



Photo: RIMES

ESCAP TRUST FUND

FOR TSUNAMI,
DISASTER AND
CLIMATE
PREPAREDNESS

ASIA-PACIFIC BROADCASTING UNION DISASTER RISK REDUCTION BROADCAST INITIATIVE



Beneficiary
Countries

India, Indonesia,
Maldives, Myanmar,
Pakistan, Philippines,
Sri Lanka, Thailand

Implementing
Partners
Asia-Pacific
Broadcasting
Union (ABU)

Budget (US\$)
\$240,000

Duration
Jul. 2012 to
Apr. 2015

Related SDGs



PROJECT CONTEXT

It is widely acknowledged that broadcasters play a major role by delivering early warning (EW) messages. Through the delivery of accurate and timely information pre-, during and post-disaster, many lives can be saved.

However, the Asia-Pacific Broadcasting Union's (ABU) members believe that broadcast organizations should become a more integral part of national early warning systems. For a successful integration of broadcasters into the work of the national disaster management offices (DMOs), it is therefore important to include them into standard operating procedures (SOPs). By this, communication channels can be shortened and thus, warning and emergency response can be improved.

PROJECT OBJECTIVE

The project aimed to close the gaps in communication, coordination and capacity, which prevent broadcast media to be an integral part of national EW.

KEY OUTCOMES

- Strengths and weaknesses of existing institutional linkages have been assessed. Then, national EW-task groups have been formed and consultation meetings have taken place. A special focus was put on developing tailor-made messages and separate communication channels to reach the most vulnerable groups. The participants have gained a better understanding of how local culture, language barrier and sociological factors are a great challenge for EW.
- The project was highlighted at high-level conferences on both regional and global level.
- Resource tools were developed and communicated, especially on the Global Alliance on Accessible Technologies and Environments (GAATES) "Guide on Communication with Persons with Disabilities in Emergencies".
- A web-publication of the lessons learned tool "Strengths and Weaknesses of current EWS and networks" was published on newly launched website.