



Preparedness Indicators - How to achieve, challenges and solutions

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

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Tsunami Ready Indicator

TSUNAMI READY INDICATORS	
I	ASSESSMENT (ASSESS)
1	ASSESS-1. Tsunami hazard zones are mapped and designated.
2	ASSESS-2. The number of people at risk in the tsunami hazard zone is estimated.
3	ASSESS-3. Economic, infrastructural, political, and social resources are identified.
II	PREPAREDNESS (PREP)
4	PREP-1. Easily understood tsunami evacuation maps are approved.
5	PREP-2. Tsunami information including signage is publicly displayed.
6	PREP-3. Outreach and public awareness and education resources are available and distributed.
7	PREP-4. Outreach or educational activities are held at least 3 times a year.
8	PREP-5: A community tsunami exercise is conducted at least every two years.
III	RESPONSE (RESP)
9	RESP-1. A community tsunami emergency response plan is approved.
10	RESP-2. The capacity to manage emergency response operations during a tsunami is in place.
11	RESP-3. Redundant and reliable means to timely receive 24-hour official tsunami alerts are in place.
12	RESP-4. Redundant and reliable means to timely disseminate 24-hour official tsunami alerts to the public are in place.

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

Outreach and public awareness and education resources.

- Materials **should include**, where appropriate, **tsunami evacuation maps**, **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

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

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



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.

Important considerations in developing awareness material and campaigns



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.

Education Materials versus Reality



“.... this must be a false tsunami. There’s no siren. No water receding. We thought this should only be a hoax... what happened was different than what we learned 6 years ago...”

*This was based on tsunami drill exercise where the scenarios is based on tectonic EQ outside the Palu bay This scenario is adopted in the Palu City Contingency plan

A youth group for disaster preparedness that was trained in 2012

Education Materials versus Reality

In the coast of Palu (Pantai Talise) and Tanjung, Donggala, the land collapsed to the sea as the earthquake happened and the water came immediately **no lapse time and no water receding**



"... I was on the quay in Talise Beach, preparing my vendor stall for the Festival, I felt the afternoon EQ (15:00) and I had bad feeling about it, but I decided to stay. As evening EQ (18:00) happened the quay where I was on collapsed, I fell into the sea. I struggled to stay afloat but the wave kept on pulling me down, I felt like I am inside a blender being spin around under water. Until suddenly I was tossed up to the surface and able to hold on to a plank around my neck. I was then drifted to a fallen tree where I can climb. I hold on there until somebody helped me...."

Tsunami Survivor, Kelurahan Tipu, Kecamatan Ulujadi



"...there was no sea water receded, in this area, all the houses just collapsed, sunk into the sea and the water came at the same time..."

Tanjung Batu Village, Donggala



Localized Outreach Resources

2015



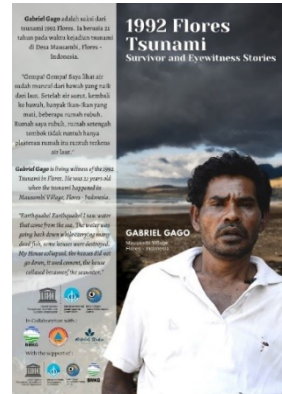
1945 Makran
Tsunami
38 videos

2016



1950 Ambon
Tsunami
28 videos

2018



1992 Flores
Tsunami
45 videos

2019



1994
Banyuwangi
Tsunami
46 videos

2020



Central Sulawesi
Tsunamis (1927,
1938, 1968,
1996, 2018)
30 videos

2021



1996 Biak
Tsunami
60 Videos

2022



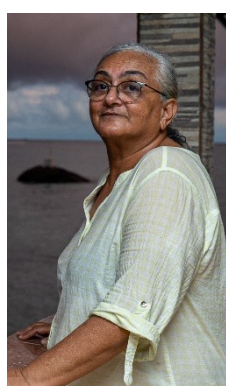
2000 Banggai
Tsunami
72 Videos

2023



1995 Dili
Tsunami
East Timor
37 Videos

2023



2004 Indian
Ocean
Tsunami in
Seychelles
8 Videos

2024



Global Tsunami
Survivors
(Indonesia,
Japan, India,
Sri Lanka,
Chile, Greece
Turkey)
15 videos

