

Guidelines

Safer Cities

Case studies on mitigating
disasters in Asia and the Pacific

January 2002

under the

Asian Urban Disaster Mitigation Program



Asian Disaster Preparedness Center



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The Asian Urban Disaster Mitigation Program (AUDMP) is the first of a growing number of regional programs implemented by ADPC. The AUDMP started in 1995 with core funding from USAID's Office of Foreign Disaster Assistance (OFDA) until 2003. The program was developed with the recognition of increased disaster vulnerability of urban populations, infrastructure, critical facilities and shelter in Asian cities. In an environment where good governance and decentralization are high in most countries' political agenda, AUDMP aims to demonstrate the importance of and strategic approaches to urban disaster mitigation as part of the urban development planning process in targeted cities of Asia.

AUDMP supports this demonstration by building the capacity of local authorities, national governments, non-government organizations, businesses and others responsible for establishing public and private sector mechanisms for urban disaster mitigation as part of city management. AUDMP also facilitates knowledge sharing and dialogue between the key stakeholders to promote replication of the AUDMP approaches to other cities and countries worldwide. Currently, the AUDMP approaches have been introduced and sustained by national partner institutions in targeted cities of Bangladesh, Cambodia, India, Indonesia, Lao PDR, Nepal, Philippines, Sri Lanka, Thailand and Vietnam.

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Introduction

Safer Cities is a series of case studies that illustrate how people, communities, cities, governments and businesses have been able to make cities safer before disasters strike. The series is designed to provide decision-makers, planners, city and community leaders and trainers with an array of proven ideas, tools, policy options and strategies for urban disaster mitigation derived from analyses of real-life experiences, good practices and lessons learned in Asia and the Pacific.

The guidelines found here provide basic instructions on how to develop a case study material into a publication under the Safer Cities series. It is a direct help to information specialists, editors, designers and layout artists aiming to produce learning resources that are informative, readable, organized and consistent in terms of key contents, style, format and packaging. As such, the pointers drawn are classified into three categories: (i) editing; (ii) format and layout; and (iii) categorization and packaging of case studies series.

The outlined suggestions are heavily based on *Safer Cities 1: Community-based Initiatives in Kathmandu Valley*, a case study developed under the direction of the Asian Urban Disaster Mitigation Program (AUDMP) of ADPC. Other programs of ADPC as well as other organizations can adapt these guidelines with some modifications to suit their needs.

I. Editing guidelines

A. Key contents of the case study

Organize or re-structure the case study to contain the following:

- Title and subtitle
- Abstract
- Short table of sections
- Lead paragraph
- Introduction
- Main sections and sub-sections (body)
- Lessons learned/questions to ask
- Further references
- Acknowledgement
- Project information and partners
- Graphic elements
(photographs, captions, pull-quotes, maps, diagrams, icons)
- Publication and publisher information

- **Title and subtitle:** Provide the case study with a subtitle that will give more details in addition to that found in the title.

e.g., Case study title – Community-based initiatives
in Kathmandu Valley
Case subtitle – *Pioneers in earthquake mitigation
and preparedness*

- **Abstract:** Present the whole case study in an abridged version.
- **Short table of sections:** Under the heading “The inside story,” list the main sections and the page where they first appear.
- **Lead paragraph:** Expose an angle of the case study that will encourage readers to learn more about it. Make sure the information does not repeat that found in the introduction.
- **Introduction:** Ensure that readers are informed of the significance, objectives and contents of what they are about to read and how this information is organized into sections.
- **Main sections and sub-sections:** For each section, give a title and a subtitle that capture the essence of the activities and processes covered.

e.g., Section title – Highlight1: Municipal Ward 34, KMC
Section subtitle – *A community initiates disaster management initiatives*

Break the paragraphs with sub-section headings to improve readability of the material. Short sentences in active voice are recommended.

e.g., Sub-section heading – Volunteers develop hazard map

- **Lessons learned/questions to ask:** Outline the lessons and questions that need to be considered in order to carry out good practices and avoid repeating mistakes based on the case at hand. It is important to draw attention to successes as well as problems, but for the latter, do so without offending anyone and, where possible, focus on ways in which the problems were resolved.
- **Further references:** Check the proper citation of other case studies within the Safer Cities series, reading materials, organizations and people who could serve as relevant resources. For example,

ADPC Safer Cities 2: School Earthquake Safety Program, April 2002.

