

Safer Cities 6

Case studies on mitigating disasters in Asia and the Pacific

Promotion of Disaster Mitigation in Sri Lanka *Piloting disaster risk communication through empirical approach*

Sri Lanka, like other developing countries, is striving for social and economic growth and advancement. Though threatened with several types of natural hazards due to its geographical characteristics as well as some destructive man-made activities, the understanding of risk and risk reduction remains a low priority to most people. While disaster risk is heightening due to rapid urbanization, Sri Lanka's disaster management system does not seem to respond to this intimidating fact. According to the USAID's Office of Foreign Disaster Assistance database, between 1990 and 2001, Sri Lanka experienced 35 disaster events in which more than 5 million people were affected, resulting in huge economic losses. In a society where an increasing amount of information – commercial as well as non-commercial – competes for individuals' attention, how can the disaster risk issue be communicated to people? How can people be motivated to take action before disaster strikes? This case study provides some examples.

Introduction

Sri Lanka is situated in the Indian Ocean with a population of nearly 20 million, with high concentration in the southwest region. Its population predominantly consists of three ethnic groups – Sinhalese (74%), Sri Lanka Tamils (13%) and others (13%) such as Muslims and Indian Tamils. The official languages are Sinhala and Tamil.

The country is imperiled by many types of natural hazards. Hydro-meteorological related disasters such as floods, landslides, cyclones and land subsidence are the primary hazards.

The level of exposure to hazardous events has increased with expanding population and unplanned urbanization. Demand for urban land for residential and commercial activities has made it a scarce commodity. Urban poverty seems to compel the poorer sectors of the population to occupy marginalized hazard-prone land. This creates vulnerable urban communities.

Sri Lanka's high vulnerability to disaster had not been well-addressed and accommodated since an effective disaster risk management system was not in place. According to a paper written by a disaster manager from Sri Lanka's National Building Research Organization in 2000, urban planning has evidently failed to incorporate risk-based mitigation approaches. Many local authorities had neither regulations nor restrictions to control development in hazard-prone areas. Even in



Abstract

This case study encapsulates processes, experiences and lessons learned during disaster risk communication initiatives implemented under the Sri Lanka Urban Multi-Hazard Disaster Mitigation Project (SLUMDMP).

As important as scientifically analyzing disaster risks, communicating information to those who may be at risk – as well as other relevant groups – is a challenging task that requires strategic planning and creative skills. SLUMDMP piloted several public awareness-raising activities and succeeded in placing disaster mitigation on the public agenda.

The study looks at SLUMDMP's experiences in planning and developing its communication campaign, the modes of communication it used to convey the message of disaster mitigation to its target population and the rationale behind each mode. Lessons learned and recommendations are provided to enhance the effectiveness of disaster risk communication.

The inside story

- 📁 Highlight 1: Designing SLUMDMP, p.2
- 📁 Highlight 2: Gaining initial access, p.3
- 📁 Highlight 3: Planning and implementation of communication activities, p.4
- 📁 Highlight 4: Beyond conventional public awareness methodologies, p.5



source: <http://www.askasia.org/image/maps/sri/lan1.htm>

the face of emergencies, timely coordination with relevant organizations and personnel did not take place. Long-term disaster mitigation and preparedness is not on the government's agenda.

One possible reason for this state of affairs could be the lack of public awareness and education about existing hazards and the various protective measures available. Often, even though information was available, it unfortunately was not "packaged" and "channeled" properly and consequently, failed to motivate the target population to take appropriate protective action. This is the disaster preparedness scenario in many developing countries and is not unique to only Sri Lanka.

Reaching out

Communicating risk information can lead to substantial improvements in public response to hazards. In a practical sense, individuals and policymakers need hazard information

in order to evaluate the risks faced, and to decide what necessary actions to take. Communities need to understand the hazards they may face. Governments also have both moral and statutory obligations to communicate information on risks to their populations. With information comes increased awareness that can result in a greater likelihood of people adopting appropriate mitigation measures.

