

REVIEW OF TRAINING AND PUBLIC AWARENESS MATERIALS

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INTRODUCTION

The DIPECHO Second Year Action Plan for South East Asia in partnership with the Asian Disaster Preparedness Center provides technical support for regional information exchange, networking and capacity building for DIPECHO target countries -- Cambodia, Indonesia, Lao PDR, Philippines and Vietnam.

Under the Partnerships for Disaster Reduction-Southeast Asia (PDR-SEA) project, four integrated components were designed. Components 1 and 2 focus on networking and information exchange while Components 3 and 4 focus on the capacity building process, particularly on community based disaster management (CBDM).

Database of Training and Public Awareness Materials

The Sub-component 3.1 of the project has the objective to identify the range of training and public awareness materials in the region. From the collection and database from 2 of the DIPECHO target countries, an initial guide for the development, dissemination and utilization of training and public awareness materials shall be developed.

The Philippines has been selected as one of the countries which has produced a significant amount of training and public awareness materials where the collection, collation into database, and review will be undertaken for preliminary analysis towards the formulation of such a guide.

Agencies and Organizations Covered

Sub-component 3.1 of the PDR-SEA project calls for the collection and review of training and public awareness materials from 3 to 5 institutions in the Philippines. This study covered most of the government agencies and NGOs interviewed for the piloting of training needs analysis in disaster management (Sub-component 3.2 of the PDR-SEA project).

Training manuals and handouts, brochures, pamphlets, comics and posters and other public awareness campaign materials were collected from 4 government agencies and 4 NGOs. Government agencies covered in the database of materials are Office of Civil Defense, Philippine Atmospheric, Geophysical and Astronomical Services Administration, Philippine Institute of Volcanology and Seismology, and Department of Social Welfare and Development. Some disaster preparedness materials from 3 other government agencies -- the Department of Interior & Local Government, the Department of Environment & Natural Resources and the

Department of Agriculture – have been included in the database although they have not been covered in brief interviews regarding these.

The NGOs included in the database of materials are Philippine National Red Cross, Organizing for Rural Development, Citizens' Disaster Response Center, and Center for Disaster Preparedness.

Since the end result of capability building and public awareness campaigns in disaster management is the building of resilient communities, the critique and comments of a people's organization, Buklod Tao, were also solicited. Members and leaders of the Federation of Disaster Volunteers of Barangays. Kristong Hari, Kalusugan, Paligsahan and Roxas (organized by the Quezon City Social Services Department) gave some general comments on the availability and quality of educational materials on disaster management in their communities.

Training & Public Awareness Materials Review Process

1. Collection of training and public awareness materials with a brief orientation on purpose and mechanics of production and dissemination. This was synchronized with the interviews conducted in connection with the study on piloting of training needs analysis in disaster management in the Philippines. Some materials were photocopied from originals when copies were no longer readily available. Materials in English and in Filipino have been included in the database.

Please refer to Annex 1 for the schedule of interviews and collection of materials.

2. Review and summarization into database. Review was based on visual, verbal and communicative criteria.
3. Critique and comments from community organizations on the training and public awareness materials.
4. Integration and recommendation for guide in the development, dissemination and utilization of training and public awareness materials. From the review of educational materials using visual literacy and design concepts, some recommendations for the development, dissemination and utilization of training and public awareness materials are proposed.
5. Submission of report to participating agencies and validation
6. Finalization of report

REVIEW CRITERIA

To have an objective basis for analysis of the content and form of the educational materials, visual, verbal and communicative criteria are used. A key consideration (after of course making sure that the public awareness materials are available) is effectiveness in bringing across the message of disaster preparedness and risk reduction to the target audiences.

The educational materials should be able to engage its audience for the acquisition and/or change in knowledge, skill and constructive attitude for disaster preparedness and risk reduction to happen. Meaning, the training and public awareness materials should not only give or present information, but should help its target audiences change behaviour in their progression towards safety and sustainable development.

Although rather technical in nature, the review criteria are helpful towards the end result to come up with a recommended guide for the development, dissemination and utilization of training and public awareness materials. To get the community perspective (who are ultimately the end users, main actors, and beneficiaries of any disaster preparedness and risk reduction efforts and activities) comments and critique on the content and form of the various materials have also been solicited.

The visual literacy criteria have been adapted and modified from checklists from Instructional Media & Technologies for Learning by Heinich Robert and Michael Moland et al and basic design concepts. Please refer to Annex 2 for the base checklists.

Visual criteria include elements (alignment, shape, balance, style, colour scheme, colour appeal, cover art, and panelling [mainly for comics]) and arrangement. Verbal criteria considered font (lettering style, size spacing, and colour) and message (pedagogic/educational content and delivery of content). Communicative criteria include call to action and use of interactive activities.

Visual Criteria

Elements

1. Alignment - positioning the primary visual elements within a display to show a clear visual relationship. This way, viewers expend little effort in making sense of what they are seeing and are free to concentrate on understanding the message.
2. Shape - pattern followed by elements to attract and focus attention as effortlessly as possible. Simple geometric figures such as circles, squares or triangles provide a convenient framework because these shapes are predictable.

3. Balance - a psychological sense of equilibrium achieved when “weight” of elements in a display is equally distributed on each side of an axis (either horizontally or vertically)
4. Style - appropriateness of visuals and lettering to the target audience
5. Colour scheme - the harmony of colours monochromatic, complementary (far from each other or almost opposite in the colour wheel) , analogous (near each other in the colour wheel)
6. Colour Appeal – awareness of warm and cool colours, the emotions attached to them, and the overall impact of the use of the colours
7. Cover Art - ability of the cover page of a book or pamphlet to draw a reader into the book.
8. Panelling (for comics) – how well the story is told when it is broken down into panels of sequential art.

Arrangement

1. Proximity – putting related elements together and moving unrelated elements apart
2. Directionals – devices used to direct attention (e.g. arrows)
3. Figure-ground contrast – dark figures show up best on light grounds and vice versa
4. Consistency – consistency in arranging the visual elements. As viewers go through a series of images, they begin to form a set of rules about where and how the information will be presented. The more often the arrangement conforms to these rules, the more viewers trust the rules.

Verbal Criteria

Font

1. Lettering Style - consistency and harmony of lettering style in relation to other elements of the visual¹

¹ Although Heinich & Moland et al recommend the use of serif font for printed materials and sans serif for projected materials, this study takes the current viewpoint in advertising and design that sans serif is more easily read and subsequently understood by target audiences.

2. Size and Spacing - legibility: 1) Capitals for best legibility; use of lower case letters; adding capitals where only normally required; 2) Size – letters must be legible at a distance at which the material is meant to be viewed; 3) Spacing – prescribed spacing for maximum legibility is one half of the letter height
3. Colour – colour of lettering must contrast well with the background

Message

1. Pedagogic/educational content - the value of what the material is teaching for disaster preparedness and risk reduction
2. Delivery of Content - the effectiveness of the material in delivering its content

Communicative Criteria

1. Call to Action - Does the material have a specific thing it wants the reader/viewer to do?
2. Interactive Activities - Does the material provide activities to enrich the reader/viewer's understanding of the topic?

