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

**What is needed**
- Long-term processes
- Inclusive and comprehensive
- Locally funded
- Locally supported

No sustainable
Ineffective

Sustainable
Effective
The challenge

**GOAL**

Sustainable, effective RM Processes
Everybody’s participation

**Needs**

Demand for security
Triggers start

Value demonstration
Evaluation
“Marketing”
Cost, benefits, clients

Well-established culture of prevention
Ensures continuity, sustainability

**How**

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

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

Building a Culture of Prevention
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

Global federation of Science Museums For Disaster Reduction

Partner Cities
(Antofagasta, Ensenada, Kathmandu, Managua, Leon, Tijuana)

International Organizations
(UNCRD, ISDR, UNESCO, ADRC)

Science Museums
(Tech Museum of San Jose, Science Museum of Kobe)

Local Institutions
( Universities, NGOs, public agencies)

Incorporate risk management into community’s daily life activities