



Partnership on C.B.D.R.M in Vietnam



People's Knowledge, Attitude and Practice in relation to disaster risks, life skills and coping mechanisms

EUROPEAN COMMISSION



Humanitarian Aid

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commissioned by

Federal Ministry
for Economic Cooperation
and Development

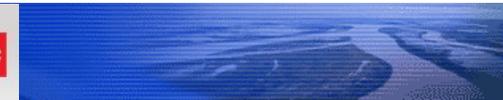
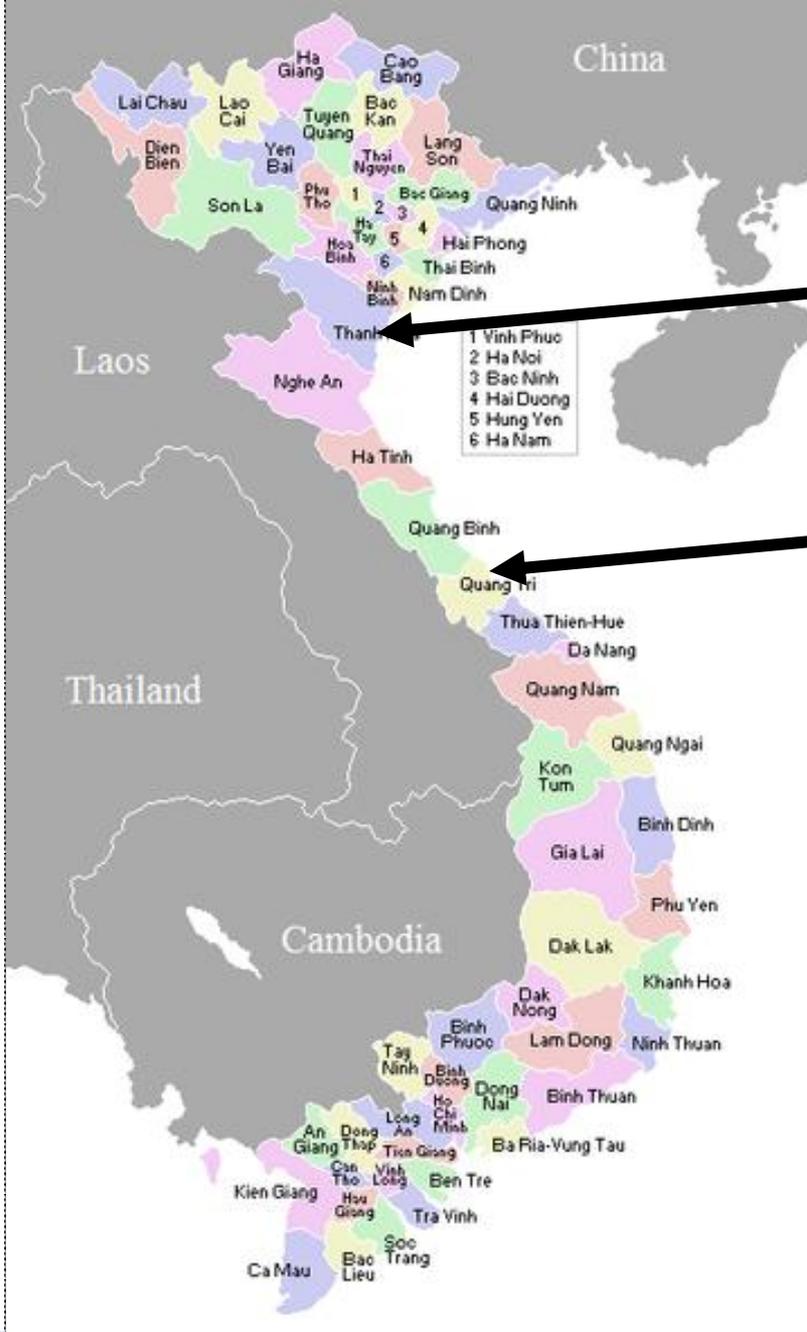
GFA
Consulting Group

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General information on the project:

