

# Component 4

## Networking and Information Dissemination



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# **Capturing the Hearts and Minds of All**

# OBJECTIVES



- **Increase the level of understanding on natural disasters among the people of Dagupan (in particular), and the people in the whole country (in general).**
- **Create awareness among the target publics on the need to plan and adopt disaster preparedness and risk management.**
- **Mobilize people to save lives and to protect the community through disaster risk management.**

# STRATEGIES



- Network with various school administrations to integrate disaster preparedness programs in school curriculum and school activities.
- Maximize support of the tri-media organizations for massive public awareness campaign. Utilize proper timing to maximize the power of any of the communication medium.
- Use creative approaches to educate while entertaining your target publics.



# Initial Accomplishments: Disaster Preparedness Day



In June 2006, The Sangguniang Panlungsod (City Council) declared that July 16 of every year is “Dagupan City Safety Day.”





## Initial Accomplishments: Gained massive support on the celebration of disaster consciousness week from July 16-22, 2006.

- **5,000** Dagupenos joined the city Parade to kick off the activity.
- **55,000** elementary and high school students in Dagupan City joined the simultaneous earthquake drill.
- Students participated in essay-writing contest, poster-making contest and oratorical contest.





# Initial Accomplishments: Media Support for Public Awareness



- Radio Hopping to discuss PROMISE project and disaster consciousness week.
- TV interviews at ABS-CBN Regional Network for update on PROMISE project and typhoons that visited Dagupan since July this year.
- Generated good media exposures from the print media.
- On August 16, PROMISE documentation team, joined the Pangasinan Tri-Media Association during its visit to San Roque Dam.



# Initial Accomplishments: City-Generated Publication



- We have been producing our own publication: **Bangus City Journal** that caters to the cross-section of society in **Dagupan City**.
- The publication also reaches all LGU mayors in **Pangasinan** and key cities in the country.
- The publication is running a series of feature and news stories on **Project PROMISE**.





# Broadening and sustaining the Campaign

- Come out with weekly Cable News Program
- Produce informative and creative disaster preparedness campaign materials:
  - o Radio Plugs
  - o Audio Visual Presentation
  - o Flyers
  - o Posters
  - o Calendars
- Further broaden the disaster consciousness month to get active participation of the neighboring towns and cities.

# Broadening and Sustaining the Campaign



## **National Publication on Disaster Preparedness**

- o Initiate the production of a national publication on disaster preparedness in coordination with NDCC, RDCCs, DILG and LCP.**
- o The national publication will reinforce and sustain the city's effort to mainstream the project in the national level.**



# Learnings and Opportunities

- The media are supportive of disaster preparedness program because they usually cover the frequent typhoons and flash floods visiting the city.
- Highlighting the fact that Dagupan is the only City in the country chosen as Project Partner brings pride to the people and rallies them to support the project.
- The success of the project relies on the involvement of every individual, thus the City's communication campaign targets the general public.

Ultimately, we would like to change the mindset of people from being reactive to proactive in its response to disaster.

**Salamat ya balbaleg!**