



PREP-4: Outreach or educational activities are held at least 3 times a year

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Introduction

Public outreach and educational activities should be conducted annually in the community

The aim is to educate community residents, businesses, and visitors, with an emphasis on those in the tsunami hazard zone, on tsunami hazards, evacuation routes, how warning information will be received (including natural warnings for regions with a local tsunami threat), safety, and response.

These activities may be multi-hazard as long as they include tsunamis in the content. Three activities should be conducted annually for a given community, where at least one is a community-wide event

Annually conducted activities

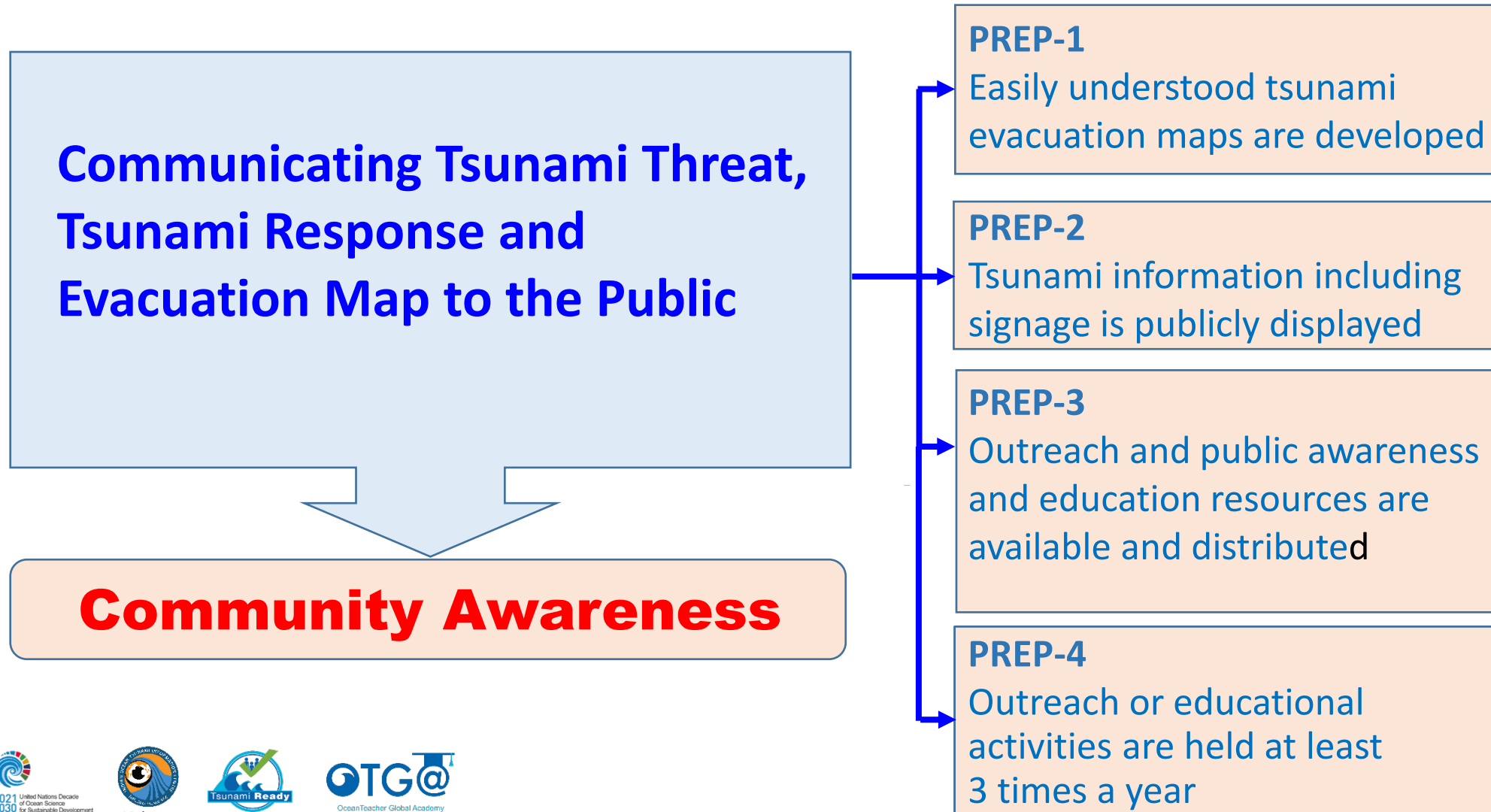
For whom: Community residents, businesses and visitors (living in Tsunami Hazard Zone).

Objective: To educate on:

- tsunami & other hazards,
- evacuation routes,
- how warning information will be received (including natural warnings for regions with a local tsunami threat),
- safety, and response.

How Often: At least **three** per year with at least one a community-wide event

Connections between public information and awareness indicators



Acceptable activities include, but are not limited to:



Leveraging of national, state, and regional **campaigns** through use of **social media**.

Multi-hazard events or presentations.

Booths at community events and county fairs.

Community tsunami safety workshops, **town hall**, or similar public meetings.

Presentations or workshops for **faith-based organizations**, community or civic groups.

Local public safety campaigns, such as “Tsunami Preparedness” **week/month**.

Acceptable activities (continued...)



Media workshops

Local business workshops to help them develop response and business continuity plans

Information for business owners for employee training, outreach, or education that targets high-occupancy businesses in tsunami hazard zones (e.g., hotels, restaurants, fisheries, industrial sites)

Door-to-door safety campaigns targeted to residents and businesses living or working in the community's tsunami hazard zone

Examples of Community Educational Outreach Activities

- Radio Programmes
- Tsunami Smart Campaigns
- Jingles, Songs, Poetry, Drama,
- Puppetry
- Posters, Pamphlets
- Public Service Announcements (PSA's)
- Social Media
- Local Knowledge
- Presentations in Schools
- Presentations in Faith Based Organizations
- Community talks



Town-hall public awareness sessions



Presentations in Schools



Social media messaging



AWARENESS AND PREPARATION

Tsunami Ready is a programme that helps to build resilient communities through awareness and preparation.



IMPROVING PUBLIC SAFETY

Tsunami Ready drills, training and workshops should be carried out in coastal communities to improve the readiness of the public in the event of a tsunami.



Click [here](#) for further examples of social media messaging



Summary of PREP-4

- ✓ Outreach and educational activities are conducted to educate community residents, businesses and visitors on tsunami hazards, evacuation routes, how warning information will be received and what response actions to take
- ✓ There is a large range of activities that qualify for this indicator and new ones can be devised by individual communities. These include social media campaigns, workshops, town hall or similar public meetings; presentations for community, civic and faith-based groups; and local public safety campaigns