2024



1979
Lembata
Tsunami
21 Videos

2024



2004 Indian
Ocean
Tsunami in
Maldives
10 Videos

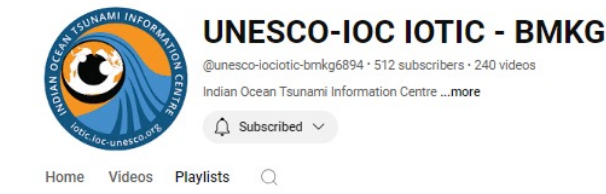
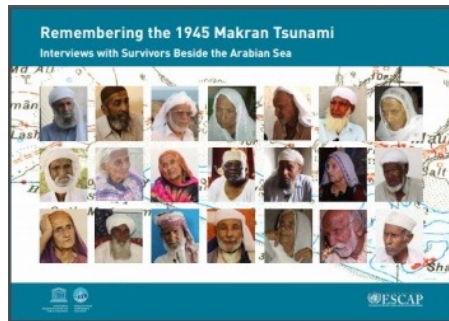
2025



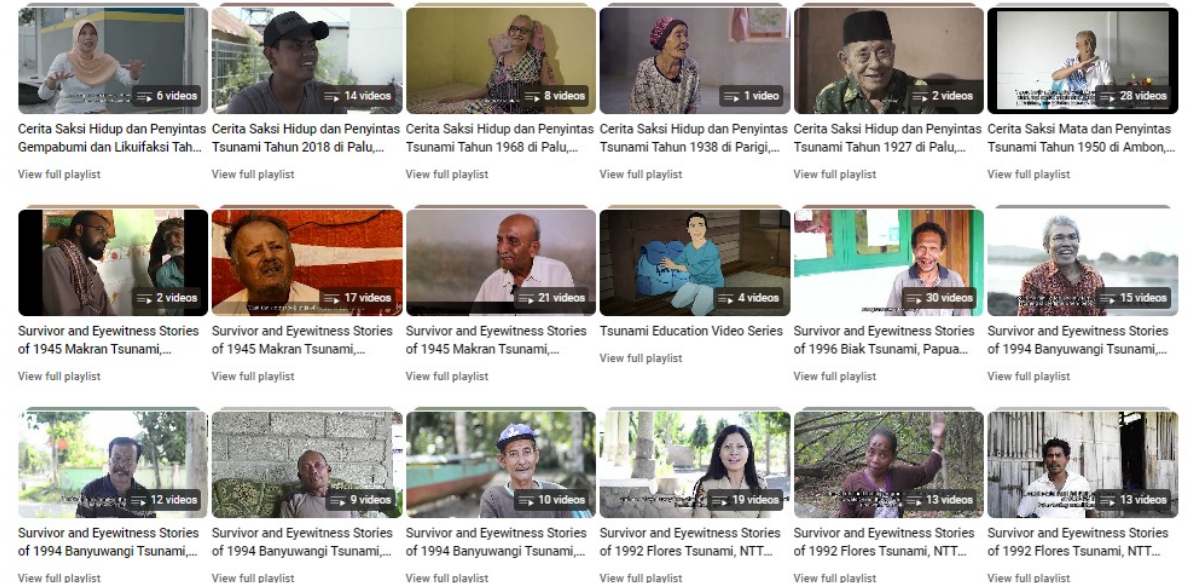
1998
Taliabu
Island
Tsunami
11 Videos

Localized Outreach Resources

Video Documented 421 Stories of Eyewitness and Survivors of Past 16 Tsunamis (290 in YouTube IOTIC 131 in Process)



Created playlists



Localized Outreach Resources

Tsunami Outreach Resource

Based on local and
cultural approach



Localized Outreach Resources

**Outreach
Resource**

**Based on local
context**

Samoa



Posters, Leaflets, etc.