CONTRIBUTING TO CAPABILITY BUILDING AND PUBLIC AWARENESS IN DISASTER MANAGEMENT

The International Decade for Natural Disaster Reduction (IDNDR) spurred a lot of public information and awareness activities on disasters and disaster management. The motivation and imperative for disaster reduction within the sustainable development framework has continued on into the 21st century since annual disaster incidence and loss continue to increase.

Training and education are key elements in creating a culture of prevention and risk reduction through opportunities to fill in gaps or facilitate change in knowledge, skills and constructive attitudes. The direction is clearly towards the building of resilient communities.

In many instances, the necessary knowledge and skills for disaster reduction are available. The challenge is how to bring these to the local and community level and to optimise the resources and actions of all stakeholders and actors at all levels of the disaster management system.

National Disaster Coordinating Council and Office of Civil Defense

The Disaster Coordinating Councils (DCCs) at various levels (national, regional, provincial, municipal/ city, barangay [village]) are inter-agency, multi-sectoral bodies for planning, monitoring and coordinating the direct implementation of programs and projects relative to disaster management in the Philippines.

The National Disaster Coordinating Council (NDCC) is the highest policymaking, coordinating & supervising body at the national level for disaster management. The NDCC is chaired by the Secretary of National Defense and has for its members almost all the cabinet members and the Secretary-General of the Philippine National Red Cross. The Administrator of the Office of Civil Defense (OCD) is the Executive Officer of the NDCC.

The NDCC is replicated at the regional and local levels. They function substantially like the NDCC, except that they operate and utilize their own resources at their respective levels. The RDCCs and the local DCCs constitute the core of the Philippine disaster management system and it is at this level that emergency is most felt and needed. It is also at this level that the bulk of protection, rescue, evacuation, relief and rehabilitation operations are launched and carried out.

The DCCs are expected to embark on proactive activities such as dissemination of information on natural disasters and disaster preparedness, identification of evacuation centers, upgrading of facilities of identified evacuation centers and assignment of responsibilities per member agency during times of emergency. There

are 16 RDCCs, 80 PDCCs, 1,499 MDCCs, 113 CDCCs, and 41,944 BDCCs². Please refer to Annex 3 for the Philippine disaster management system.

The OCD is the executive arm of the NDCC. Its primary function is to coordinate on the national level the functions and activities of various government agencies and private institutions devoted to public welfare and to protect the civilian populace and property in times of war and national emergencies.

Within the OCD the Training and Information Division (TID) is tasked to formulate/develop training programs/designs to meet the needs and objectives of the NDCC/OCD; coordinate/conduct training programs to inform and train the critical sectors and the general public on civil defense activities; conduct/coordinate training programs on personnel development within OCD; monitor/evaluate the effectiveness of the training programs and provide measures for improvement; and accredit trained participants of emergency management related training.

The OCD conducts a basic course for disaster preparedness and response for local disaster coordinating councils, disaster control and action groups and volunteers. This is the Emergency Management Seminar (EMS) which has been updated in 1999 and 2000 and is also now called the Relevant, Efficient and Responsive Training Module (or RERT). It is a 3-day course of 32 hours composed of 10 modules – Hazards & Disasters in the Philippines: A Situational Analysis; The Philippine Disaster Management System: An Overview; Essentials of Emergency Management; Emergency Preparedness; Emergency Response; Emergency Rescue & Life Preservation; Emergency Relief & Recovery; Effective Governance & Crisis Leadership; Disaster Field Reporting; and Disaster Simulation.

OCD provides the Regional OCDs with a hardcopy and diskette file of the RERT Module and the regional centers are the ones who make these available to the local level disaster coordinating councils (provincial, municipal/city, barangay). The RERT Module Manual comes with an Instructors' Guide on duration, objectives, content, methodology and learning activities.

For other specialized training courses such as the Collapsed Structure Search & Rescue Course, Damage Needs Assessment Workshop, etc., training design, participants manuals, instructors' guides, and course hand-outs are available and used as references for similar echo training with the Disaster Coordinating Councils and Disaster Action Teams. Training partners such as the Asian Disaster Preparedness Center, Office of Foreign Development Assistance, United Nations Commission on Human Rights, etc. support the NDCC/OCD in the development of these training materials.

² From OCD presentation at the Tsunami Warning Workshop sponsored by PHIVOLCS and the NDCC, October 2001

The NDCC/OCD has also produced public awareness materials such as:

- Primers - Facts about Civil Defense
 - Barangay Disaster Manual

- Leaflets - “Bagyo, Baha, Lindol, Tsunami, Pagputok ng Bulkan at Blackout” (Typhoon, Flood, Earthquake, Tsunami, Volcanic Eruption and Blackout)
 - Facts About Civil Defense (mimeographed *)
 - Criteria for Declaration of State of Calamity (mimeographed *)
 - Policies & Procedure of Financial Assistance to Victims of Disaster (mimeographed; * course hand-outs during training conducted by the disaster management training conducted by the OCD)

- Posters - The OCD National Capital Region has new posters in Filipino on Preparedness for Typhoon, for Earthquake, for Fire with measures to undertake before, during and after the event. (Refer also to the PNRC Disaster Management Services posters on these subjects.)

Other public awareness materials are produced in coordination with member agencies of the NDCC. (Refer to posters prepared by PAGASA on typhoons and floods, PHIVOLCS on earthquakes and volcanic eruption, and Department of Agriculture on El Nino).

Department of Interior & Local Government/Local Government Academy

The Department of Interior and Local Government (DILG) oversees the organization of Disaster Coordinating Councils, the establishment of Disaster Operations Centers at all local governments, and the training of the local DCCs coordination with the OCD, Department of Social Welfare and Development (DSWD), Philippine National Red Cross (PNRC) and other appropriate agencies.

The DILG has a 5-day Disaster Preparedness Training Course for Local Government Units. An Enhancement Training for Regional Facilitators was held in November 1996 through the Local Government Academy (LGA) and funding from the ECHO. The Disaster Preparedness Training Program also produced a training design and manual, which is used by the LGA and DILG in its disaster management training.

The course/ manual is composed of 6 modules – Hazards, Disasters & Disaster Management Concepts; Operational Framework for Philippine Disaster Management; Emergency Services and Responses; Damage Assessment and Reporting; Planning in Handling of Disasters; and Exercises/Simulation.

Material from the DILG which is included in the database:

- Manual - Disaster Preparedness Training Program for Local Government Units in the Philippines: *Enhancement Training for Regional Facilitators*

Department of Social Welfare & Development

Within the NDCC the DSWD is tasked to primarily extend relief assistance and social services to disaster victims, as necessary. With the devolution of the provision of basic services to the local government units, the DSWD's role is now technical assistance and resource augmentation, including training, manpower support during damage and needs assessment, actual relief operations, and rehabilitation planning.