- **Title:** *“Capacity building for institutions & vulnerable communities to improve disaster preparedness, mitigation & response in Thanh Hoa & Quang Tri “*
- **Main Donor:** Directorate-General for Humanitarian Aid - European Commission
- **Program:** DIPECHO VII
- **Implemented by**  
- **Location:** Thanh Hoa & Quang Tri provinces
- **Timeframe:** July 2010 – Sept 2011





Main planned activities

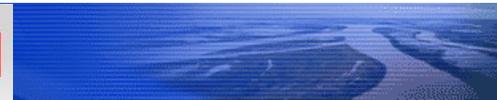
- Capacity building of key stakeholders' staff
- Small scale mitigation activities + early warning system.
- **D.R.R. Risk communication**
- D.R.R school based and villages plans
- Knowledge management (lessons learned, research, studies....)

Objectives of the K.A.P

- Understand people's Knowledge, Attitude Practice & Participation in relation to disaster risks
- Establish baseline information for measuring the impacts of disaster risk communication activities
- Identify main channels of communication used by the people
- Provide data for advocacy on DRR
- Familiarize DRR organizations with the KAP

Methodology

- **Quantitative approach:** Cluster random sampling survey
- **Qualitative approach:** Focus Groups & in depth interviews.
- **Target groups:** Households and students
- **Data processing:** SPSS/PC software
- **Gender analysis**
- **Location:** 1 K.A.P in Thanh Hoa + 1 K.A.P in Quang Tri