HAWAII STATE DEPARTMENT OF HEALTH

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

Plan 9

1 Water

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

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

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

Collect at least a week'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

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

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

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

- Moist towelettes can be useful for quick sanitation.

8 First Aid

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

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.hawaii-emergency.com
(includes links to neighbor islands)	
Dept. of Emergency Mgmt. (DREM)	www.hawaii.gov/drem.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.ready.gov

HNL.Info

STAY INFORMED

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

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.

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 regions with tsunami warning :

- Red colour = **HIGH THREAT** level
- Orange colour = **WARNING** level
- Yellow colour = **ADVISORY** level

Information on the regions with tsunami warning

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 !

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 !

Empowered lives. Resilient nations.

SIGNS OF A TSUNAMI

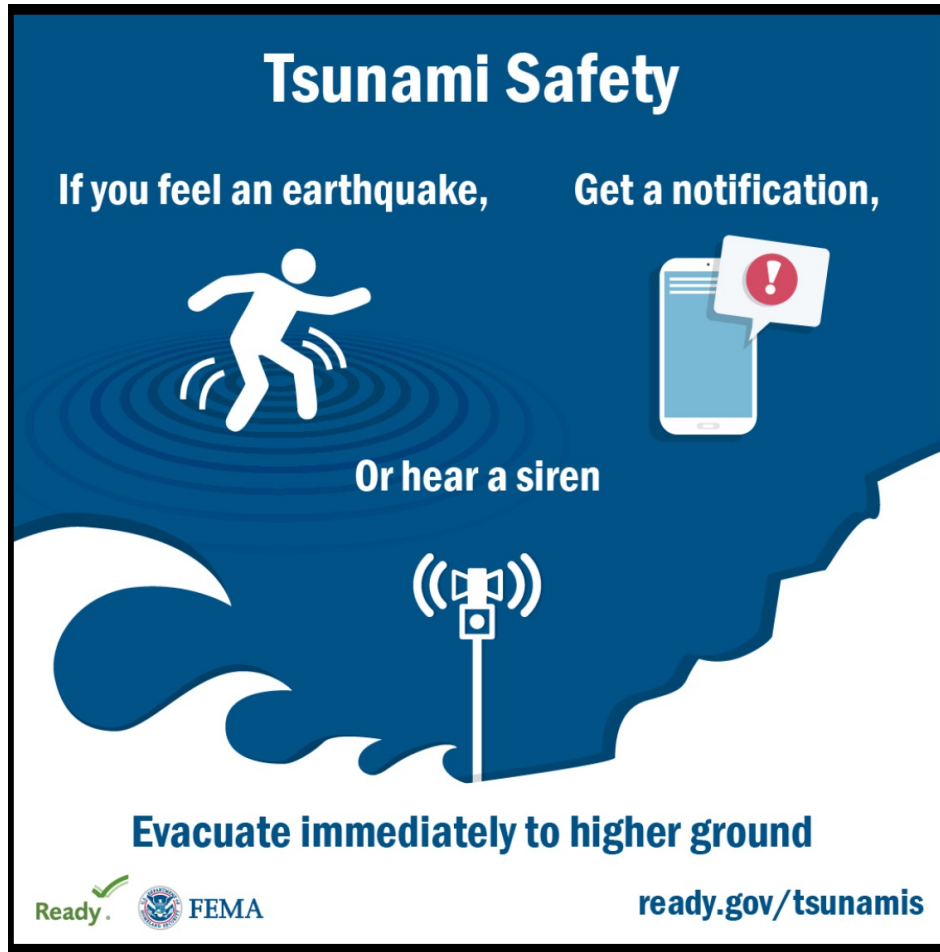
FEEL	SEE	HEAR	RUN!
Strong earthquakes, shake severely or for long time	*A descent of the sea level *A wall of water approaching the coast	An approaching tsunami creates a loud roar.	Get away from the coastal zones and look for the highest areas

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, IOTC, ITC, IPI

Social Media



Instagram

Log In



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

Outreach or educational activities

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.**
-
- 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 Salamat po

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Tsunami Ready Philippines National Workshop

Park Inn North EDSA, Metro Manila, Philippines

8 to 11 December 2025