The DSWD pioneered in the development and conduct of disaster management and preparedness training. The Bureau of Assistance of Ministry of Social Services & Development had disseminated a primer, *Mga Baga-bagay tungkol sa kahandaan pangkalamidad* (disaster preparedness) in the early 1980s. With the support of the United Nations Development Programme, the British government and the Philippine government (through the involvement of various government and non-government organizations), the First National Disaster Management Workshop was held in 1988. Aiming to upgrade the capabilities of the participants who hold key responsibilities in the field of disaster management, several other workshops were subsequently held at the national, regional and local levels. Proceedings of the National Disaster Management Workshops were provided to participating organizations as an aid for their echo seminars/training.

As a follow on activity of these disaster management workshops, the DSWD's Bureau of Emergency Assistance has been conducting the Family and Community Disaster Preparedness Training. The last round of Regional Trainers Training was held 2 years ago. The module and continuation of the family and community preparedness training and activities have been devolved to the regional level and local government units. Together with the Social Welfare and Development Training Research Institute and the Public Information Agency, it has published a trainers guide for the Family and Community Disaster Preparedness Modules from the base Reference Materials – Disaster Management Training for Social Welfare and Development Implementors.

The Family & Community Disaster Preparedness Training kit is composed of 8 well illustrated manuals for each module– Hazards: Their Effects to Families, Communities and the Environment; Understanding Disaster Management; Family Preparedness for Disaster; Family Vulnerabilities and Capacities; Addressing Family Vulnerability; Preventing/Coping with Emergencies and Saving Lives; Family Preparedness; and Family Disaster Preparedness Planning and Synthesis.

Materials from DSWD included in the database:

- Manual - Family and Community Disaster Preparedness Modules
 - Reference Materials : Disaster Management Training for Social Welfare and Development Implementors
 - Mga Bagay-bagay Tungkol sa Kahandaang Pangkalamidad (Disaster Preparedness)
 - Proceedings of the First (1989) & Second (1990) National Disaster Management Workshops

PHIVOLCS and PAGASA

The Philippine Institute of Volcanology and Seismology (PHIVOLCS) and the Philippine Atmospheric, Geophysical and Astronomical Services (PAGASA) are under the Department of Science and Technology. The principal mandate of PHIVOLCS is to avert disasters and mitigate hazards from geotectonic processes. It is the main organizational body studying earthquakes and volcanoes in the Philippines. PHIVOLCS provides up-to-date and comprehensive disaster preparedness plans for volcanic eruptions, earthquake occurrences, and related geotectonic processes, as well as exploiting the positive effects of volcanism for the upliftment of the Filipino people's quality of life.

Data gathered from the monitoring stations enables PHIVOLCS to come up with disaster preparedness plans, which are in turn put into action by the various enforcing agencies (Office of Civil Defense, PDCC, DSWD, PNRD). PHIVOLCS also undertakes activities to educate people about volcanoes and earthquakes.

PAGASA is tasked to: 1) observe, report and forecast the state of the Philippine atmosphere, sea and rivers; 2) issue warnings of severe weather systems and related hazards; 3) provide climatological, meteorological, geophysical and astronomical information and related data; 4) provide assistance in the interpolation of environmental data, weather forecasts and related problems; 5) collaborate with other agencies on disaster mitigation and community preparedness 6); pursue integrated research and training programs in areas with its specific competence; 7) actively involve itself in inter-agency, international and regional endeavours and projects in the fields of atmospheric science, geophysics and astronomy.

PHIVOLCS and PAGASA give advisories and warning on meteorological and seismic & geological hazards and risks to the NDCC and the general public. They are also active in informing and educating the public on understanding these natural hazards and the appropriate preparedness and mitigation measures to undertake. Aside from primers, comics, posters and other public awareness materials, both agencies are also available as invited resource persons in various disaster management and preparedness seminar/training. They also host educational tours in their offices for students and disaster response volunteers.

PHIVOLCS materials are easily available upon request for dissemination. Printed copies are available or print outs can easily be made. Its posters are displayed prominently in many public buildings.

- Primers - Earthquake Hazards and Philippine Seismicity (2001 edition from its Earthquake and Tsunami Primer in 1990)
 - Volcanoes of the Philippines (produced in 1995)
- Comics - Earthquake Komiks (comics) set for preparing for earthquake, landslide, liquefaction, and tsunami. These comics are available in English, Filipino, Ilokano, Cebuano, and Ilonggo .
- Posters – What to do Before, During and After an Earthquake
 - PHIVOLCS Earthquake Intensity Scale
 - Tsunami Warning
 - What to Do in Case of Ashfall
- PHIVOLCS Special Report No. 2: Mindoro Earthquake: Preliminary Report of Investigation

PAGASA has produced a wide range of public awareness materials on meteorological hazards, mostly with the support of OFDA/USAID over several years in the late 1980s to mid 1990s. The project also included survey of public response to PAGASA's weather advisory and safety measures to undertake before, during and after the typhoon. These materials include the following

- Posters -- Tandaan: Sa Taong Handa Sakuna'y Walang Panama series (Remember: A Disaster Does Not Affect A Prepared Person)
 - Tropical Cyclone: Structure and Motion Characteristics
 - Mga Payong Pangkaligtasan sa Panahon ng Bagyo (Safety Measures Before, During and After a Typhoon)
 - Things to Do When Public Storm Signals are Raised
- Teachers' Manual & Pupil's Textbook On Natural Hazards – Grade 5; Grade 6
- Leaflets, Primers and Handbooks – A Brief History of the Philippine Meteorological Service
 - Handbook on Natural Hazards
 - PAGASA Forecasts and Warnings (Aug 1992)
 - Climate of the Philippines (Aug 1992)
 - The Naming of Tropical Cyclones
 - Severe Storms (Dec. 1992)
 - Weatherman's Instruments
 - Floods (Mar 2001)
 - The Daily Weather Forecast (Mar 2001)

- Flipcharts - Basic Information on Weather
- PAGASA Komiks - Si Neneng at ang Bagyo; Si Nenneg at ang Bulkan; Si Neneng at ang Lindol
 - Agrometeorolohiya: Gabay sa Tagumpay ng mga Magsasaka (UNDP-assisted project Strengthening of Agrometeorology Capabilities)

Department of Environment and Natural Resources

- Manual - Kaligtasan at Paghahanda Para sa Kalamidad: Isang Gabay
- CD - State of the Philippine Environment

Department of Agriculture

- Poster - El Nino

Philippine National Red Cross

Guided by Red Cross principles and depending solely on public donation and countless volunteers, the Philippine National Red Cross (PNRC) commits to alleviate human suffering in times of natural disasters and war and improve the health and welfare of the Filipino people through its services. As a member of the NDCC, the PNRC is tasked to conduct disaster leadership training courses, assist in the training of Disaster Coordinating Councils at all levels, and assist in providing emergency relief assistance to disaster victims.