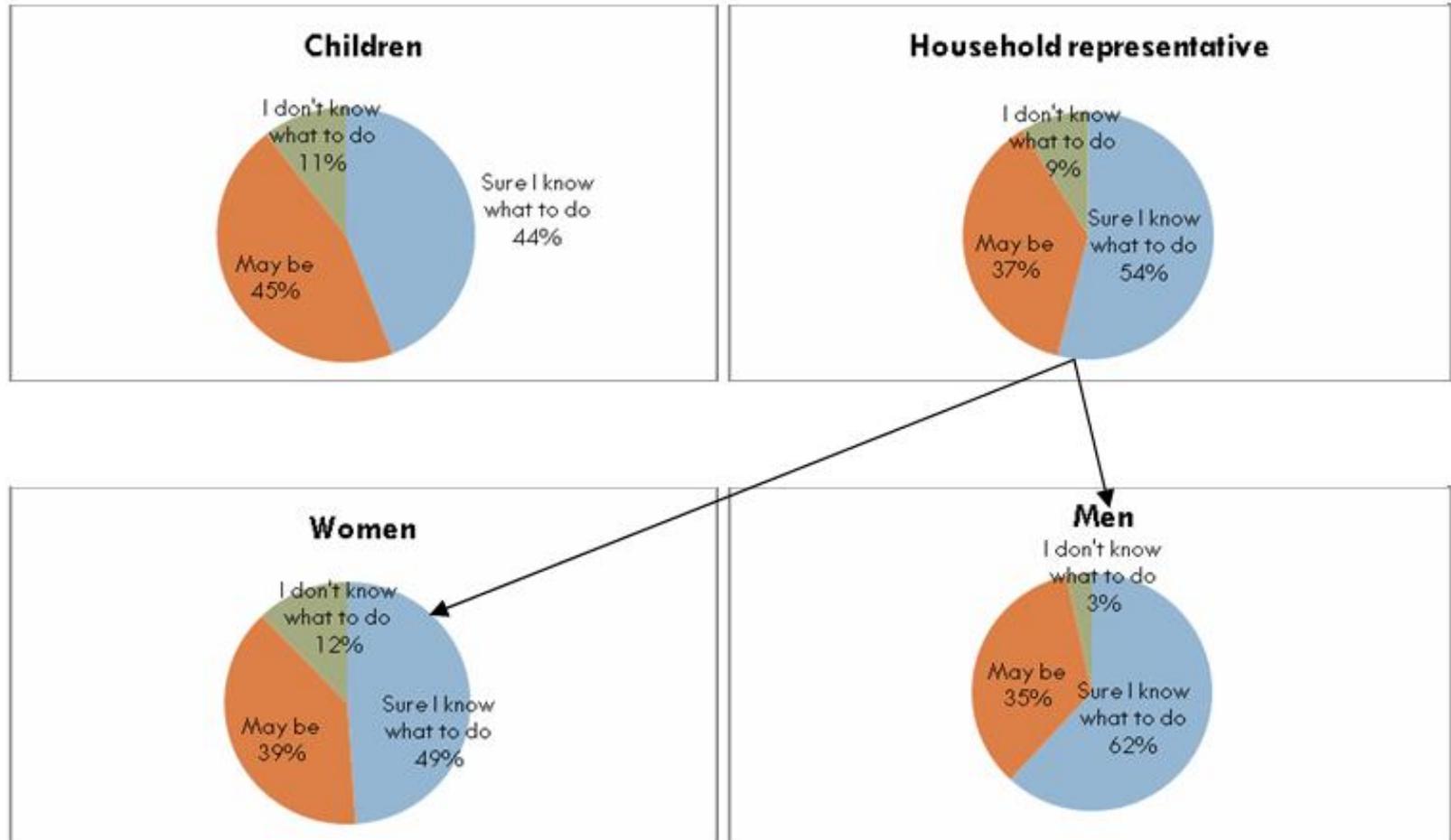


Preliminary findings

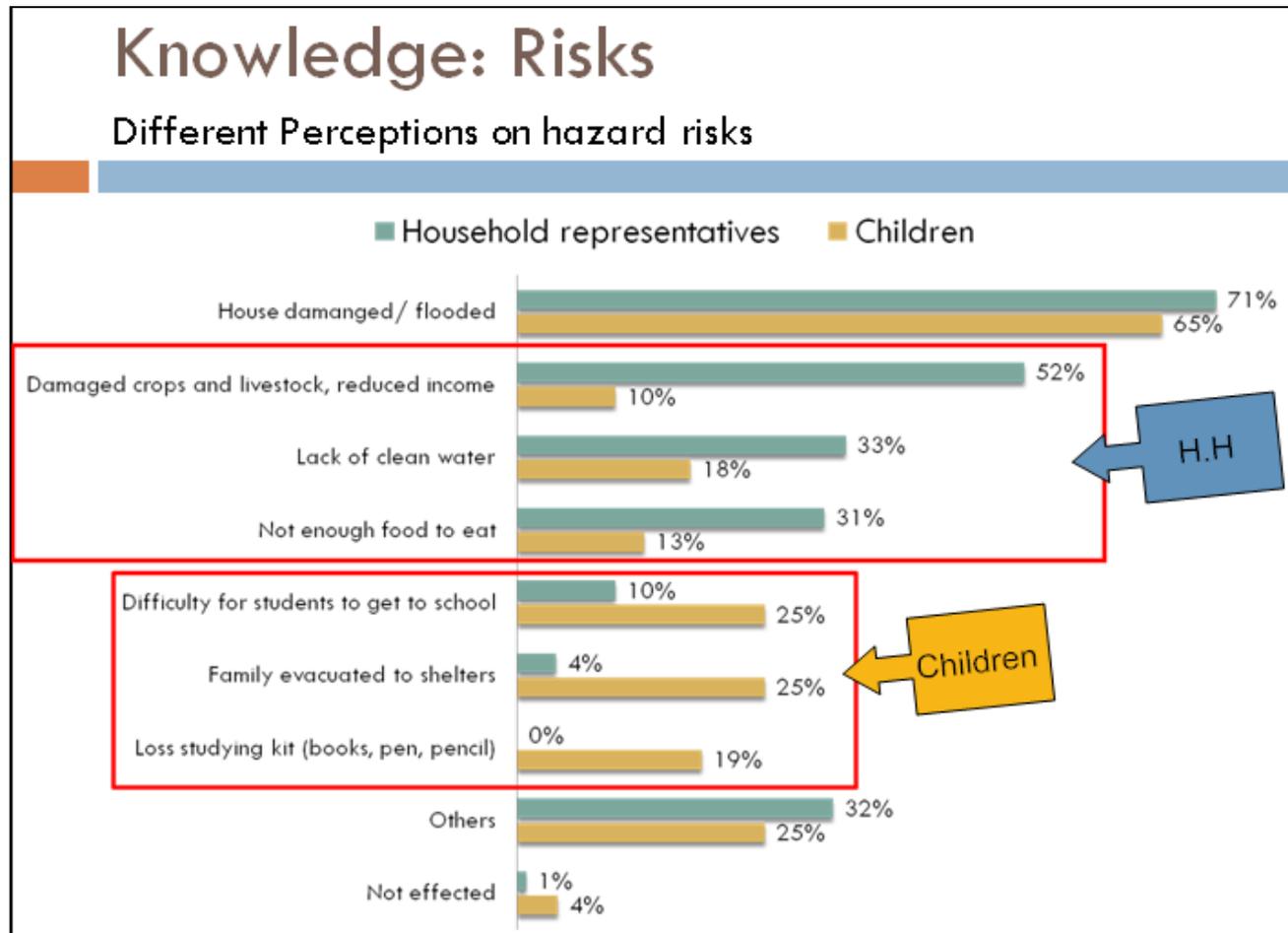
- Good knowledge about types of disasters.
- Poor knowledge on who are the most vulnerable groups (Women, PWDs...)
- Women & children are less confident to cope with disasters
- Not much difference between Male & Women responses
- Poor participation of people in DRR planning exercises.
- Some gaps between Attitudes & Practices (mainly for children)
- Different communication means between children & adults

