



**E-Learning Course**

**6<sup>th</sup> Disaster Risk Communication in the New Normal**



SAFER COMMUNITIES AND SUSTAINABLE DEVELOPMENT THROUGH DISASTER RISK REDUCTION

**MISSION**

To reduce the impact of disasters on communities and countries in Asia and the Pacific by: Developing and Demonstrating Innovative Practices; Strengthening Sustainable Institutional Mechanisms and Systems; Raising Awareness and Enhancing Capacity, Knowledge & Skills; and Supporting Knowledge Generation and Sharing Experience & Expertise.

**APPROACH**



**LEADERSHIP**



Professionals with significant experience and motivated individuals looking to step up to upgrade or develop their disaster risk communication plans would greatly benefit from our 3-weeks e-learning course on “Disaster Risk Communication in the New Normal” that combines a tailored curriculum with key skills and core competencies require for formulating and implementing disaster risk communication plan.

The course seeks to expand your knowledge and skills on disaster risk communication plan by providing practical guidance and hands-on experience that would enable you to confidently find solutions to the hard problems, such as, changing risks, a lack of good governance, limited efforts to redefine risk communication beyond warning generation; deficient emphasis on disaster risk communication at different levels of planning and agreements, and the issue of misinformation.

Bill Ho  
Director,  
ADPC Academy



ONLINE

**ABOUT US**

Asian Disaster Preparedness Center (ADPC) is an autonomous international organization that works to build the resilience of people and institutions to disasters and climate change impacts in Asia and the Pacific.



DATE

4-22 July 2022

Established in 1986, it provides comprehensive technical services to countries in the region across social and physical sciences to support sustainable solutions for risk reduction and climate resilience.



COLLABORATIVE LEARNING Labs

The ADPC Academy designs and delivers specialized capacity-building and training courses at all levels with an overall objective to increase the capabilities of governments and its relevant partners including national training centers on disaster and climate resilience.



LANGUAGES English

The Academy offers a 3-week e-learning course on Disaster Risk Communication in the New Normal. The rigorous curriculum is developed with a multi-disciplinary approach that seeks to strengthen knowledge and skills on effective disaster risk communication and ability to apply that knowledge and skills to real life situations.



APPLICATION DEADLINE 30 June 2022



## BACKGROUND & RATIONALE

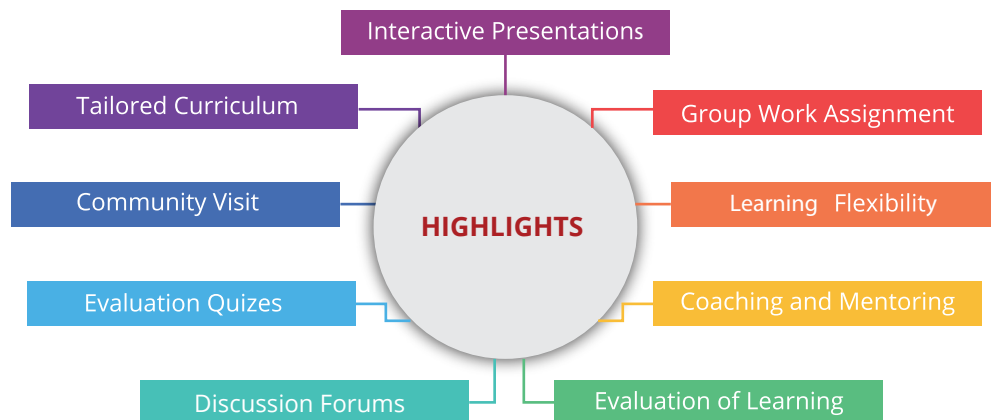
Disaster risk information is critical for building disaster resilience in all phases of the Disaster Risk Management (DRM) cycle. It is equally as important for risk information to be communicated and understood for effective and risk-informed decision-making. Disaster risk communication aims to raise public awareness on hazards and possible disasters in communities to encourage preparedness and resilience.

