

Promoting sustainable, active community participation in DM

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Overview

- The challenge
 - Creating demand for security
 - Establishing a culture of prevention
- Involving all stakeholders
- Informing the community
- Generating local funding
- Promoting cultural change
- A proposal

The challenge

Current situation

- Short-lived projects
- Isolated efforts
- Carried out by sectors of the community
- Dependent on external funding



No sustainable
Ineffective

What is needed

- Long-term processes
- Inclusive and comprehensive
- Locally funded
- Locally supported



Sustainable
Effective

The challenge

GOAL

Sustainable, effective RM Processes
Everybody's participation

Needs

Demand for security



Triggers start

Well-established
culture of prevention



Ensures continuity, sustainability

How

Value demonstration
Evaluation
"Marketing"
Cost, benefits, clients

Education

Formal
Informal

Involving all stakeholders

The RADIUS Project (IDNDR)

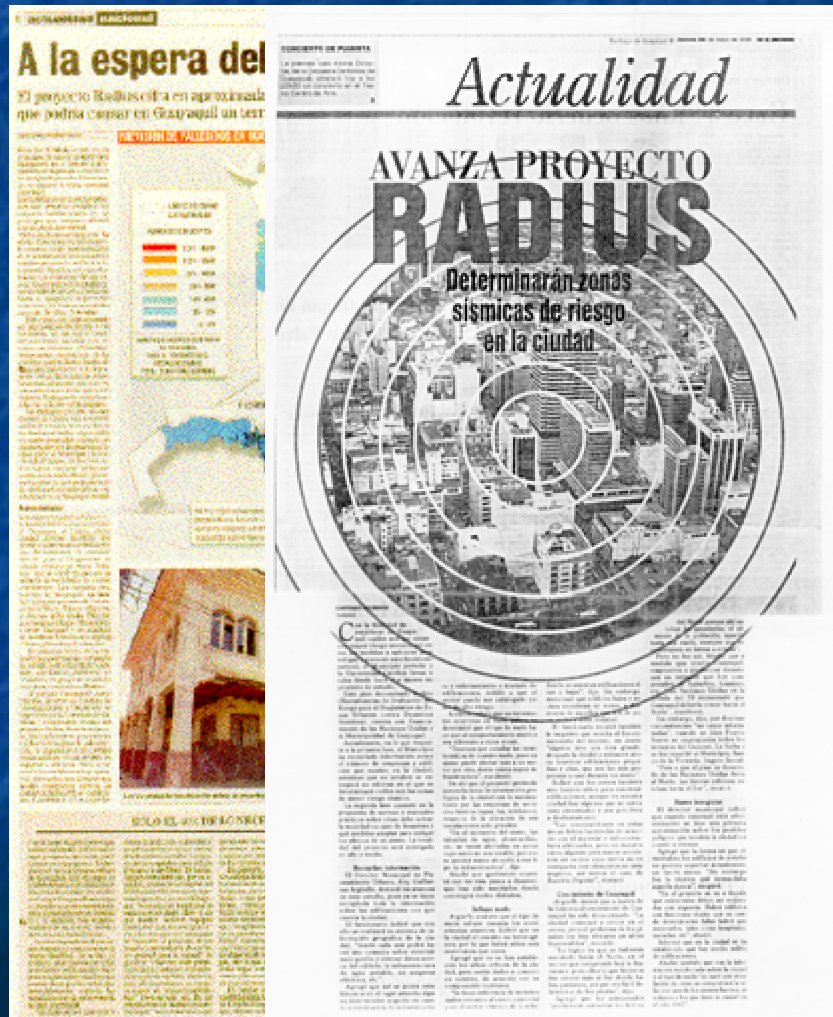
- Seismic scenarios and Risk Reduction Action Plans for 9 cities worldwide (50 institutions, 200 people per city)



RADIUS-TIJUANA Group

- 60 members
- 45 organizations
- 63 regular monthly meetings
- Coordinated RADIUS, GESI, UNESCO-CCT
- Official status as Advisors to the City Council (legislation)

Informing the community



Close collaboration with mass media

Antofagasta

- Municipality hired journalists to write reports
- Coordinated other initiatives (GESI, CCT)
- Became university associate researchers

