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Preparedness Indicators - How to achieve, challenges and solutions

6.4 Outreach, Public Awareness, Education – Types, Target Audience

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PREP-3. Outreach and public awareness and education resources are available and distributed.



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- * Materials should include, where appropriate, tsunami evacuation maps, evacuation routes, safety tips and information about when and how to respond to warnings (including natural warnings for regions with a local tsunami threat).
- * They should be tailored to meet local information needs and be based on location-specific tsunami threats.
- * All schools within the community requesting recognition should receive a copy of the materials.



Outreach methods



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Three or more methods should be used, including:

- Brochures and flyers distributed at public venues and/or bulk mailed to local residents and businesses.
- Comics and boardgames
- Newspaper articles and inserts.
- Public utility/service industry bill safety notices
- Local faith-based and civic organization bulletins/mailings.
- Local radio and television.
- Billboard, roadside, highway or educational signs.
- Historical markers and interpretative signs.
- Websites/Social media.
- Bulk email.



Possible physical locations for distribution of material



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Locations for the distribution of outreach material will depend on the nature of the material, some other examples include:

- **Schools**
- **Visitor centres and local tourist businesses (e.g. restaurants, bars etc)**
- **Hotels, motels and campgrounds**
- **Public libraries**
- **Community centres**
- **Kiosks or information centres (e.g. malls, stores etc)**
- **Childcare centres**
- **Banks**
- **Utility companies**
- **Health centres**
- **Ports of entry**



Important considerations in developing awareness material and campaigns



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- * Local or traditional knowledge: This can be a powerful tool to support scientific knowledge in community preparedness. Although it may be the most effective means in a more traditional or remote community, in general, local traditional knowledge alone will not be enough to ensure an effective response. Additional information on warning systems and evacuation and return arrangements is required.
- * Community needs: To be effective, awareness activities and material should be tailored to the country or area-specific community needs. Factors such as geography, demographics, language, cultural, religious and social orientations should influence the awareness approach. They will present both strengths and opportunities.
- * Coordination and collaboration: Working together among the different agencies involved is essential. Involvement and commitment by all stakeholders will support sustainability.



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* Public policy: A formal tsunami education and awareness programme that is able to sustain itself over political cycles and generations can be highly effective, and may be the only feasible (funded) mitigation for localities where the occurrence of tsunamis is infrequent.


* A multi-faceted approach: The awareness programme should target a variety of formal and informal education, and awareness-building and preparedness activities such as exercises or drills

* Content: Campaigns and material should anticipate and answer the obvious questions of the target audience simply and clearly.

SUNAMI

O FA'AILOILO E TE ONO VAAIA

Savaia Village Tsunami Evacuation Map



Legend

- Tsunami Evacuation Zone
- High Zone
- Orange Zone
- Yellow Zone
- Evacuation Center
- Tsunami Evacuation Sign
- Sea Level
- Evacuation Route
- High
- Savaia Village Boundary
- Local Landmarks

'A MAE'A ONA LULU SE MAFU'IE MALOSI MATU'IA, IA FA'ATELEVAVE ESE LOA I NOFOAGA SAOGALEMU

LAPATAIGA NA LE 'TAU'U'U

FA'ATELEVAVE - If a tsunami warning is issued, you should evacuate immediately. Do not wait for the water to rise. Run to high ground or inland. Do not return to the beach or the sea until you are told to do so.

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TSUNAMI EVACUATION INFORMATION

THINK FEET - WALK TO HIGH GROUND



What is a tsunami?

A tsunami is a series of waves that is generated when a large volume of water is rapidly displaced, usually by a major earthquake. The biggest tsunami that Hawaii's Tsunami Warning Center is able to monitor are major earthquakes.

When can you expect a tsunami?

A tsunami can arrive 10 minutes after a major earthquake. After a major earthquake there may not be time for the authorities to warn you that a tsunami has been triggered. It is important that you know the relevant warning signs and understand what to do. Look for the following signs:

- A strong earthquake that shakes you over or under the beach for more than one minute.
- Strong sea surges, such as the sea receding rapidly, or surging or swelling rapidly from the shoreline.