The PNRC has the following programs:

- Disaster Management Service – is in charge of conducting disaster preparedness programs, relief operations for disaster victims and rehabilitation projects to help victims recover faster from disasters.
- Safety Service – is tasked to implement a nationwide educational campaign to ensure the safety of the Filipino people through training in First Aid, Basic Life Support (CPR), Water Safety and Accident Prevention.
- Community Health and Nursing Service – partners itself to vulnerable groups to promote health and preventing illness in the community.
- National Blood Program – is concerned with blood donations and education programs to encourage blood donations.
- Red Cross Youth – awakens the youth to the ideals of Red Cross, directly harnessing their energy into worthwhile activities.

- Social Services – provides welfare service to individuals, families, blighted communities, and other vulnerable groups.

The PNRC has implemented the Integrated Community Disaster Planning Programme (ICDPP) since November 1994. From experiences and lessons gained in implementing the pilot program in 1 barangay in 6 municipalities of Benguet, the ICDPP has been expanded to barangays in the municipalities of the provinces of Benguet, Southern Leyte, Palawan, and Surigao del Norte. ICDPP ensures that disaster management is an integral component of local development plans and mobilizes community residents and local government personnel in disaster preparedness and mitigation activities. The 3 key components of the ICDPP are: 1) the creation of disaster planning tools and methods, including hazard mapping; 2) information dissemination and training of communities to inform them of the disaster risks and how to cope with these threats; and 3) partnership with the LGUs. Initially, the ICDPP works in the community through the Barangay Disaster Action Team (BDAT), some 5 – 10 representatives from different sectors who are selected by a community assembly.

Aside from institutional brochures and annual reports, the PNRC's has published many training and public awareness materials on disaster management in popular form.

- Manual -- Disaster Management Training Guidebook
 - Gabay sa Paghahanda: Pang-unang Lunas (Kabanata 4)
 - Community Organizing – Disaster Management Training Manual
 - Operations' Manual – Disaster Preparedness & Relief Services
 - Team Effective Workshop - Disaster Management Training Manual
 - Concepts, Objectives and Scope of Disaster Management -- Disaster Preparedness Training Manual
 - Institutional Capability Building Program Disaster Management Training Guidebook
- Comics -- Guide for Preparedness (also in Filipino)
 - Gabay sa Kalusugan series: Diarrhoea, Bulate (Issue No. 1; Cholera (Issue No. 02); Pamilyang Malusog (Issue No. 6; Pinoy Values (Issue No. 9; Kinatatakutang Tigdas (Issue No. 15)
- Posters -- PAGHAHANDA Series (Para Sa Pagputok ng Bulkan; Para sa Lindol; Para sa Armadong Labanan; Para sa Baha; Para sa Bagyo; Para Sa Sunog
 - ICDPP posters: Humanda Ka... Parating na Ang Bagyo
: Kapag Puno Ay Pinutol Mo...
: Ang Mangroves Ay Huwag Putulin...

Organizing for Rural Development

ORD is a social development organization working for a meaningful and authentic agrarian reform and rural development. Originally founded in 1975 for research in rural development, ORD has undergone organizational changes and now focuses on strengthening partnership with government and, people's organizations, non-government and other social development institutions towards achieving integrated and sustainable rural development.

ORD is has the following programs:

- Disaster Management -- focuses on Community-Based Disaster Management, Disaster Preparedness, Emergency Response Systems, Public Information Campaigns, and Policy Advocacy.
- Institutional Development – aims to assist organizations and coalitions in strengthening their capability in organizational management through understanding and applying organizational development management, influencing policy legislation and execution, and economic self- reliance and sustainability.
- Enterprise Development – aims to assist cooperatives, organizations and coalitions to facilitate economic development and optimum resource productivity through credit assistance, bookkeeping and technical services, and technical assistance in business management.
- Community Based Healthcare Program – aims to facilitate an effective and efficient delivery of health services to people in remote and under-served communities through community organizing, public information dissemination and policy advocacy.

ORD piloted its community based disaster management program (DMP) in 15 barangays in 5 municipalities of Quezon Province in November 1998. The DMP now covers 12 barangays in 6 municipalities. The core of ORD's DMP in the barangays covered is the local people's organization, which works closely with the Barangay Disaster Coordinating Council.

ORD has developed primers, comics, and posters for dissemination in the province of Quezon. These include:

- Posters - Lindol at ang Lalawigan ng Quezon
 - Bagyo, Baha at ang Quezon
 - Ang Aktibong Bulkan sa Quezon
- Comics - Baha
 - Bagyo
 - Lindol
- Primer - Primer sa Disaster Management: Paghahanda sa Mga Kalamidad, ORD

ORD also has access to air a program on disaster preparedness over the radio but still has to develop know-how for this endeavour.

Citizens' Disaster Response Center

The Citizens' Disaster Response Center (CDRC) was established in 1984 and has since then helped in the formation of the Citizens Disaster Response Network (CDRN) composed of Regional Centers and partner NGOs and People's Organizations to implement and promote citizenry-based development-oriented disaster response throughout the Philippines.

CDRC/N focus assistance in disaster management to the most affected, least served and most vulnerable sectors of the populace through the following programs and services:

- Emergency Response Program - activities to arrest further deterioration of, and removing affected families from life-threatening situations. Includes provision of food, other essential relief items such as mats, blankets, mosquito nets, water containers and kitchen utensils, detergent, temporary shelter materials, and emergency health care.
- Rehabilitation - projects to rebuild livelihood such as food production, distribution of farm tools, farm animals or fishing gear, rehabilitation of community waterworks and other community lifelines, provision of alternative livelihoods as well as projects related to health & nutrition, housing, repair, and reforestation.
- Preparedness and Mitigation - The Food Security and Nutrition Improvement Program (FSNIP) aims to enhance the capacity of vulnerable communities to withstand the effects of disasters by saving their livelihood, or reducing the adverse effects of disasters of the people's livelihood. The usual components of FSNIP projects include agriculture, livestock and fishery production, primary (preventive) health care, and to a limited extent advocacy. Capability building is built into the project components. Various needs-based community level training are conducted of topics ranging from disaster preparedness, project management, leadership skills, gender, environmental protection, health and sanitation, herbal medicine, etc.
- Advocacy, Public Information and Research – to build public awareness of disaster-related issues, press for appropriate legislation and urge prompt government action. It likewise involves social mobilization and networking aimed at developing a broad-based response to disasters.
- Local and Overseas Partnership Development – mobilization of the less vulnerable sectors for disaster response

Training and public awareness materials:

- Manuals - Disasters: The Philippine Experience
 - Bagyo Lindol Bulkan at Iba Pa: Disaster Management Handbook
 - Gyera Patani: 7 Training Modules for Children in Situations of Armed Conflict
- International Conference Papers - Philippine Reader on Disaster Management
- Primer - El Nino at La Nina
 - Sunog
- Disaster Preparedness Calendar - featuring winning posters of contest among school children
- Poster - of wining entries in contest ; also available as postcards and bookmarks
 - Mt. Pinatubo fund generation campaign
- Disaster Alert - updates on particular disaster occurrences, responses and needs
- Disasters in the Philippines – annual and semestral report of results of disaster monitoring
- Campaign for Humanitarian Aid to Mindanao

Center for Disaster Preparedness

The Center for Disaster Preparedness (CDP) established in 1999 as a spin-off institution from the Training and Education Desk of CDRC. CDP endeavours to: 1) promote community based disaster management (CBDM); 2) advocate for policies and programs that protect the environment and mitigate disasters; and 3) facilitate interactive learning and discourse on disaster management.