Level of confidence

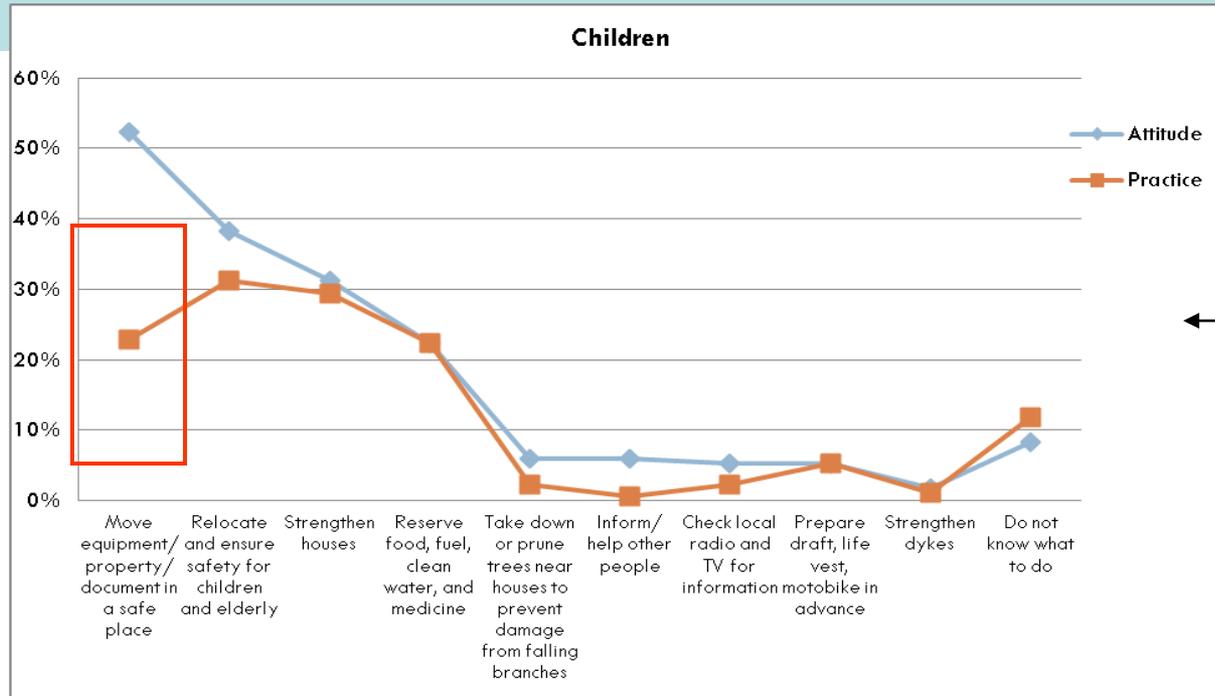
Do you know what to do if a disaster occurs right now?