The then Ministry of Housing and Urban Development (presently the Ministry of Housing and Plantation Infrastructure) recognized these limitations in the system as well as the need for improvement of disaster management procedures, and cooperated in the establishment of the Sri Lanka Urban Multi-Hazard Disaster Mitigation Project (SLUMDMP) in 1997. This was part of the Asian Disaster Preparedness Center's (ADPC) Asian Urban Disaster Mitigation Program (AUDMP). The project aims to reduce natural-disaster vulnerability of the urban population and improve

infrastructure, lifeline facilities and shelter in Sri Lanka.

There were several national partners in this endeavor. The lead role was taken by the Center for Housing, Planning and Building (CHPB), a training and research organization specializing in housing and building, under the Ministry of Housing and Plantation Infrastructure. Technical support was provided by the National Building Research Organization (NBRO), a research organization with expertise in landslide studies and services, human settlements development, environmental management and structural engineering; and the national Urban Development Authority (UDA), the main agency responsible for urban planning in Sri Lanka.

This case study captures the processes, experiences and lessons learned through disaster risk communication initiatives on natural hazards implemented under the SLUMDMP.

Highlight 1: Designing SLUMDMP



At the time of commissioning SLUMDMP, disaster management in Sri Lanka concentrated heavily on relief and recovery. Relief assistance was usually provided after disasters struck. Over the last decade, the cost of disaster relief has grown significantly, according to data provided by the Department of Social Service. For instance, the expenditure on relief assistance for flood and cyclone from 1993 to 1997 rose substantially – from approximately 1.5 million Sri Lankan Rupees (about USD15,700) to over SLRs.18 million (about USD90,000) and from SLRs.700,000 (about USD7,300) to over SLRs.2.5 million (about USD 26,000), respectively.

To cope with this growing problem, the concept of mitigation – focused on being proactive in reducing the potential for losses before a disaster event occurs – was introduced and encouraged. Developed in accordance with the notion of disaster mitigation, SLUMDMP's main objective is to assist



Ratnapura district, west of Colombo, is very susceptible to a number of hazards, including flooding and landslide. In May 2003, it suffered from the worst flash floods and mudslides in decades. The picture shows aerial view of the flood-stricken Ratnapura.

planners in integrating natural-hazard risk assessment and mitigation measures into the integrated development planning process and in emergency management planning.

The project was piloted in the flood-prone Ratnapura Municipal Council due to its long history of disaster frequency. Good disaster mitigation practices from the demonstration project have been replicated in other selected disaster-prone cities, namely Nawalapitiya, Kandy, Colombo and cities along the Kelani river from Colombo to Avissawella.

Four target population categories identified

Prior to beginning its disaster risk communication campaign, SLUMDMP conducted a rapid study to assess needs and identify characteristics of people in the community. Besides this, it already had data as a result of previous interactions with the community conducted by the project's three implementing partners. Based on the study, SLUMDMP's communication strategies were placed in a broad perspective with a view to accommodate the following categories:

People vulnerable to natural disasters within the project areas

People involved in commercial activities related to disasters

People involved in policy-making and development work implementation

People involved in training, education and dissemination of information

Based on this segmentation of target population, disaster risk communication methodologies were later designed according to the different characteristics and needs of each category.



The flood water level during the recent flood disaster in Ratnapura was more than one meter high, leading to difficulties in commuting.

DEFINITION: Public awareness, Risk communication



Most people tend to accept public awareness and risk communication to mean the same. However, experts tend to make a subtle distinction between the two.

Risk communication has been defined as “a process through which purposeful exchange of information about health or environmental risks to the public takes place for the ability of citizens to have substantial input into making informed decisions that affect their lives”. □

Risk communication informs the public about the circumstances under which their health and safety might be jeopardized; and advises them on what actions can be taken to reduce risk.