ADPC Community-Based Disaster Management Course Curriculum (including Trainer's Guide, Coordinator's Guide, Participant's Workbook and Reading Materials).

ADPC Information Resources on Community-Based Disaster Management (CD-ROM), September 2001.

Maskrey, A., 1989, Disaster Mitigation: A Community-Based Approach, Development Guidelines, No. 3, Oxfam, United Kingdom.

- **Acknowledgement:** See to it that the main people who helped in developing the case study are cited. At the end, cite the name of the author, editor and designer (or layout artist) of the publication.
- **Project information and partners:** Give a background of the project that is being covered by the case study (e.g., objectives, period and area coverage and so on). Include collaborating organizations as well as funding agencies of the project. Mention contact details and logos of the implementing organizations.
- **Graphic elements:**

Photos. Select dynamic photos – those that show people in action or illustrate a point. Provide equally dynamic captions – those that provide information other than what is seen in the photograph. Some photographs may need cropping or color adjustments for the purposes of

publication. If possible, the original photos should be made available for printing.

Maps and diagrams. Choose simple maps with readable text. (This may require one to brush up the map with the aid of software.) If possible, add graphics (e.g., arrows) to show a section that is supposed to be highlighted by a map. Similarly, improve the presentation of diagrams whenever needed. Cite the sources of maps and diagrams used.

Icons and logos. Aside from the standard set of icons, design an icon identity that will reflect the totality of the case study. This could be used as part of the section dividers or as fillers. More importantly, this will give a graphic identity to the case in consideration. Original printout of organization logos should be made available.

Pull-quotes. Include and highlight quotes in every case study. This gives a more personal touch to the case study.

- **Publication and publisher information:** Refer to the attached rough sample layout to see the publication information (Safer Cities, page 3) as well as the publisher information (AUDMP, ADPC, last page) that must be included. Contents of these sections will remain the same in all case studies.

B. Style guide

Produce a **style sheet** for every case study. This sheet should reflect the conventions used in spelling, hyphenation, capitalization, numbering, abbreviations, and so forth. Previous style sheets should be consulted to ensure consistency among publications. The style sheets from all case studies may be integrated later to produce a general style sheet for the Safer Cities series. A sample style sheet follows:

Safer Cities 1 Style Sheet

ABCD	EFGH	IJKL
awareness raising (n.) awareness-raising (adj.) community-based Community-Based	earthquake-resistant Gorkha Government (proper n.) government (imp. n.)	Lalitpur Sub-Metropolitan City
MNOP	QRST	UVWXYZ
NRs.3,000 per cent	southeast	Ward 8 Ward 34
Abbrev.	Numbers	Others
NSET NRs. USD CBO DMC	Four (one to ten) 23,000 USD653 11-16 August 1998	Titles, subtitles and headings in sentence case (only first word is capitalized)

II. Format and layout guidelines

- Make the layout fit into **multiples of four pages**. The full-color publication has facing pages (back-to-back printing). A rough sample layout is shown in the attachment. For more details, refer to *Safer Cities 1: Community-based initiatives in Kathmandu Valley*. An electronic template for an eight-page layout in Adobe PageMaker 6.5 is available from ADPC upon request.
- Number the case studies based on **publication dates**. (e.g., *Safer Cities 1*, *Safer Cities 2* and so forth). This number is reflected on the top right corner of the first page. The publication date is placed on the bottom right corner (before the page number) of the same page.
- Place the odd **page numbers** on the bottom right corner of the pages starting from page 3 and the even page numbers on the bottom left corners.
- Prepare the layout in **three columns**. Left and right margins are 10 mm wide. Each column is 60 mm wide with a 5-mm distance between columns. The lead paragraph spans two columns. The case study title and subtitle as well as section titles and subtitles span three columns. Sub-section headings and other text elements span one column only. Graphic elements and other boxed sections may span one up to three columns. Between columns, text is aligned at the top and at the bottom.

- “**Justify**” text so that a smooth edge is found for both left and right sides of a body of text. The case study title and subtitle are center aligned. All other headings are left aligned.
- Use the “**drop cap**” feature for the lead paragraph and for the first paragraph of each main section. In these cases, drop two lines. For example:

The School Earthquake Safety Program (SESP) began as a simple retrofit program after KVERMP conducted a detailed vulnerability assessment of 643 public schools in Kathmandu. Subsequently, selections were made. . .