The sea surging out, or receding, is a warning sign.

What to do when a tsunami is expected

Run to high ground or inland. Do not wait for the water to rise. Run to high ground or inland. Do not return to the beach or the sea until you are told to do so.



BE TSUNAMI SMART!

KNOW THE WARNING SIGNS



IF YOU FEEL a very strong earthquake

SEE the water withdraw an unusual distance

HEAR a strange roar

RUN to higher ground or inland if ANY of these signs occur!

Be Tsunami Smart

Feel • See • Hear

Natural Warning Signs of a Tsunami!

If You Feel a very strong or long earthquake

See a sudden rise or fall of the sea level!

Hear a strange or loud noise from the sea

Run to high ground or inland immediately if ANY of these warning signs occur at the coast.

NO BUMPING
LET US KEEP OUR COMMUNITY CLEAN

BE TSUNAMI SMART

When at the beach, if you:

1 FEEL
STRONG SHAKING...

2 HEAR
A STRANGE ROAR FROM THE SEA...

3 SEE
THE WATER DRAW FAR BACK...

DON'T WAIT! RUN! TO HIGHER GROUND!





www.gd.govt.nz/departments/nadma.html
www.cde.govt.nz
www.werodyssey.org

Tsunamis

1

Antes

Esté siempre preparado(a), un tsunami puede ocurrir en cualquier momento

- a) Prepare un plan familiar de emergencia
- b) Tenga a mano un maletín de seguridad
- c) Conozca las zonas de evacuación y los lugares de Asamblea
- d) Identifique las rutas de evacuación



2

Señales

Esté atento(a) a cualquiera de estas señales

- a) Terremoto muy fuerte (se hace difícil caminar, se caen objetos)
- b) Terremoto de larga duración
- c) Mensaje oficial de la CNE
- d) Cambio repentino en el nivel del mar
- e) Ruido fuerte del mar



3

Terremoto

Protéjase en caso de terremoto

- a) Agáchese
- b) Cúbrase
- c) Agárrese

Evacuación

4

Salga de la zona de evacuación
(En orden de preferencia:)

- a) Vaya a un lugar alto y alejado de la costa
- b) Súbase a un segundo piso o más alto
- c) Súbase a un árbol
- d) Vaya a un lugar de reunión (refugio)
- e) Si hay tiempo, lleve las embarcaciones costa afuera a 100m de profundidad



Regreso

5

Quédese fuera de la zona de evacuación hasta que las autoridades le indiquen que ha pasado el peligro.

Esto puede llevar varias horas



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A simple guide to nine essential items you should pack before a disaster or emergency occurs.

Plan 9

1 Water Done

Bottled water. One gallon per person, per day, for at least 7 days, for drinking and sanitation.

- Keep the water in a cool, dark place and change to a fresh supply every six months.

2 Food Done

Nonperishable food. A supply of at least 7 days of food per person.

- Ready-to-eat canned meat, fruit and vegetables
- Powdered milk and soup
- Crackers, granola, trail mix
- Manual can opener

3 Radio Done

A battery-powered radio for listening to news and weather.

- Consider buying a crank-operated or solar-powered radio.
- Don't forget extra batteries! Buy them in advance in case they're in short supply.

4 Medications Done

Collect at least a month's worth of any prescription medicines you're taking.

- Be sure to note the expiration date so you don't keep them past their date.

5 Clothes Done

Collect one change of clothes and footwear per person.

- Consider packing blankets, rain gear and outerwear in case of inclement weather.
- If you wear glasses, consider packing a spare pair.

6 Flashlight Done

Keep a bright Flashlight in case there's no electric power.

- Consider getting a lantern-style light for hands-free use.
- Don't use candles! They're a fire hazard and are easy to lose track of when the lights come back on.

7 Hygiene Items Done

Just the basics like soap, toilet paper and a toothbrush.

- Moist towelettes can be useful for quick sanitation.

8 First Aid Done

Basics such as antiseptic, gloves, bandages and non-prescription medicines.

- You can buy a pre-made kit at most pharmacies or grocery stores.