Tijuana

- There is a regular weekly radio program called RADIUS

Mass media set trends, form opinion

Generating local funding



Masons training in Kathmandu

- Training on seismic resistant construction techniques
- Certification of trained masons
- Visibility and recognition



- Microfinance to help them start construction companies



Create new economic activities whose byproduct is safer communities

Creating a culture of prevention

UNESCO Program for Disaster Reduction in Asia, Latin America, and the Caribbean

■ Short term

- Promote introduction of risk reduction and management in school education

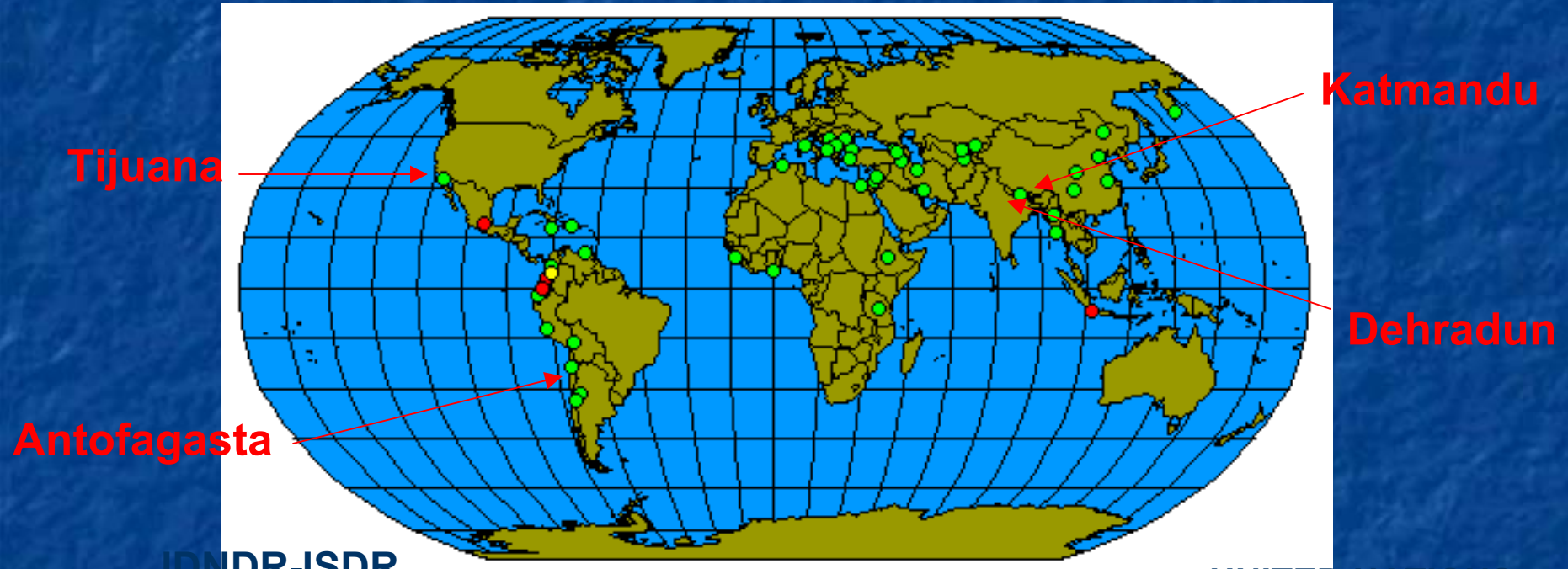
■ Long term

- Establish a culture of prevention and proper planning
- Generate community demand for safety

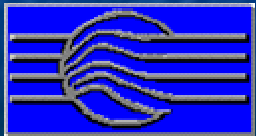
Ensure sustainability of risk reduction processes

Participant cities

RADIUS



IDNDR-ISDR



Building a Culture
of Prevention



A Project of the
International Decade
for Natural Disaster
Reduction (IDNDR)

UNITED NATIONS



Participants

- **Elementary schools – Riskland**
 - Board game developed by UNICEF - ISDR
 - 3 pilot schools in Antofagasta
 - Nepali Version of Riskland
- **High Schools – Building for the Big One**
 - Developed by the Tech Museum of San Jose, CA
 - Schools in Mexico, Nepal, Chile
 - High school (DCP) in San Jose and the Tech Museum

Riskland



LET'S LEARN TO PREVENT DISASTERS ! Antofagasta - Chile

Building for the Big One

Trying different “soil types”