Creating public awareness for disaster mitigation is a process through which people living in hazard-prone areas come to realize and understand that they live in areas of risk, know the specific dangers that they are exposed to and the warnings that are issued, and know the appropriate action to be taken to protect their lives and minimize property damages (ADPC).”

Profile of Ratnapura Municipal Council

Ratnapura Municipal Council area in Ratnapura district, capital of Sabaragamuwa province, west of Colombo, consists of 15 wards and is highly susceptible to a number of hazards such as frequent flooding, landslides, soil erosion and land subsidence due to gem mining, pollution and contamination of water supplies.

Annually, two major floods occur in Ratnapura – during May-June and September-October. High rainfall and flooding of the Kalu river often cause damage in the central business district as well as outlying areas. Large floods usually occur once in every 8 to 10 years. Big floods

occurred in 1979, 1984 and recently in May 2003.

Ratnapura has a population of approximately 100,000 with a density of 330 people per square kilometer (as of 1994), representing a diverse group of people. Of this, nearly 55,000 were classified as urban residents and the trend now leans toward increased urbanization.

Ratnapura is a major rubber cultivation district. The urban economy primarily relies on the gem industry, textile industry, agriculture and services sector.

Highlight 2: Gaining initial access



A synthesis of answers to a set of basic planning questions (see right box) led to the identification of SLUMDMP’s approaches to communicating risk.

Winning political support is an essential pre-requisite to getting to the rest of the target population. SLUMDMP thus began conveying the message to people involved in policy-making and implementation of development activities, such as Municipal Councils’ officers and politicians, through

Planning a disaster risk communication campaign

questions to ask ?

- ↳ How to motivate people in hazard-prone areas to learn about natural hazards when this is not a salient issue to many?
- ↳ How to make people understand the concept of disaster mitigation when they are used to disaster relief assistance?
- ↳ How to motivate people to prepare ahead of time?
- ↳ What are the appropriate methods and which media to use to convey such information to people?

awareness workshop programs to introduce the project and seek support.

One remarkable success of the project’s awareness workshop as well

as the follow-up capacity building program was the case of Mr. Asoka Jayawardene, the then Mayor of Ratnapura Municipal Council. His personal experience of living with flood

Safer Cities

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 presents strategies and approaches to urban disaster mitigation derived from analyses of real-life experiences, good practices and lessons learned in Asia and the Pacific. This user-friendly resource 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. The key principles emphasized throughout Safer Cities are broad-based participation, partnerships, sustainability and replication of success stories.

The contents here may be freely quoted with credit given to the implementing institution, Asian Disaster Preparedness Center (ADPC), and to the Office of Foreign Disaster Assistance (OFDA) of the U.S. Agency for International Development (USAID). The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of ADPC or USAID. The information in this series is provided for purposes of dissemination. For more details, please refer to the contacts listed at the end of this material. Publication of this case study was made possible through the support provided by the OFDA, USAID, under the terms of Cooperative Agreement No. 386-A-00-00-00068.

risk in Ratnapura raised his awareness and readiness to be involved in the project.

“I was so happy to embrace SLUMDMP. Its arrival into my office was strange, but timely” – it happened when I was in grave need of such a collaboration,” he stated at the SLUMDMP’s introductory awareness workshop held in Ratnapura. To create a better environment conducive to implementing disaster mitigation, Mr. Jayawardene decided to execute his power and authority to fully support implementation of SLUMDMP activities.

“I was so happy to embrace SLUMDMP. Its arrival into my office was strange, but timely”

-Asoka Jayawardene
[former mayor of Ratnapura]



A Disaster Management Steering Committee (DMSC) was established and chaired by the Mayor. The Municipal

Engineer Team was entrusted with the task of coordinating DMSC work under the supervision of the Municipal Commissioner. Several structural and non-structural mitigation activities were completed; for example, construction of a pedestrian crossing across the Kalu river for transportation of people and relief assistance in times of flood and relocation of a bus stop from a flood-prone area to higher ground.