CDP's programs and services include:

- Training & course development - disaster management orientation; disaster preparedness training; emergency response management; management of evacuation center; disaster risk management, management of disaster response organizations, training of trainers in CBDM
- Networking & advocacy - working with people's organizations, NGOs, church groups, academe and government agencies in promoting and developing CBDM
- Research & Publication – contributes to bridging the gap between technical experts and the layman through production of popular education and preparedness materials.
- Interactive Learning - organizes fora, discussion groups and exchanges to encourage and facilitate learning on disaster management
- Consultancy on CBDM and capability building of disaster response organizations

Training and public awareness materials:

- Manuals - Citizenry-Based & Development-Oriented Disaster Response: Experiences and Practices in Disaster Management of the Citizens' Disaster Response Network in the Philippines
 - Cristianong Perspektiba sa Pangangasiwa sa Disaster: Isang Manwal ng Pagsasanay (Filipino translation of Christian Perspectives on Disaster Management: A Training Manual edited by Ian Davis and Michael Wall)
- Comics - Dumating man ang unos...

Buklod Tao

Buklod Tao is an environmental people's organization formed by the residents of Dona Pepeng Subdivision and informal settlers of North and South Libis, Bgy. Banaba, San Mateo, Rizal in February 1996 at the height of community protest against a construction company's plan to put up a cement batching plant in an agricultural land adjacent to the community.

The community is prone to flooding because of its location at the delta of the Nangka and Marikina Rivers. Buklod Tao held a one-day Disaster Preparedness Seminar on June 8, 1997 and then formed 3 disaster management teams. They detailed emergency rescue and evacuation plans and engaged in the fabrication of 3 fiberglass rescue boats utilizing technologies and manpower available in the community. Since then, Buklod Tao has mobilized community members in disaster management and development activities. The organization has also been sharing its experiences in preparedness and emergency response with other vulnerable communities and groups.

Aside from its 4 major programs, Buklod Tao also engages in small socio-economic projects for its members.

- Disaster preparedness
- Advocacy and environmental paralegal
- Information Education and reading center
- Waste redemption

Recent rip-rapping of a portion of the bank of Nangka River has changed the course of the water causing soil erosion and landslide of parts of North and South Libis. Several concrete houses have already been destroyed. Landslide is a new hazard which Buklod Tao and the community have difficulty in preparing for and coping with.

DATABASE AND REVIEW OF EDUCATIONAL MATERIALS

The Philippines has produced a wide range of training and public awareness materials in disaster management. Public awareness and information campaigns have made use of various media – printed, radio, television, videos, CDs, and venues for face-to-face interactions such as training/ seminars/workshops, symposium/forum, exposure and study tours.

This study covered only the printed media. Materials in print include the usual books/manuals/primers/handbooks, leaflets, posters, training and conference proceedings. More creative and popular forms include comics, comics doubling as colouring books, and calendars.

Inventory of Readily Available Training and Public Awareness Materials

1. Lindol (comics) , Organizing for Rural Development (ORD)
2. Bagyo (comics), ORD
3. Baha (comics, ORD
4. Ang Aktibong Bulkan sa Quezon (poster), ORD
5. Lindol at ang Lalawigan ng Quezon (poster), ORD
6. Bagyo, Baha at ang Quezon (poster), ORD
7. Primer sa Disaster Management: Paghahanda sa Mga Kalamidad, ORD
8. Earthquake Komiks – Liquefaction (English & Filipino version), Philippine Institute of Volcanology and Seismology (PHIVOLCS)
9. Earthquake Komiks – Tsunami (English & Filipino versions), PHIVOLCS
10. Earthquake Komiks – Landslide (Filipino version), PHIVOLCS
11. Earthquake Komiks – Preparing for Earthquake (English version), PHIVOLCS
12. PHIVOLCS Earthquake Intensity Scale (poster)
13. What to Do BEFORE, DURING and AFTER an EARTHQUAKE (poster), PHIVOLCS
14. Tsunami (poster), PHIVOLCS
15. What to do BEFORE, DURING and AFTER an ASHFALL (poster), PHIVOLCS
16. PHIVOLCS Special Report No. 2: 15 November 1994 Mindoro Earthquake
17. Earthquake Hazards & Philippine Seismicity, (primer) PHIVOLCS
18. Preparing School Children for Earthquakes (primer), PHIVOLCS
19. Volcanoes of the Philippines (primer), PHIVOLCS
20. Earthquake and Tsunami (primer), PHIVOLCS
21. A Brief History of the Philippine Meteorological Service (pamphlet), Philippine Atmospheric, Geophysical and Astronomical Services (PAGASA)
22. Weatherman's Instruments (pamphlet), PAGASA
23. The Daily Weather Forecast (leaflet), PAGASA
24. Severe Storms (pamphlet), PAGASA
25. The Naming of Tropical Cyclones, PAGASA
26. Climate of the Philippines (leaflet), PAGASA

27. Grade 6 Pupil's Textbk on Natural Hazard, PAGASA
28. Teacher's Manual on Natural Hazard, PAGASA
29. Handbook on Natural Hazard, PAGASA
30. Basic Information on Weather (14 pp flipchart), PAGASA
31. PAGASA Brochure
32. Family & Community Disaster Preparedness 8 Modules, DSWD
33. Reference Materials: Disaster Management Training for SW & Devt Implementors, DSWD
34. Proceedings 2nd National DM Workshop, DSWD
35. Proceedings 3rd National DM Workshop, DSWD
36. Mga Baga-bagay tungkol sa kahandaan pangkalamidad (primer), Bureau of Assistance Ministry of Social Services & Development
37. Disaster Rescue Management & Operations Manual, Technical Working Committee of Novaliches District Center, Quezon City
38. Disaster Preparedness Training Program for Local Government Units in the Philippines, Department of Interior & Local Government
39. Emergency Management Seminar (RERT) Modules, NDCC/OCD
40. RERT Modules Instructor's Guide, NDCC/OCD
41. Huwag Magpatalo sa El Nino (poster), Dept. of Agriculture
42. Tandaan: Sa Taong Handa Sakuna'y Walang Panama, (poster), PAGASA (OFDA supported)
43. Tandaan: Sa Taong Handa Sakuna'y Walang Panama – BAGYO , (poster), PAGASA (OFDA supported)
44. Tandaan: Sa Taong Handa Sakuna'y Walang Panama -- BAHA, (poster), PAGASA (OFDA supported), (poster), PAGASA (OFDA supported)
45. Things to Do When Public Storm Signals are Raised (poster), PAGASA (OFDA supported)
46. Mga Payong Pangkaligtasan sa Panahon ng Bagyo, (poster), PAGASA (OFDA supported)
47. Tropical Cyclones: Structure & Motion Characteristics (poster), PAGASA (OFDA supported)
48. Gabay sa Paghahanda: Pang-unang Lunas (training manual), Philippine National Red Cross (PNRC)
49. Guide for Preparedness (comics/coloring book), PNRC
50. Gabay sa Kalusugan (comics), issue 1 on diarrhoea, PNRC
51. Gabay sa Kalusugan (comics), issue 2 on cholera, PNRC
52. Gabay sa Kalusugan (comics), issue 3 on pamilyang malusog , PNRC
53. Gabay sa Kalusugan (comics), issue 6 on diarrhoea, PNRC
54. Gabay sa Kalusuga (comics), issue 9 on Pinoy Values, PNRC
55. Gabay sa Kalusugan (comics), issue 12 on kinakatakutang tigdas, PNRC
56. Humanda Ka... Parating na ang Bagyo (poster), PNRC
57. Ang Mangroves Ay Huwag Putulin (poster), PNRC
58. Kapag Puno ay Pinutol Mo (poster), PNRC
59. Paghahanda Para sa Pagputok ng Bulkad (poster) , PNRC
60. Paghahanda Para sa Armadong Labanan (poster) , PNRC
61. Paghahanda Para sa BAHA (poster) , PNRC

