating to disaster risk management activities.

- Group members make notes and take photographs.
Step 2: Develop a Map

- Group members create a community based hazard map, manually integrating their observations and findings on a large-scale base map.
Step 3: Conduct Group Discussions and Make Presentations

- Group discusses about:
  "What are the potential problems?", 
  "What are the possible countermeasures?", 
  "Who should be responsible for implementing particular countermeasures?"

- Presentations to share the results of the group discussions
Good Practice 1: Town-Watching for Floods in Seoul, Rep. of Korea (Conducted by ADRC with Typhoon Committee)
Good Practice 2:
Disaster Prevention Education Program for Children:
“Exploration for Disaster Prevention”
by General Insurance Association of Japan (GIAJ) and Nippon Volunteer Network Active in Disaster (NVNAD)

◆ GIAJ and NVNAD jointly developed the program in 2003.

◆ This program is designed for elementary school students.

◆ Children can enjoy learning about disaster prevention and risks in daily life.
Summary

The major merits of **Town-Watching** are that people are better able to:

- Develop a concrete image of disaster reduction activities among all stakeholders including government officials, experts, local residents, etc.
- Autonomously identify problems in their own communities
- Share opinions and reach a reasonable social consensus through face-to-face discussions

Activates Risk Communication!
If we know about Tsunami, people can evacuate safely!
Asian Disaster Reduction Center (ADRC)

http://www.adrc.or.jp/