9 Cash Done

Enough money (in small bills) to purchase extra food, water or other items, for at least 7 days.

For more information about emergency preparedness, contact some of the following organizations:

Hawaii Department of Health	www.health.hawaii.gov
Hawaii Emergency Management Agency	www.scd.hawaii.gov/emergencyaffairs.htm
Dept. of Emergency Mgmt. (CEM)	www.honolulu.gov/ceem/hnl.html
American Red Cross	www.redcross.org
Centers for Disease Control and Prevention	www.cdc.gov
Federal Emergency Management Agency	www.fema.gov
Department of Homeland Security	www.dhs.gov

HNL.Info STAY INFORMED

Urgent Traffic Bulletins, Emergency Information, Severe Weather Alerts, City Information and much more.

1 **WHAT IS TSUNAMI?**
It is a series of waves in the sea produced by a strong earthquake, landslide or volcanic eruption.

2 **WHEN DOES IT HAPPEN?**
It can occur at any time and arrive in a few minutes to the coast. Tsunamis travel at the speed of a supersonic jet or plane

3 **EFFECT OF A TSUNAMI**
It floods the coast and devastates everything. A tsunami wave can grow up to 10 meters high or even more

SIGNS OF A TSUNAMI

FEEL	SEE	HEAR	RUN!
Strong earthquakes, shake severely or for long time	*A descent of the sea level *A wall of water approaching the coast	An approaching tsunami creates a loud roar.	Get away from the coastal zones and look for the highest areas

TSUNAMI EVACUATION DRILL

STEP 1: Hear a loud sound emitted by simulating a strong earthquake

STEP 2: cover yourself, crouch and hold

STEP 3: Evacuate to the established place

STEP 4: Meet at assembly point

STEP 5: Count

STEP 6: The simulator coordinator will report on the end of the action

Source: COPECO HONDURAS, IOTIC, ITIC, LIPI

FOR YOUR SAFETY !

EARTHQUAKE READY



- Be alert, a strong or long earthquake may trigger a tsunami in short time.
- Move away from beaches and river banks, and seek information on what has happened.

TSUNAMI WARNING READY



- Seek warning information from BMKG on national TV, local radio, or public announcement in your area.
- If there is a sound of siren or other warning dissemination devices, evacuate immediately.

BMKG Warning information provides tsunami THREAT LEVEL for each region

MAJOR WARNING

Highest threat level, **The communities must evacuate !**

WARNING

Medium threat level, but still dangerous ,

The communities must evacuate !

ADVISORY

Low threat level, **The communities must move away from beaches and riverbanks !**

EVACUATION READY



- Upon feeling the earthquake or receiving tsunami warning, evacuate immediately to designated safe locations.
- Follow the evacuation route and signage, if available.
- If you don't know the location of the safe zone, run as far as possible from the coast

WARNING INFORMATION DISPLAY ON NATIONAL TV

Information on the time of origin of the earthquake

Information on the magnitude of the earthquake

Information on the epicenter of the earthquake

Information on the regions with tsunami warning :

- **Red** colour = **MAJOR WARNING** level
- **Orange** colour = **WARNING** level
- **Yellow** colour = **ADVISORY** level

Information on the regions with tsunami warning

Prepare yourself from now !

- **Learn about tsunami and its signs !**
- **Find information from your local government about tsunami evacuation procedures in your area !**
- **Plan with your family on how to respond to a tsunami !**



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PREP-4. Outreach or educational activities are held at least three times a year.



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

* These activities may be multi-hazard as long as they include tsunamis in the content.

* The number of activities required for a given community will be three, where at least one is a community-wide event. The TRB may determine another amount.

- Leveraging of national, state and regional campaigns, including use of social media.
- Multi-hazard events or presentations.
- Booths at community events and fairs.
- Community tsunami safety workshops, town hall or similar public meetings.
- Presentations or workshops for faith-based or cultural organizations, community or civic groups.
- Local public safety campaigns, such as “Tsunami Preparedness” week/month.
- 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.



THANK YOU

Vinaka Vaka Levu

For more information:

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