Using a “shaking table” to test the structure

Sharing Experiences



The future

- Extend this pilot program to the entire educational system in each city
- Promote the creation of local museums of technology and disaster mitigation

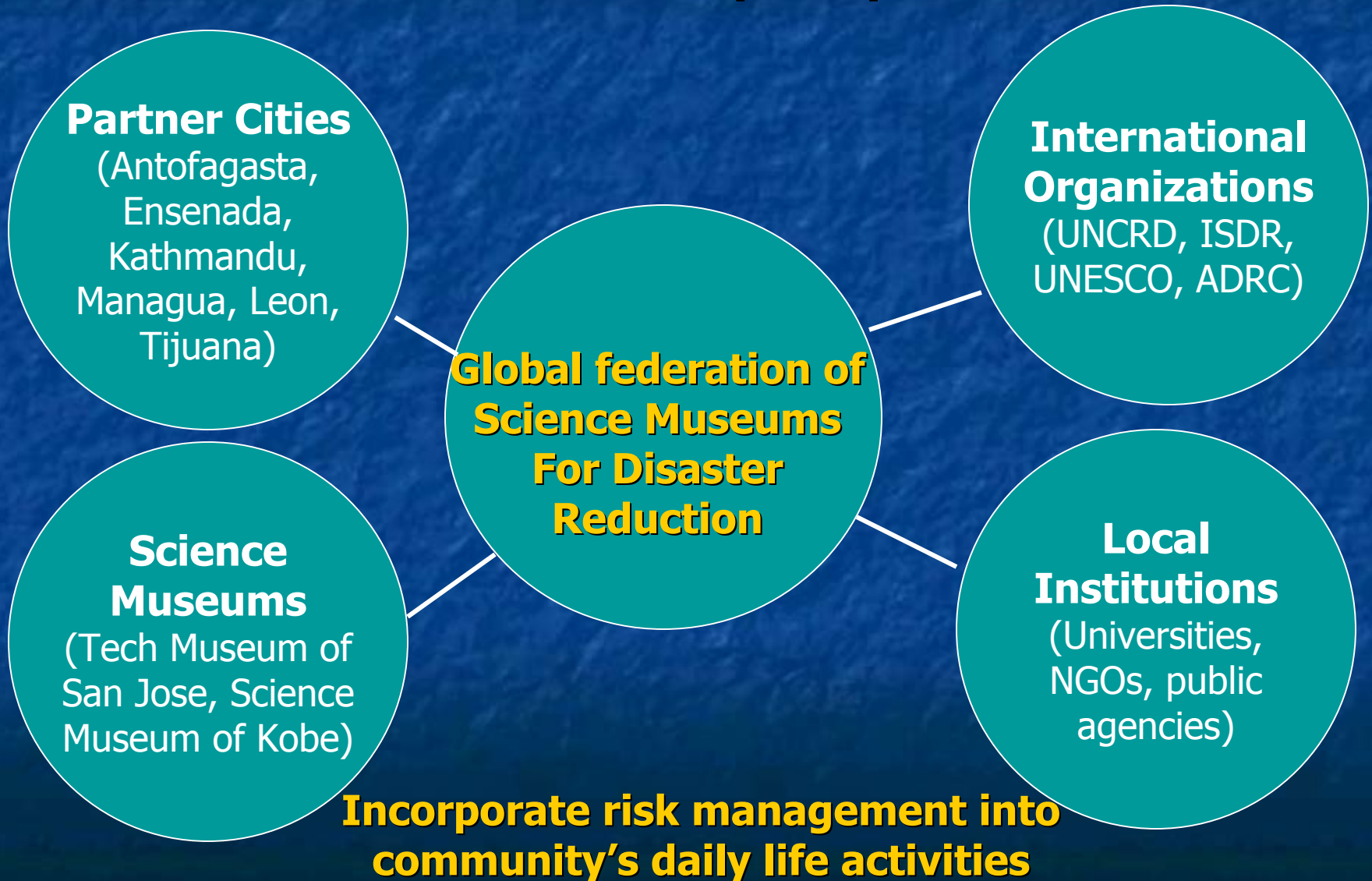


Earthquake Museum of Kathmandu



Technological Museum-Antofagasta

A concrete proposal





Thank you!