Mr. Jayawardene’s support in disaster mitigation has extended beyond Ratnapura. After joining the Sabaragamuwa Provincial Ministry of Local Government, Environment, Youth Affairs and Sports as a Provincial Minister in charge with environment management in June 1999, he took the initiative in spreading SLUMDMP activities to the whole province. He particularly worked at incorporating disaster mitigation as part of the development policy and legal framework. With his support, the Provincial Ministry recognized the need for a provincial policy for disaster mitigation as one of its priorities and incorporated it in its Policy Statement.

Highlight 3: Planning and implementation of communication activities



Political support from local authorities created a productive environment for the project to work with other groups of the target population. Owing to the success of awareness workshops for politicians, SLUMDMP employed the same methodology in disseminating the disaster mitigation message to the rest of the target population. As a result, occupational-based customized workshop programs were created for people like environment officers, land-use planners, youth groups, forest fire-fighters, religious leaders, planners, craftsmen, surveyors, lawyers, housewives, and others.

To complement this, SLUMDMP produced several public awareness materials such as brochures, leaflets and flyers.



Apart from knowledge on disaster mitigation, hands-on demonstrations were carried out for an awareness workshop for craftsmen.

Occupational-based customized workshop programs gains initial access to the community

As disaster mitigation was a new notion with which few people were familiar, SLUMDMP launched the concept through such workshops. The objective was to identify hazards and introduce disaster mitigation as well as appropriate technology that could be applied to mitigate disasters by using local knowledge and resources.

SLUMDMP tailored a series of awareness workshops to different occupational groups to ensure that the message was delivered effectively. Topics and language were adjusted and tuned to match each occupational group.

SLUMDMP tailored a series of awareness workshops to different occupational groups to ensure that the message was delivered effectively. Topics and language were adjusted and tuned to match each occupational



Occupational-based customized workshop was organized for religious leaders.

group. For example, linguistic simplicity and hands-on demonstrations were carried out for an awareness workshop for craftsmen. The workshop also provided participants with knowledge on the different roles of each occupation in mitigating disasters; for instance, a small demonstration on how to build a water-resistant wall was presented to laborers and craftsmen.

This series of occupational-customized awareness workshops proved to be an effective initiative to penetrate different target population categories as well as equip them with knowledge on disaster mitigation theory and practice. Between 1998-2002, SLUMDMP conducted more than 50 workshops in this series, which reached more than 1,500 people. Currently, these workshops are being conducted as part of CHPB/SLUMDMP’s annual calendar activity as well as on demand.

“Vipath Puwath” newsletter spreads disaster mitigation news

Given the fact that the literacy rate in Sri Lanka is relatively high (90.2%), a newsletter published in Sinhala was selected to disseminate news and information on disaster mitigation in the country. The free newsletter, “Vipath Puwath” (disaster news), is published

on a bi-monthly basis, highlighting current information on disaster mitigation both in the country and in the region.

Vipath Puwath aims at all four categories of target population, ranging from government officers, public sector, NGO and CBO officials, school communities and the business sector. Each issue focuses on different themes that have been identified by the editorial team. There are two regular columns in each issue, namely the lead article and the editorial. The number of pages in each issue depends on the length of the lead feature.

Since the newsletter targets a diverse group of people, difficult technical terms sometimes have to be avoided or clarified. Apart from regular subscribers, the newsletter is also distributed at workshops and training conducted under SLUMDMP.

Hazard-specific leaflets and booklets: local hazards segmented

Different communities face different disasters/hazards. Even in the same province, one community suffers from flooding while another part of the town experiences lightning disaster. Though both are rain-induced disasters, mitigation measures are different. As a result, SLUMDMP employed a hazard-specific approach to reach target audiences in different areas, producing various literature conveying information on different hazards.