The key challenges of risk communication are changing risks or future risks due to temporal and spatial changes in hazard, exposure, and vulnerability, and climate change impacts; a lack of good governance, limited efforts to redefine disaster risk communication beyond warning generation; inadequate emphasis on disaster risk communication at different levels of planning and agreements, etc. Another recent challenge is that most countries have experienced a new wave of 'fake news' and misinformation during COVID-19. The course will provide important inputs and insights to address these challenges.

## LEARNING OBJECTIVES

The overall learning objective of this course is to help participants enhance their practical skills and knowledge on disaster risk communication plan and effectively contribute to more in their organizations. The following are learning objectives of the course.

- Enhance awareness, knowledge and skills on effective disaster risk communication.
- Draft disaster risk communication plans that help to communicate disaster risk information to vulnerable communities better and to prepare communities to undertake viable and effective solutions.
- Identify initiatives and good practices on effective disaster risk communication in the New Normal for possible future replication.



## COURSE STRUCTURE

The course consists of **ten (10) sessions** that will be delivered over 3 weeks. It should be noted that all sessions are based on the New Normal scenario (i.e. during and post COVID-19).

This course explores risk communication from multi-hazard and gender perspectives, and mainly focuses on natural hazard-induced disasters (both rapid and slow onset) which includes epidemics such as COVID-19.

### Week One

- Course objectives, scope, contents, methodology, assessment, completion requirements, and schedule
- Concepts, terminologies, and frameworks on DRM
- Understanding disaster risk communication and its linkage with DRM
- Situation Analysis: Concept of risk, risk information, risk perception and risk management options, risk perception factors
- Participants discuss case studies and conduct situation analyses based on their specific needs or situations.

### Week Two

- Disaster risk communication approaches for rapid and slow onset disasters
- Audience analysis and segmentation
- Establishing goals/ objectives
- Participants discuss case studies and select approaches, develop audience analysis and segmentation, and establish goals/objectives based on their specific needs and situations.

### Week Three

- Developing right message: 'what to say' and 'how to say' for disaster risk communication; how to talk about the hazard', 'what to do'
- Message – style, tone, demeanour and accuracy.
- Delivering Right Message: Traditional and modern tools and technologies for communicating risk to the public
- Steps for preparing and implementing monitoring and evaluation plan
- Participants discuss case studies and develop right messages, select appropriate delivery tools based on their specific needs and situations
- Final Presentation on Disaster risk communication plan: Participants review, finalize and present their disaster risk communication plan



## RESOURCE PERSON PROFILE

The course will be delivered by internationally recognized resource persons on disaster risk communication with a balance of technical and field experience; theory and practice; international, national and local knowledge; and disaster experience and training skills.



AVELINO FILIO

*Capacity Development Specialist*

Establishing Goals & Objectives,  
Delivering Right Message,  
Monitoring and Evaluation



SUNIL PRASHAR

*Curriculum Developer*

Situation Analysis



YVONETTE DUQUE

*Senior Public Health Specialist*

Developing Right Message



ELISA SCHMIDT

*Climate Change Coordinator*

Disaster Risk Communication  
Approaches



PRAKRITI NASWA

*Capacity Development Specialist*

Incorporation of Gender in DRC



ALISA YANASAN

*Emergency Physician*

Risk communication  
during COVID-19 - Thailand

## TARGET AUDIENCE

The target audience for this course are organizations dealing with disaster risk communication; namely,

- National, Local and Sub-national Governments,
- Private Sector and Professional Organizations
- Non-Governmental Organization and Civil Society Organizations
- Education and Research Institutions
- Media
- Regional Organizations including IGOs
- UN, International Organizations

Program/Project managers, including mid-to-senior level staff and personnel from above types of organizations, dealing with risk communication from disaster, public health, and relevant fields are encouraged to apply. Motivated Individuals who are interested in enhancing their knowledge and skills on disaster risk communication are also encouraged to take this course.