62. Paghahanda Para sa Pagputok ng Bulkan (poster) , PNRC
63. Pagsugpo Sa Sunog (poster) , PNRC
64. Paghahanda Para sa Lindol (poster) , PNRC
65. Paghahanda Para sa Bagyo (poster) , PNRC
66. People helping people (brochure), PNRC
67. Community Organizing – Disaster Management Training Manual (manual), PNRC
68. Operations' Manual – Disaster Preparedness & Relief Services (PNRC)
69. Team Effective Workshop - Disaster Management Training Manual (PNRC)
70. Concepts, Objectives and Scope of Disaster Management – Disaster Preparedness Training Manual (PNRC)
71. Institutional Capability Building Program Disaster Management Training Guidebook (book), PNRC
72. Paghahanda Para sa Lindol (poster) , OCD-NCR
73. Paghahanda Para sa Bagyo (poster) , OCD-NCR
74. Pagsugpo sa Sunog, (poster) , OCD-NCR
75. Disaster Preparedness Calendar 2001, CDRC
76. Posters of Winning Entries in 1998 Apoy Bagyo Kalamidad Dibuhong Pambata, CDRC (2)
77. Posters of Winning Entries in 1999 Apoy Bagyo Kalamidad Dibuhong Pambata, CDRC (4)
78. Pinatubo Fund Raising Campaign Poster, CDRC
79. Disasters: The Philippine Experience (book), CDRC
80. Bagyo Lindol Bulkan At Iba Pa: Disaster Management Handbook, CDRC
81. The Philippine Reader on Disaster Management , CDRC
82. Mga Dapat Malaman Tungkol sa Sunog (primer), CDRC
83. El Nino at La Nina (primer), CDRC
84. Is It Possible to Turn Mindanao Into a Land Of Promise (campaign materials), CDRC
85. Disaster Alert, Feb 01. 2000; Feb 15, 2000; Sept 8, 2001, CDRC
86. Disasters in the Philippines 2000, CDRC
87. Vision, Mission, Programs & Services, CDRC
88. Gyera Patani Training Manual on Disaster Management and Crisis Intervention, (6 modules) CDRC
- 89.4B: Project Development, Monitoring and Evaluation in Disaster Situations (Cebuano version), CDRC
90. Disaster Management Orientation & Disaster Preparedness Training Designs
91. Citizenry-Based & Development-Oriented Disaster Response: Experiences & Practices in DM of the CDRN in the Philippines, CDP
92. Center for Disaster Preparedness (brochure)
93. Mga Cristianong Perspektiba sa Pangangasiwa sa Disaster: Isang Manwal ng Pagsasanay (Filipino translation of Christian Perspectives on Disaster Management: A Training Manual edited by Ian Davis & Micahael Wall), CDP

Individual Comments on the Educational Materials

To have an objective basis for analysis of the content and form of the training and public awareness materials, visual, verbal and communicative criteria are used. The review proceeds from the framework that the educational materials should be able to engage its audience for the acquisition and/or change in knowledge, skill and constructive attitude for disaster preparedness and risk reduction to happen. To have an impact on disaster preparedness and risk reduction, the training and public awareness materials should not only give or present information, but should help its target audiences to change present behaviour towards a progression towards safety and sustainable development.

Although rather technical in nature, the review criteria have been chosen to have an objective basis for comments on individual educational materials and for recommendations in the development of training and public information materials. Although comments to individual materials from the government agencies and NGOs are made and ratings are made (3 for good and 5 for best), there is no intention to compare the capacity of each organization to produce educational materials.

To get the community perspective (who are ultimately the end users, main actors, and beneficiaries of any disaster preparedness and risk reduction efforts and activities) comments and critique on the content and form of the various materials have also been solicited.

The visual literacy criteria have been adapted and modified from checklists from Instructional Media & Technologies for Learning by Heinich Robert and Michael Moland et al and basic design concepts. Please refer to Annex 2 for the base checklists.

Visual criteria include elements (alignment, shape, balance, style, colour scheme, colour appeal, cover art, and panelling [mainly for comics]) and arrangement. Verbal criteria considered font (lettering style, size spacing, and colour) and message (pedagogic/educational content and delivery of content). Communicative criteria include call to action and use of interactive activities.

Please refer to next page for Annex 4 for details of individual comments on the educational materials.

RECOMMENDATIONS

1. Just as there is need for continuing capability building activities in disaster management, it is also essential that public awareness activities on preparedness and risk reduction is done on a sustained basis. One-shot deal public awareness and information campaigns will not have impact on disaster preparedness and risk reduction. A long-term and repetitive approach is needed. (Refer to Item 2 of Some Training Strategies in Report on Piloting Training Needs Analysis in Disaster Management in the Philippines.)

Educational (training and public information/awareness) materials are produced as components of these capability building programs and public awareness campaigns.

2. There is by now sufficient public awareness on the damages and loss caused by natural hazards and the need is for disaster preparedness. To have effective disaster reduction, public awareness should now focus on the effects of specific hazards and the how's (understanding the warning system, what to do, how to behave, who should do what with whom, and when to act) for disaster preparedness and disaster risk reduction for these hazards.

The target audience and users of public awareness materials should be the most vulnerable communities and groups. Community users should take note to particularize general training and public awareness materials as part of their local preparedness and mitigation plan (counter disaster plan) and activities.