A small four-page landslide leaflet provides essential knowledge suitable for those who do not have much time

to read. Detailed information on the same topic was to be obtained from a set of four-volume pictorial landslide booklets for those who wished to seek further information. Information provided was simplified so that it was easily accessible to different groups of people. Colorful illustrations and diagrams were also presented in order to attract readers' attention.



“Vipath Puwath” newsletter

These leaflets and booklets were published in two languages, Sinhala and Tamil, and were distributed among the public and school communities vulnerable to different types of hazards. In addition, they were used for other awareness programs conducted by SLUMDMP.

Highlight 4: Beyond conventional public awareness methodologies



SLUMDMP raised disaster mitigation awareness through conventional educational communication methodologies such as workshops and distributing information material. Thereafter, a new challenge was faced by SLUMDMP. “How else to further enhance it in an interesting way.” SLUMDMP creatively experimented with other methods by combining education and entertainment together in the learning process, leading to two other effective awareness-fostering activities: production of a single-episode teledrama at the demonstration project site targeted at young people vulnerable to disasters, and a school awareness program that specifically targeted the school community.

educational style, the message was spelt out in an attention-catching technique that blended education and entertainment.

Based on a survey earlier conducted by a drug-prevention oriented NGO on how people wanted to be informed, a soap opera was identified as a communication channel for this campaign instead of another conventional information-jammed documentary on disaster mitigation. The survey showed that soap operas

are the people's favorite type of TV program.

This 30-minute teledrama was targeted at youngsters, mainly in the demonstration project site, Ratnapura Municipal Council, with secondary focus on the public in general. The message of “heeding disaster warning” was merged with romance, a subject most youngsters are interested in.

The teledrama was filmed in Ratnapura and was crafted to suit the audience. To increase the credibility of

Teledrama: “Teaching, not preaching”

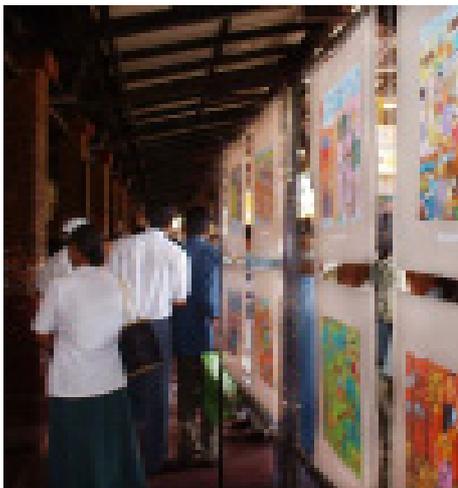
A teledrama entitled “Of an Event Foretold” or “Kumari's Story” carried the campaign's message of “heeding the warnings of disasters”. Rather than presenting it in an information-laden

Kumari's Story: A teledrama

The teledrama tells the story of Nimal, a young undergraduate student, betrothed to a lovely girl named “Kumari”, who also lives in Ratnapura. However, Kumari is forced by her uncle to marry a man who she does not love. After the wedding, she and her new family move to a house built on a slope prone to landslides. On one stormy night, Nimal anticipates a landslide in Kumari's area and warns her of the impending danger. Though reluctant, Kumari finally leaves for safer ground, and thus her life is saved.



Celebration of Disaster Safety Day (DSD) in Ratnapura, held in memory of those who lost their lives during the landslide in Helauda, Ratnapura in 1994, received huge interest from the public. The DSD, which aimed at promoting awareness in disaster preparedness and environment protection among school children, was organized for the first time on 6 April 2001. A monument was constructed to commemorate the Helauda landslide disaster.



Prior to the DSD event, SLUMDMP organized an art competition, a poster design competition and an essay competition for school children to take part in. The entries were exhibited at a bus stop in downtown Ratnapura during the DSD.

this serious message, the production used new actors and actresses trained at the National Youth Council for Acting.