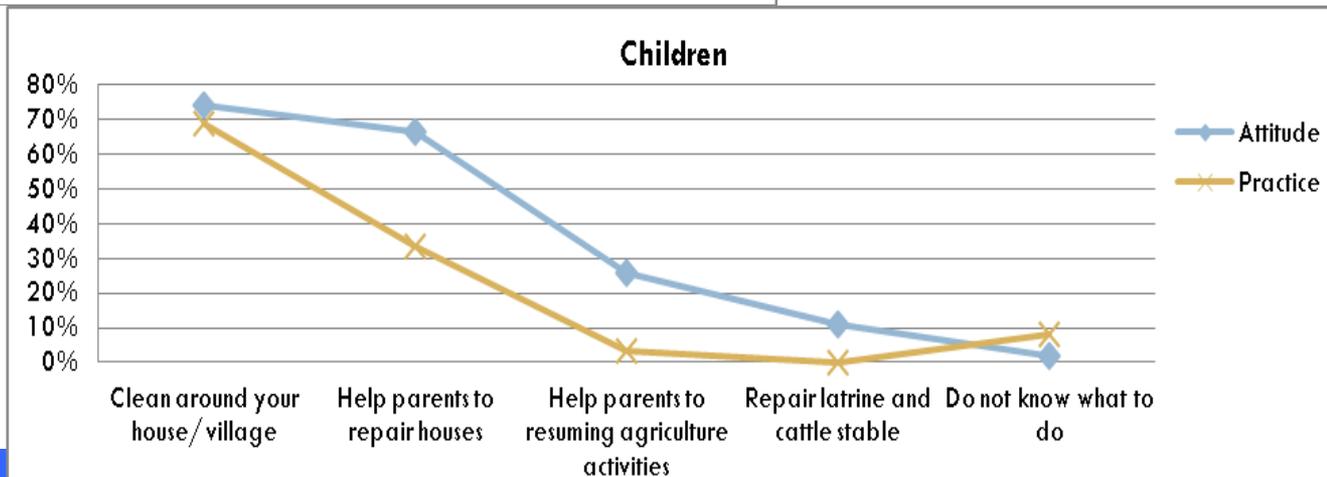
Different Perceptions of risks



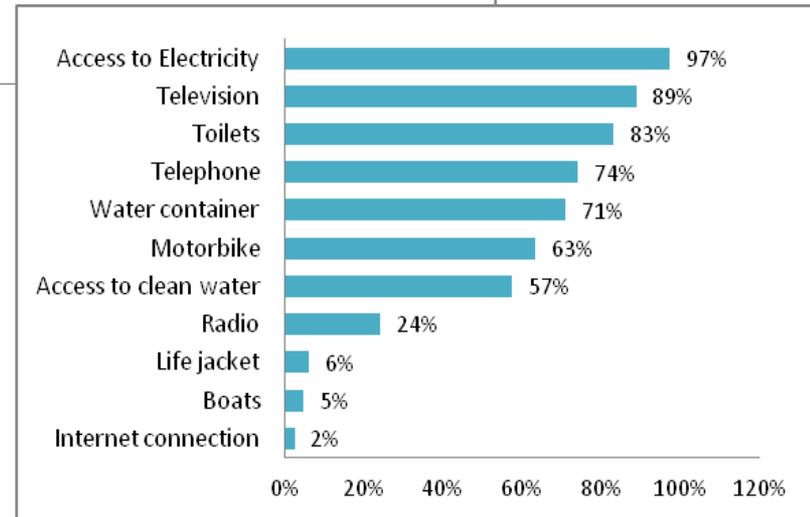
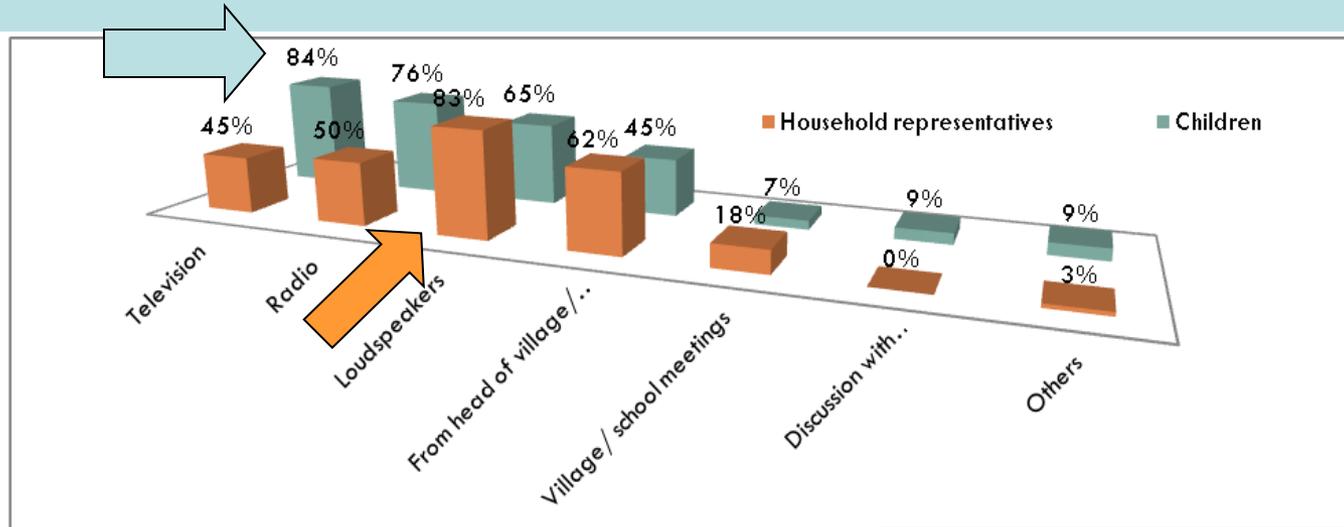
Gaps between Attitudes & Practices (mainly for children)