## COURSE FEE

The standard course fee payable by each participant for 6<sup>th</sup> Disaster Risk Communication in the New Normal Course is USD 250/- which covers course tuition fee, registration fee, training materials, and online course software.

## HOW TO APPLY

Please visit ADPC website ([www.adpc.net/apply](http://www.adpc.net/apply)) and fill Online Registration Form.

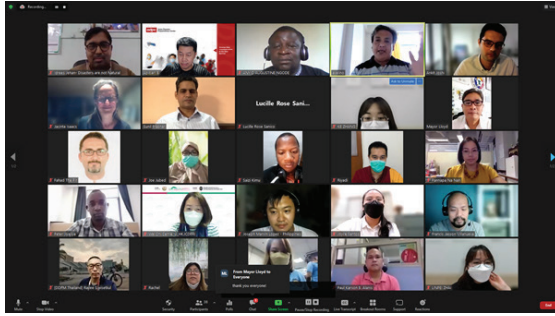
For more information about the course, you may also contact Ms. Thanyaphat Sirasakpurekul at [thanyaphat@adpc.net](mailto:thanyaphat@adpc.net) or [academy@adpc.net](mailto:academy@adpc.net).





## KEY HIGHLIGHTS 2021

### A. Discussion Forum



In 2021, under DRC-5, ADPC organized a discussion forum on 'Disaster Risk Communication and Community Engagement (RCCE) for Overlapping and Cascading Disasters' to achieve two key objectives; namely, to share good practices and lessons learned in RCCE for overlapping and cascading disasters, and discuss how to design participatory and inclusive RCCE strategies for overlapping and cascading disasters.

### B. Online Community Visit

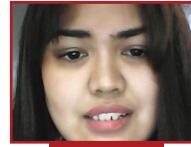


On March 18, 2021, an online community 'Talk Show' was organized by ADPC at Office of the Committee of Krachang Sub-District Administration Organization, Thailand to learn about 'how' the local government communicate about the disaster risks to the local communities and 'what' steps local communities have taken to reduce the risk of disasters.

### C. Coaching and Mentoring

While you are working on the Peer Group Work Assignment for Disaster Risk Communication Plan, a Disaster Risk Communication Plan template will be provided to learn step-by-step process of creating the Plan for your prioritized audience and we will offer the coaching and mentoring session. The experts will guide how to develop the disaster risk communication plan.

## TESTIMONIALS



**Ms. Princes Catherine P. Ilagan**  
**2021 DRC-5**  
*Local Disaster Risk Reduction and Management Officer*  
Makati City Hall  
the Philippines

"I really enjoyed being a participant in this training in many ways; putting notes and coping with every topic that our resource speakers discussed during live sessions and self paced ones. I really find the short quizzes very interactive in such a way that it was just simply giving us a highlight of the important things to remember and to ponder. I have lots of takeaways in every session. Having fun with a little bit of pressure because of the personal workloads in my office and training assignments is really great and has been the exciting part of this training. Given that there are language barriers, reaching out with my colleagues and group mates to set our group work is quite challenging due to different time zones, but accomplishing every task to finish our Disaster Risk Communication Plan Very Well. Thank you very much, Organizers, Facilitators, Resource Speakers and Especially to the whole ADPC Family, on behalf of my group mates, we are very thankful for the almost 3 weeks of fruitful training."



**Ms. Ume Laila Jaffry**  
**2021 DRC-5**  
*Director Programs School Safety Cell DoE&SE KP*  
Directorate of Elementary & Secondary Education Khyber Pakhtunkhwa  
Pakistan

"I would like to thank you all for making this course possible, it was a great experience for me to interact with other stakeholders and our objectives and goals are the same and other issues. I feel like our issues and goals and objectives the same and bigger scale up and this training works to solve our problems in Pakistan."