Disaster Safety Day attracts huge participation

Instead of a conventional classroom, SLUMDMP, in collaboration with the Sabaragamuwa Province Chief Minister's Office and Ratnapura Municipal Council, conducted Disaster Safety Day (DSD) for the first time on 6 April 2001 in downtown Ratnapura.

The teledrama was very successful in sending the intended message. It was viewed by 500 schoolchildren on World Habitat Day organized by the UN-HABITAT in October 1999. On 30 August 2000, it was telecast at primetime on the Sri Lanka Rupavahini Cooperation, the national broadcaster.

The funds required to meet the cost of airtime (SLRs. 64,000) were provided by the Sri Lanka Insurance Corporation. A copy of the teledrama was also entered in the Adults Education Sector 2000 of the Japan Prize Contest, organized by NHK Japan Broadcasting Corporation, Tokyo. It was also screened at the first Asian International Public Television (INPUT)/UNESCO Workshop for Creative Television held in Kathmandu, Nepal. Though it initially catered to young people in Ratnapura, the teledrama continues to carry the message of "heed warnings of disaster" to a wider audience as a part of SLUMDMP's awareness workshop program.

School awareness program: "Catch them while they are young"

Realizing that schools can play an important role in developing community awareness in risk and hazard management, SLUMDMP initiated the "School Awareness Program" that was aimed at the school community in the hope of sowing a "culture of safety" for future generations. Also, it intended to use school children to play the active role of mediator in disseminating the message to the wider public – parents, relatives and friends. One activity under this noteworthy endeavor was the organization of Disaster Safety Day, which sent out the message that something can be done in advance to minimize the devastating impact of disasters.

It aimed at promoting awareness in disaster preparedness and environment protection among school children through learning-by-participation. The event, held in memory of those



who lost their lives during the 1993 landslide disaster in Helauda, Ratnapura, saw more than 500 people joining the march to the Dharmapala Maha Vidyalaya, where a program of talks, performances and video viewing was arranged.

Before the event, SLUMDMP also organized an art competition, a poster design competition and an essay competition for school children with modest cash prizes. Invitations were sent to every school in Ratnapura, Nawalapitiya and Kandy. The feedback was significantly positive. Prizes were awarded later that day. An exhibition of the art and posters was also displayed at the Ratnapura Municipal Council Hall.

This event proved to be an overall success, as the message to prepare for disasters and protect the environment was heard throughout the community. In 2003, DSD was organized for the second time on 16th March. The significant success of this initiative has led to several spin-offs,

including interest in organizing similar public awareness campaigns in other cities in Sri Lanka as well as an initiative to make Disaster Safety Day a national event.





Conclusion and recommendations

Persuading people to change their behavior is an enormously difficult task, but it is not impossible. This is where communication can be a catalyst. Risk communication should be considered as a component of the whole disaster mitigation project as it plays an important and powerful role in raising public awareness, altering people's attitude and persuading them to adopt the desired behavior.

In the case of SLUMDMP, an inexperienced planner and implementor of disaster risk communication, it is fair to state that its effort in this regard has, to a certain extent, achieved the targeted goal and objective. It has raised public hazard awareness and generated an interest in disaster mitigation. Rather than changing behavior, its real influence may be more in terms of setting agenda and changing attitudes. This is apparent in its effort at the policy level. SLUMDMP was quite successful in pushing disaster mitigation into political agenda. It gained moderate political support from local authorities when the project commenced, with the exceptional case of Ratnapura Mayor Mr. Asoka Jayawardene, who has a good reputation as a pioneer in disaster mitigation.

Bringing about a change in behavior

Political support serves as a safety net, ensuring positive results for the project. However, it does not necessarily bring about success in changing behavior. It is stressed that the ability to impart knowledge is not by itself able to change behavior. Changing behavior is a complex process and depends on many external factors. Nevertheless, SLUMDMP's success in providing risk information to its target population through many activities – including occupational-based customized awareness workshop programs, brochures, newsletters, establishment of Disaster Safety Day – and institutionalization of hazard and risk

education into existing school curricula, has shown positive signs toward desired behavioral change.