Mobilization of the creative and innovative energies of the multitude of actors and stakeholders in disaster preparedness and risk reduction will produce a wide array of approaches, forms and activities in capability building and public awareness campaigns. Wide range of activities can include study tours to warning agencies; exposure to other vulnerable communities; street plays; various types of contests – poster making, essay/poetry writing, songs/jingles, murals on walls of school, tree planting; community billboards; comics, colouring and activity books for children; interactive video; radio hopping; rally; motorcade; lobbying with legislators; etc.

Training materials (handbooks, manuals, training hand-outs from transparencies) should also be made available to community/people's organization leaders and members as references to guide them in in making community-specific plans and mobilizing the community/organization in disaster preparedness and risk reduction activities. These are also valuable references for echo-training to other vulnerable communities and groups.

3. The training as well as public awareness materials should establish and underscore the link between disasters and unsustainable development. Framework/approaches and tools, which focus on vulnerability reduction and not

only hazard reduction should be made available. Current paradigm shifts in disaster management from emergency management to risk reduction should be reflected in the educational materials.

4. Educational materials should actively engage the target audience to be able to effect the intended acquisition and/or change in current knowledge, skills and attitudes in disaster preparedness and risk reduction. Public awareness materials should get the attention of target audiences and entice them into thinking about the disaster preparedness and risk reduction message.

At its best, the public awareness materials should help vulnerable communities and groups in their progression towards safety and sustainable development. It should help people to examine their life situations and practices and to use the disaster preparedness and risk reduction information to make their lives better.

It is essential to be clear about the message, audience, the intended results and the means to effect about the increase in knowledge and the change in behaviour for disaster preparedness and risk reduction.

5. Combination of methods and forms in public education on disaster preparedness and risk reduction. Printed public awareness materials combined with face-to-face training, radio programs, videos, CDs and other interactive learning activities.

Various types of printed materials are combined to reinforce educational impact. Examples of these combinations are posters and leaflets/primers, poster-primer, poster-primer and comics. Posters and poster-primers are usually displayed in public places and buildings, schools and community centers (where people congregate or pass through) and are read quickly (as you pass along the corridor just like billboards by the roadside; or as wait to transact business).

Comics and brief primers are read usually at a more leisurely pace in the home, workplace, classroom, and community center. Books, manuals and handbooks provide even more details for ready reference in disaster preparedness and risk reduction training, planning and implementation. Comics, primers, manuals can be easily passed on to or photocopied for other users.

6. Printed public education materials to consider not only its content (the information, know-how and constructive attitudes that are to be imparted) but also the visual/design/layout for effective and optimum impact.

From Heinich & Moland et al:

- Visuals provide a concrete referent for ideas. They are iconic – they have some resemblance to the thing they represent. Visuals serve as a more easily remembered link to the original idea.

- Visuals can motivate learners by attracting and holding their attention and generating emotional responses.
 - Visuals can simplify information that is difficult to understand.
 - Visuals provide a redundant channel. When accompanying written or spoken verbal information, they present that information in a different modality, giving learners a chance to comprehend visually what they might miss verbally.
7. Comics and poster-primers are popular (generally preferred) among Filipino audiences, especially the most vulnerable sectors (those who are mostly lacking in material/physical capacities including peasants, fisherfolks, workers, urban poor, indigenous people; children; women; the greater majority of Filipinos) who are ultimately the target audience in disaster preparedness and risk reduction.
8. Some guidelines in the development of educational materials
- a. Creating good design is a heady experience especially for those who work on them on a regular basis. The demand for quality work has never been higher even in the midst of short deadlines and budget constraints.
 - b. Educational Materials for Disaster Preparedness and Risk Reduction:
 - 1) Posters and Poster Primers
 - 2) Comics
 - 3) Flyers, Brochures and Leaflets
 - 4) Books, manuals, handbooks and booklets
 - c. General Criteria of a Successful/Effective Educational Material:
 - 1) Good visual design or visual impact
 - 2) Communicativeness

The 3 review criteria used earlier in this study can be compressed into these 2 general criteria. The components of the verbal criteria are merged with the visual criteria for the overall visual design or visual impact. Communicativeness encompasses both the visual & verbal criteria and the relevant message of disaster preparedness and risk reduction.

Although not a general criteria for effectiveness, budget has to be considered in the development of training and public awareness materials. How to optimize allocated funds in the development and production of the education materials is always a concern. Example, using winning entries in a poster contest can reduce budget expense for good illustrator in a disaster preparedness calendar and at the same time generates public awareness and involvement.

d. Posters and Poster Primers

- 1) Good visual impact shown as total unit design which incorporates graphic illustrations, excellent photographic images, and good / legible typography, laid out as clean as possible in black and white or coloured format.
- 2) Communicativeness
 - Must be able to convey clearly the information and know-how on disaster preparedness and risk reduction in a concise way; simple and direct, avoiding clutter
 - Use of good photographs, singular image or in series to depict situations
 - Good graphic illustrations in pure graphic artworks or cartoony art but more effective visually if kept in a singular but big or dominant in form
 - Images 70-80% as opposed to text when viewed from afar
 - Most effective by using simple typography in Sans Serif Helvetica type or Serifs Times Roman letter type used either in bold medium and light or italic type style but kept in one family type face; recommend the first type face Helvetica, the most readable letter type for general viewership considering the viewers with eye sight problems
 - For primers in poster form, we cannot veer away from comics type of illustration for it's the best medium to depict situations and the friendliest to all classes of society and appeals to the young and old alike. However, the characters should be visualized as lovable as possible and the villain as ugly just the same. Visuals 70-80% as opposed to text but can tolerate more clutter as these are viewed closer.

3) Economics

- Economical sizes for these materials- 18"x24", 19"x25", 25"x38" or fractions of these sizes to avoid wastage (readily available paper stock sizes)
- Economical paper stock range from box boards, fold kote, krome kote or mirror kote (from cheapest to the most expensive grade)

e. Leaflets and Flyers

1) Good visual design for these materials should be kept simple for light reading. These media can tolerate more text as this material is read at a more leisurely manner; should be incorporated with strong images and text well laid out.

2) Communicativeness

Should be written for specific target group; can be written in a more detailed but concise way supported by strong descriptive images; can better be incorporated with one or two colours for a more interesting tone.

3) Economics

In sizes of A3, A4 (8 1/2"x11" or 9"x13") usually in white newsprint, local book paper or if budget permits coated both sides paper probably 60# to 80# to cut size with or without folding, printed back to back

f. Comics

1) Good Visual Design

- Pleasant looking characters which appeals to everybody should be most taken in consideration (for the children and old alike)
- Good appealing cover design without much clutter depicting the gist of the contents.

2) Communicativeness

Good and concise story line and text may be more detailed.

3) Economics

- Can be executed in just black and white for economy and can be a coloring book at the same time.
- Use of color for more emphasis and attraction is optional, depending on the budget.

g. Books/Manuals/Primers/Handbooks

1) Visual design

- Cover design with visual impact showing a sneak preview of contents some what more formal poster type
- Inside page layout in 1,2,3,4 column text width to avoid monotony and for easy reading
- May be typesetted in classic Roman type (standard, formal, scholarly) or Helvetic san serifs (easy reading and understanding)

2) Communicativeness

- Written for a broader range of target group/s in mind. Written in detailed but concise way supported by strong descriptive images.
- Use of illustrations, pictures and graphs. If budget allows, use colors; also for heads and subheads for emphasis.

