

## Applications

Interested persons may apply directly, but preferably be nominated by their employers, sponsoring agencies, NGOs and private organizations. Applicants should complete the application form, or apply online at "http://www.adpc.net" or send letter or fax to ADPC that should include the following:

- ❖ Name, address, telephone, fax and e-mail
- ❖ Organizational affiliation
- ❖ Resume, stating job title, present responsibilities and past experience
- ❖ A statement of reasons for attendance
- ❖ How training relates to professional responsibilities
- ❖ Letter of support from employer
- ❖ Confirmation regarding payment of fees by your sponsoring organization

Should you need more information, you may contact ADPC at the addresses given below.

## Contact Addresses

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## Urban Disaster Risk Management (UDRM)

The outcome of Asia's high rate of urbanization has been the expansion of urban populations in geographic areas which are prone to disaster impact. The result is an increased vulnerability of populations and infrastructure. Disaster mitigation measures such as: earthquake and cyclone-resistant buildings and infrastructure; flood and landslide control measures; incorporation of disaster vulnerability into land use planning; and introduction of regulatory measures in industrialized zones, have rarely been attempted in most Asian countries. Activities undertaken by the Asian Urban Disaster Mitigation Program (AUDMP) over a period of eight years, have demonstrated the effectiveness of mitigation measures in reducing natural disaster vulnerability. Demonstration projects in nine countries, information dissemination and networking activities, and the regional training courses on Earthquake Vulnerability Reduction, Flood Risk Mitigation, Technological Risk Reduction and Urban Disaster Mitigation have convincingly brought to light the opportunities for high impact interventions. Local officials in selected cities have positively responded to the initial project activities by way of funding and incorporating disaster vulnerability considerations to their building and zoning regulations.

Currently, a significant demand is apparent for Urban Disaster Risk Management (UDRM), not only in AUDMP target countries but also in other countries of the region. This demand for expansion of UDRM activities has been set to improve response, preparedness capacities, as well as long-term mitigation activities to reduce the vulnerability. As ADPC has been implementing and linking diverse activities throughout the region, it has recognized the importance of enhancing the scope of AUDMP through theme action which is focussed on Urban Risk Disaster Management. This will become a permanent focus area of ADPC for future endeavor. UDRM theme will continue to facilitate interventions for promotion of local and traditional practices, research and technology transfer, replication of best practices, promotion of innovative solutions, development of information products to capture experiences for their dissemination as well as training and capacity-building.

## Asian Disaster Preparedness Center

Established in 1986, ADPC is a leading regional resource center dedicated to disaster reduction. ADPC works with governments, NGOs and communities of the Asia and the Pacific region to strengthen their capacities in disaster preparedness, mitigation and response through training, technical assistance, regional program management, country project demonstration, information sharing and research.

## The Asian Urban Disaster Mitigation Program (AUDMP)

Asia is the most disaster-prone region in the world. With rapidly increasing concentration and population, economic activity, infrastructure and critical facilities, Asian cities present even greater vulnerability to disasters. At least thirteen cities around the world, which are prone to natural hazards, have a population in the 10-25 million range, nine of which are in Asia. The Asian Urban Disaster Mitigation Program (AUDMP) is an eight-year program designed to respond to the need for safer cities. The ultimate goal of the program is to reduce the natural disaster vulnerability of urban populations, infrastructure, lifeline facilities, and shelter in targeted cities in Asia. The program is managed by ADPC with core funding support from the United States Office of Foreign Disaster Assistance (OFDA/USAID). At present, AUDMP covers selected cities in Bangladesh, Cambodia, India, Indonesia, Lao PDR, Nepal, Philippines, Sri Lanka and Vietnam. The Program takes a three-tiered approach, which comprises National Demonstration Projects; Information and Networking; and the Training and Resource Materials and Continuing Education (TRMCE).



Asian Disaster Preparedness Center



First Regional Training Course on

## Disaster Risk Communication

2 - 6 February 2004  
Bangkok, Thailand

under the Asian Urban Disaster Mitigation Program (AUDMP)

# DRC-1

Organized by  
Asian Disaster Preparedness Center  
Bangkok, Thailand

## Training and Education for Urban Disaster Mitigation

Under the Training and Resource Materials and Continuing Education (TRMCE) component, AUDMP has developed five courses on different aspects of urban disaster mitigation. These courses are being delivered by ADPC at the regional and national level in collaboration with selected institutions within partner countries. The course on Disaster Risk Management is one of these courses.

## Training on Disaster Risk Communication

A considerable amount of expenditure in terms of time, effort and actual money is made in the communication aspects of development projects. This communication might be directed at various target audiences, example, the public (i.e. people who may be victims of floods), non-government agencies (i.e. ministries in charge of relief, etc.), non-governmental organizations, and the service sector (i.e. hospitals, etc.).

If the development of these messages is not based on primary and secondary research, the project may not realize its communication objectives effectively.

Similarly, if the development of these messages does not take theory or certain primary communication principles into account, dissemination of awareness may not achieve empathy of stakeholders.

The course therefore attempts to instill theoretical and practical aspects of communication campaigns to build capacity of development workers to achieve more effective awareness dissemination.

## Course Content

- ❖ General introduction to hazards, vulnerability, risk and concept of disaster management
- ❖ Introduction to Social Marketing
- ❖ Introduction to Integrated Marketing Communication
- ❖ Theories of Behaviour
- ❖ Primary and Secondary Research Methods
- ❖ Situation analysis (including target audiences analysis)
- ❖ Message Strategy Development
- ❖ Message Tactics
- ❖ Copywriting and Design
- ❖ Media Planning
- ❖ Campaign Evaluation

## Expected Outcomes

At the end of the course, the participant is expected to gain:

- ❖ Ability to conduct basic primary and secondary research to inform each aspect of the communication plan
- ❖ Ability to create effective messages for appropriate audiences using relevant media
- ❖ Ability to evaluate the communication campaign
- ❖ Knowledge on the efficient use of time and resources
- ❖ Know-how for effective implementation of campaigns

## Course Fee

The course fee is US\$1,000 per participant. The fee is inclusive of the costs of training materials. Payment may be made either by money transfer/international demand draft (DD) in advance or by cash at the registration desk during the training period. Preferred mode of payment should be confirmed.

## Participants

### Primary Target

This course is particularly useful to members of governmental and non-governmental organizations (NGOs) who work on the communication aspects of development projects.

### Secondary Target

Members of other development-oriented organizations and institutions who may not be directly involved in creating communication messages but work with NGOs and other message-makers such as advertising agencies and the like, are also welcome to participate. This secondary target group includes government agencies, policy-making and recommending organizations, community networks and associations, and educational institutions.

## Language Requirements

All training materials are presented in English. It is essential that participants are fully conversant in English language.

## Scholarships

A limited number of partial scholarships maybe available to deserving candidates from national government organizations or national NGOs paying from their own budget.

### For sponsoring organizations:

Send five learners to the course and enjoy the privilege of sending a sixth member, with a full course fee waived.

## Accommodation

All participants will stay at the Asian Institute of Technology (AIT) Conference Center. The room rate for a single accommodation is about US \$23 per night and US \$13 per person for a shared accommodation. Prices may change depending on the currency exchange rate for that period.

Participants who would prefer to stay in a single room should inform ADPC in advance so that reservations can be made accordingly.

## Resource Persons

Resource persons are selected experts from international organizations, educational and research institutions, national and local governments, and ADPC.