After disaster →

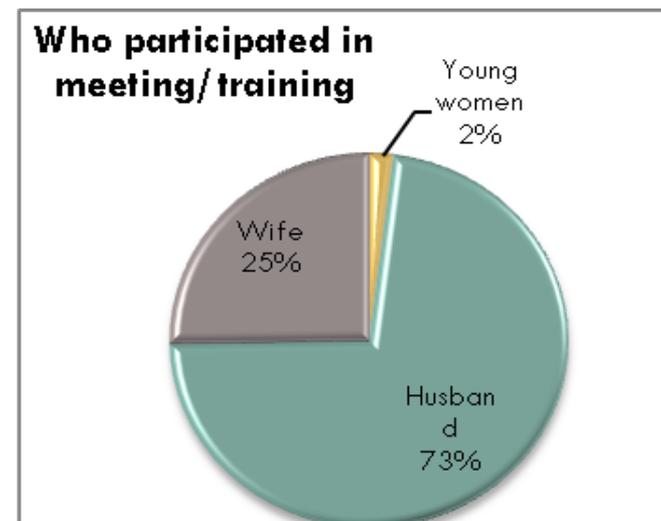
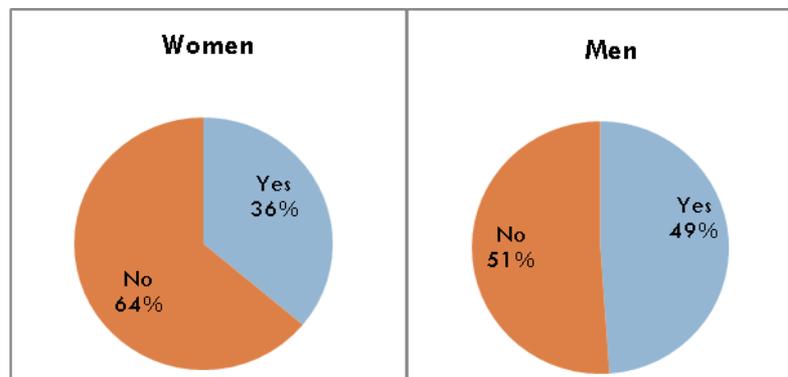
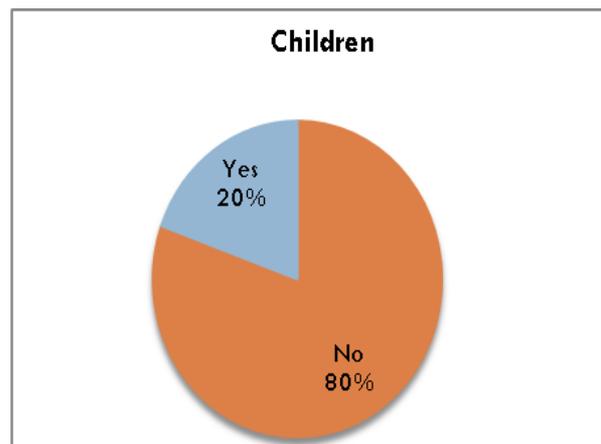
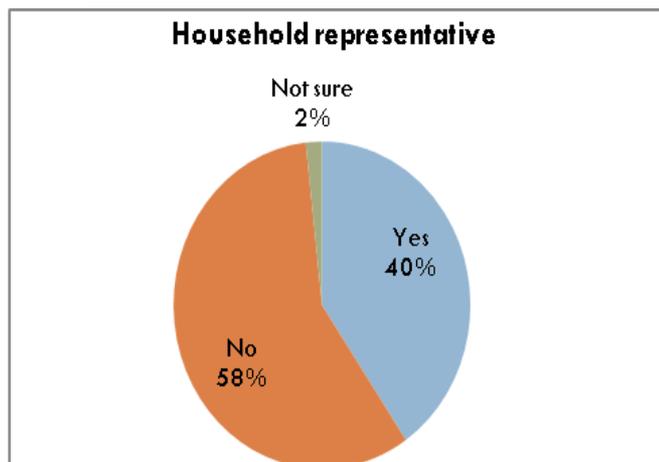


Different means of communication



Poor participation rate....

Have you participated in DRR meeting/trainings ?

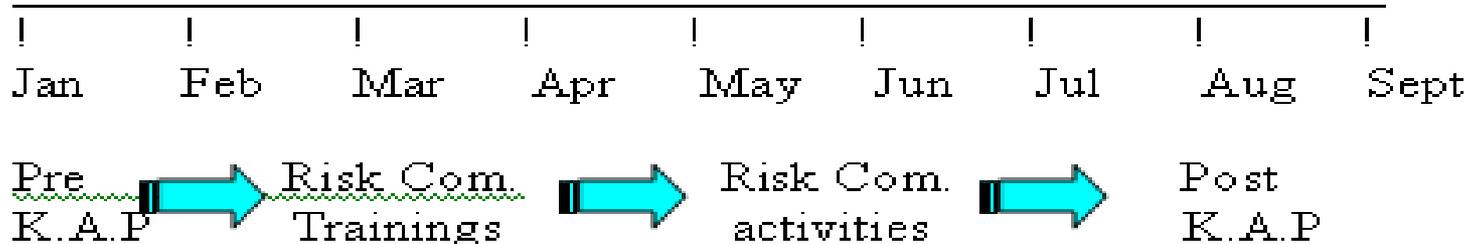


...but potential to bridge the gap

In the K.A.P study conducted in Quang Tri, 71% of the households mentioned that they could identify an existing group in their community that help people to prepare themselves for natural disasters

Use of the K.A.P.....next steps.....

Risk Communication strategy and plan 2011



Most vulnerable target group	Problem/behavior to address	Best channels of communication to reach the target group	Methods/tools used for each channel of communication	Main communicators	Specific messages per target groups
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What?	How?	With who	When?	How many/much?	Comments/status of the plan
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Use of the K.A.P.....next steps.....

- K.A.P is a good tool for not only designing communication activities but also for participatory planning, capacity building and advocacy for both local and national authorities.



Thanks for your attention !