- Place these sections in the following **fixed positions**:





Page	Section	Location
1	Masthead	Top
	Collage, Abstract, The inside story	Right-most column
3	Safer Cities	Bottom
Last	Further references and Acknowledgement	Top
	Project information and partners	Middle
	AUDMP	Bottom
	ADPC	




- Use the following **font types and sizes**:

Element	Font type	Size	Color
Series no.	Avant garde	45	Paper
Page no.	Avant garde	11	Black
Date of publication	Arial italicized	8	Black
Title	Arial	18	In color
Subtitle	Arial	14	In color
Lead paragraph	Arial bold	10	Black
Introductory paragraph	Arial	10	Black
Section title	Arial bold	12	In color
Section subtitle	Arial italicized	10	In color
Sub-section heading	Arial	9	Black
Body	Arial	9	Black
Photo captions	Arial bold	8	Black
Lessons learned heading	Arial bold	10	Paper
Lessons learned body	Arial bold/normal	9	Black

Pull-quote	Arial bold/normal	10	In color
Further references and acknowledgement section	Arial	8	In color; black
Project information	Arial italicized	8	In color; black
Project partners	Arial	8	In color; black

- Use the following **icons** for these parts of the layout:

Part	Icon description
Lessons learned	Light bulb 
Further references	Books and people  
Section titles	Case study graphic identity. e.g., 

- Use **bullets** that reflect what a certain list is about. For example:
 -  Contents
 -  Lessons learned/issues to consider
 -  Hazards
- Make sure that the **graphic elements** are located closest to the referring or related body of text. If needed, add a reference to the text (e.g., *see map below*).
- Enclose maps and photos together with their captions within colored **frames**. Place lessons learned inside **shaded boxes** with borders. Place pull-quotes inside unframed **ovals** and position between columns.
- Incorporate the **logos** of all partner institutions (e.g., NSET, GHI, USAID and so on). The ADPC logo appears on the masthead (upper left corner) and at the last page (lower left corner). The ADPC logo with a red line appears on all even pages (lower left corner) The AUDMP logo appears on the masthead below the ADPC logo and at the last page (in the section where AUDMP information is given).
- Put the **publication name and number** followed by the acronym AUDMP (e.g., *Safer Cities 1, AUDMP*) on all odd-numbered pages (bottom right)

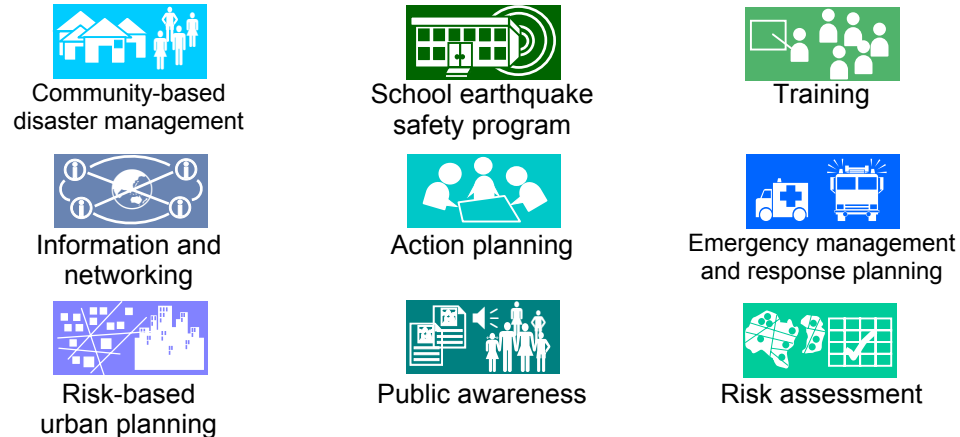
corner before the page number) starting from page 3 and at the last page (bottom right corner before the page number).

III. Categorization and packaging of the case studies series

- Implement the color codes for the case studies according to themes:

Theme	Color	RGB code
Community-based disaster management	Aqua blue	0-204-255
School earthquake safety program	Dark green	0-102-0
Training	Light green	80-179-107
Information and networking	Blue-gray	105-131-178
Action planning	Aqua	51-204-204
Emergency management and response planning	Royal blue	0-102-255
Public awareness	Teal	0-128-128
Risk-based urban planning	Periwinkle	129-129-255
Risk assessment	Green	0-204-153

- In addition to the above color codes, mark each case study with the following suggested icons. The icon is placed on the top right corner of the first page along with the name of the country covered by the case study.



- Develop a packet cover (folder) that will contain all the case studies. Dividers will separate the case studies by theme. A summary page for each theme will be prepared as well.