3) Economics

- Economical format normally done in 8 1/2" x 11" size with coated cover stock and book paper inside pages

h. Pre-testing with Target Audience/Participatory Editing

- It is always good to gather comments and feedback from the target audiences or end-users of the educational materials. It is even better if they are also involved in the preliminary stages of conceptualisation. However, time to gather feedback has to be considered in meeting production schedules and deadlines
- A final decision has to be made between what may be desired or preferred by target audiences and end-users and what is most effective in terms of the objective of disaster preparedness and risk reduction.

- i. If limited copies are produced and it is expected or anticipated that photocopies will be made for wider dissemination and use, design should be kept in simple black and white to avoid distortion as copies are made along the line.
- j. It is better to date posters, leaflets, primers and comics to serve as reference, especially when they are updated at a later period.

7. Cost Estimates

Cost estimate for different types of public awareness and training materials are presented on the next page. Since cost for illustrators and design artists vary (depending on whether the educational materials are developed in-house or out-sourced; whether established relationship with them is as a paying client or volunteer; and other terms), only the cost for printing is considered. Quotations are from only one printer at current price up to mid-November 2001. Unit cost is reduced significantly as more copies are printed.

Please note that there is no intention to audit the cost of production of materials produced by various organizations. The cost estimates are used to compare the production costs of various types of educational materials.

Training & Public Awareness Material

Type	Dimension No. (inches)	of Pages	Paper Cover	Colors Cover	Inside	Colors Inside	Binding	Unit Cost/ ' 000Copies
Poster								
Red Cross -icdpp	21x30		fc#015	Color sep				17.16// 100T
			c2s120	Full				14.01// 100T
Red Cross- DMs & OCD-NCR	19.5x26		c2s100	4colors				5.28// 100T
				Color sep				5.10// 100T
Manuals/Books/Booklets								
DSWD F & C DisPrep	8.5 x 11	28 + cover	c2s120	Color sep	Bk60	Black	Perfect	18.06// 5T 16.32// 10T
Bagyo, Lindol - CDRC	8.5 x 11	88 + cover	c2s120	3 Colors	Bk60	Black	Perfect	39.04// 5T 38.13// 10T
PNRC First Aid Manual	7.5 x 10	146+cover	fc#015	Color sep	Bk60	Black	Perfect	66.69// 5T 62.82// 10T 85.44// 5T 81.57// 10T
Bgy Disaster Manual - OCD	5x7	30 + cover	c2s120	2 colors	Newsprint	1 color	Saddle- Stich	5.26// 10T 4.92// 100T
Pupil's Textbook - PAGASA	7.5x10	70 +cover	c2s100	4 colors spot	Bk60	4 colors spot	Perfect	10.11// 5T 8.6// 10T 7.36// 5T 6.85// 10T 12.18// 5T 11.66// 10T
					Newsprint			
					Matte Coated# 60			
					Matte Ctd			
Comics								
PNRC Guide for Prep. (Comics)	8.25x12	74+cover	c2s140	Color sep	Bk60	Black	Perfect	45.34// 5T 40.12// 10T
Dumating man ang Unos - CDP	7.5 x10	14+ cover		w/ 3 CS inserts	Newsprint	4 colors spot	Saddle- Stich	16.80// 5T
			c2s100					
Leaflet								
Daily Weather Forecast - PAGASA	16.5x8.5	2 pages 3 folds	c2s100	2 colors		1 color		3.03// 10T 2.75// 100T
Mindanao Campaign Material - CDRC	19x8.5		crushed leaf	1 color		1 color		12.71// 10T 12.67// 100T
Calendar								
	11x17	12			Bk 50	4 colors		20.33// 10T 19.11// 100T

- * **Note:**
1. Cost estimates are from only 1 printing press at current prices and valid only up to mid-Nov. 2001
 2. Specification for Covers and posters are lamination plastic except for Red Cross DMS/OCD-NCR (UV) and Pupil's Textbook – PAG-ASA (varnish)
 3. C2s - coated 2 sides; FC – fold coat; crushed leaf / recycled paper

Annex 1

Interview Schedule

Government Agencies

1. Office of Civil Defense Training & Information Division - Sept. 24 & Oct. 15, 2001
Atty. Priscilla Duque, Director; Ms. Evelina Villanueva, Deputy Director Luviminia E. Espino, Course Development Section; Jasmin B. Paraiso, Publication & Documentation Section
2. Department of Interior and Local Government - Oct. 2, 2001
Mr. Feliciano Regis, OIC Public Affairs
3. Department of Social Welfare & Development - Oct. 3, 2001
Margarita Sampang, Director Bureau of Standards
4. DSWD, National Capital Region – Oct. 9, 2001
Asst. Regional Director Beng Arcilla
5. Philippine Atmospheric, Geophysical and Astronomical Services Administration - Oct. 3, 2001
Ms. Venus R. Valdemorro, OIC Public Information & International Affairs
6. Philippine Institute of Volcanology and Seismology - Oct. 2, 2000
Mr. Delfin Garcia, Head Planning
7. Provincial Disaster Coordinating Council of Davao Oriental
Ms. Evelyn A. Vallar, PSWDO/PDCC Action Officer; Ms. Minda C. Alonzo, MSD Office of Manay, Davao Oriental
During NDCC-PHIVOLCS Workshop on Tsunami Information & Dissemination, October 4-5, 2001
8. Quezon City Social Services Development Division – Oct. 5, 2001
Ms. Cynthia C. Oria, Head, Welfare & Relief Division; Ms. Lilia Montenegro & Ms. Judith F. Vepez, Social Workers
Federation of Disaster Volunteers of Bgys. Kristong Hari, Kalusugan, Paligsahan & Roxas, Quezon City – Oct. 10, 2001
Leaders & members; Ms. Elisa Salazar & Ms. Adela Valida, District 3 Social Workers

NGOs And DIPECHO Project Partners

1. Organizing for Rural Development - Sept. 26, 2001
Ms. Loida Abela, Executive Director
2. Philippine National Red Cross - Oct. 1, 2001
Mr. Rosauro Malibiran, R.N., Coordinator, Integrated Community Disaster Preparedness Programme
3. Citizens' Disaster Response Center - Oct. 3, 2001
Mr. Celso Dulce, Executive Director; Ms. Nona Melendres, Dep. Ex. Dir; Ms. Mayet Lupig, Preparedness Support Program Coordinator
4. Buklod Tao - Sept. 30 and Oct. 24, 2001
Mr. Noli Abinales, President; Mr. Louis Estoque – Vice President; Ms Amparo Doblada – Secretary/Treasurer; other officers & members; children in the community who patronize the Buklod Tao Reading Center