Through its creative experiments, SLUMDMP has provided many valuable lessons learned in relation to disaster risk communication.

**R i s k
c o m m u n i c a -
t i o n s h o u l d
b e c o n s i d e r e d
a s
a c o m p o n e n t
o f
t h e w h o l e d i s a s t e r
m i t i g a t i o n p r o j e c t
a s
i t p l a y s a n i m p o r t a n t
a n d p o w e r f u l r o l e
i n r a i s i n g p u b l i c
a w a r e n e s s , a l t e r i n g
p e o p l e ' s a t t i t u d e
a n d p e r s u a d i n g
t h e m t o a d o p t
t h e d e s i r e d
b e h a v i o r .**

The most important lesson is that risk communication programs should from the beginning be taken into consideration as the project's focal point.

Most professionals pay attention to only the technical aspect of such projects and forget that it is community understanding and participation that lead to sustainability. To acquire this, risk communication is required to disseminate necessary information about risks people face so as to help them make informed decisions on taking appropriate action.

Risk communication: lessons learned

SLUMDMP's Disaster Risk Communication efforts would have brought about a more positive outcome if monitoring and evaluation, another important element in risk communication, had been incorporated. If risk communications are to be really effective, they must be constantly re-emphasized, monitored, evaluated and altered to suit the constantly changing context of communities. This means updating plans and exercises regularly.

Sound preliminary research is a prerequisite to designing an effective

risk communication campaign in a systematic way. The fact that SLUMDMP did not conduct this research properly led to flaws in the campaign design; for example, overlapping target population categorizations, which causes ambiguity in identifying appropriate methodologies. Also, the fact that existing knowledge or perception of risk in the target population was not assessed resulted in an information overload in some of its public awareness material.

Based on the case of SLUMDMP, it is rather clear that we cannot always fully assess the success of risk communication initiatives in terms of altered responses. But, on the other hand, we can also see that failures occur when insufficient attention is given to communication design.

As a new discipline, Disaster Risk Communication provides all risk managers an opportunity for learning, exploration and experimentation in a flexible manner. However, it is important to bear in mind that risk communication system designs need resource, care and specialization. Unfortunately, this is generally not the attitude of agencies which have to communicate risk. Many tend to rely on their own staff and insufficient research to design their own communication systems, instead of using expertise and good resources. So, although the chances of success are possible, they are difficult to attain.

The ultimate goal of risk communication is not only to get the message out to the audience, but also to motivate them to take action, be it persuasive or dissuasive. ■■■

Basic principles for consideration in developing communication strategies and tactics:		lessons learned
<ul style="list-style-type: none"> ↳ Involve constituents in communities. ↳ Preliminary research of the targeted communities is a must. ↳ Clearly segment target audience. ↳ Based on the findings of the research, customize the campaign for segmented audience (remember, there is no one perfect universal campaign suitable for everyone in such a diverse heterogeneous society). 	<ul style="list-style-type: none"> ↳ Be creative throughout the process. ↳ Speak with one message/issue. ↳ Incorporate local community characteristics/perspectives into the campaign. ↳ Create two-way communication. ↳ Evaluate and measure performance. ↳ Repetition is the key to ensure the change sought. 	



Further References

On disaster management in Sri Lanka

Intermediate Technology Development Group (ITDG)

Duryog Nivaran Secretariat
5 Lionel Edirisinghe Mawatha
Kirulapone, Colombo 5, Sri Lanka
Tel: ++94-1-852149, 892412-4
Fax: ++94-1-856188
E-mail: itdg@itdg.slt.lk

The Sri Lanka Red Cross Society
P.O. Box 375
Colombo 10 Sri Lanka
Tel: ++94-1-678420
Fax: ++94-1-695434
Telex: 23312 SLRCS CE
Telegram: RED CROSS COLOMBO
E-mail: slrc@sri.lanka.net

Disaster Management National Forum (DIMNAF)
417/5, Welipara
Talawatugoda, Sri Lanka
Tel: ++94-1-867325

On disaster risk communication

1. Gutteling, M. Jan and Wiegman, Oene, Exploring Risk Communication, 1996, Kluwer Academic Publishers, Dordrecht: The Netherlands.
2. Handmer, John and Penning-Rowsell, Edmund (editors), Hazards and the Communication of Risk, 1990, Gower Technical, Hants: England.
3. Weinreich, K. Nedra, Hands-On Social Marketing: A Step-by-Step Guide, 1999, Sage Publications, London: England.

Editorial Board

Safer Cities 6 has been reviewed by:
Dr. Suvit Yodmani, ADPC
Mr. N.M.S.I. Arambepola, ADPC
Dr. Buddhi Weerasinghe, ADPC
Ms. Suthira Suwannarpa, ADPC
Mr. Rajesh Sharma, ADPC
Ms. Christine Apikul, ADPC
Mrs. Geethi Karunaratne, CHPB
Mr. Lionel Hewawasam, CHPB
Ms. Jyotika Ramaprasad, Southern Illinois University, USA.

Author: **Ms. Natthinee Rodraks**, ADPC
Editor: **Mr. Srinivasan Iyer**

SLUMDMP

The Sri Lanka Urban Multi-Hazard Disaster Mitigation Project (SLUMDMP) was launched in September 1997 under the Asian Urban Disaster Mitigation Program (AUDMP) of the Asian Disaster Preparedness Center (ADPC). The objective is to reduce the vulnerability of Sri Lankan cities to landslides, flood and typhoons. Through activities in Ratnapura, Nawalapitiya, Kandy, Colombo and cities along the Kelani river, the SLUMDMP promoted awareness, built capacities and developed tools for incorporating risk management into urban development planning and implementation.

Project Partners

Implementation:

Center for Housing, Planning and Building (CHPB)
No. 33, Sunil Mawatha, Pelawatta, Battaramulla, Sri Lanka
Tel: (94-1) 785-628
Fax: (94-1) 785-629
URL: <http://www.chpb.gov.lk>
E-mail: chpb@sltnet.lk



National Building Research Organization (NBRO)
99-1 Jawatte Road, Colombo Sri Lanka
Tel: (94-1) 588-946, 501-834
Fax: (94-1) 502-611
URL: <http://www.nbro.gov.lk>
E-mail: nbro@sltnet.lk



Urban Development Authority (UDA)
Sethsiripaya, Battaramulla Sri Lanka
Tel: (94-1) 875-912
Fax: (94-1) 883-670



Funding:

Office of Foreign Disaster Assistance (OFDA), U.S. Agency for International Development (USAID)



AUDMP

The Asian Urban Disaster Mitigation Program (AUDMP) is the first and largest regional program 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, NGOs, 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 key stakeholders to promote replication of 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.

ADPC

The Asian Disaster Preparedness Center (ADPC) is a regional resource center dedicated to safer communities and sustainable development through disaster risk reduction in Asia and the Pacific. Established in 1986 in Bangkok, Thailand, ADPC is recognized as an important focal point for promoting disaster awareness and developing capabilities to foster institutionalized disaster management and mitigation policies.

For more information, please get in touch with us at:

Asian Disaster Preparedness Center
P.O. Box 4, Klong Luang
Pathumthani 12120
THAILAND
Contact: Information Scientist
E-mail: ambika@adpc.net

Tel: (66-2) 516-5900 to 10
Fax: (66-2) 524-5350
E-mail: adpc@adpc.net
URL: <http://www.adpc.net>

