

SIAM-2, C-4 Component
Environmental, Risk and
Resource Management

**The Samoa Community
Disaster Awareness Strategy
and Programme**

November 2005

Prepared for
**Ministry of Natural Resources, Environment and
Meteorology**

by
BECA International Consultants Ltd.

▪ Report

The Samoa Community Disaster Awareness Strategy and Programme

November 2005

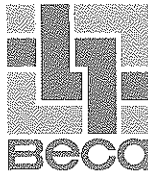
Prepared for

Ministry of Natural Resources, Environment
and Meteorology

By

Beca International Consultants Ltd

November 2005



Ministry of Resource Management, Environment and Meteorology
Private Bag
Apia
SAMOA

17 November 2005
Our Ref:

Attention: Vitaua Peleiupu Fuatai

Dear Sir

Samoa Community Disaster Awareness Strategy and Programme

Please find enclosed a report on the development of the Samoa Community Disaster Awareness Strategy and programmes as part of the Disaster Management workstream of SIAM-2. This report will be followed by a report on the implementation of the awareness programme in February 2007.

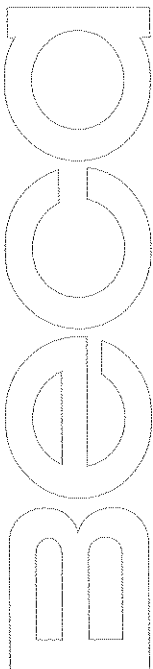
In terms of the project reporting schedule (31 October 2005), this report is ref. number 8a (or Part 1 of report (j) in the original contract).

Yours faithfully
Graeme Roberts
Manager, Planning

A handwritten signature in black ink, appearing to read 'Graeme Roberts'.

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Revision History

Revision N°	Prepared By	Description	Date
A	D Cunningham	Report on Samoa Community Disaster Awareness Strategy and Programme	17 November 2005

Document Acceptance

Action	Name	Signed	Date
Prepared by	Debbie Cunningham, Kestrel Group Ltd		17 November 2005
Reviewed by	Michele Daly, Kestrel Group Ltd		20 November 2005
Approved by	Graeme Roberts, Beca International		28 November 2005
on behalf of	Beca International Consultants Ltd		

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Appendices

Appendix A – Samoa Community Disaster Awareness Strategy

1 Introduction

1.1 Background

The development of a Community Awareness Programme for Samoa is a component of the emergency management work stream of SIAM-2.

This component of the project aims to ensure that activities are in place to deliver awareness programmes to the communities of Samoa, and that those programmes are co-ordinated across the many agencies who have a role in delivering awareness information and undertaking awareness activities.

The end goal of the awareness programme is that the communities of Samoa will be more aware of the hazards they face, and will undertake actions to be prepared for hazards.

This report outlines the development of the Samoa Community Disaster Awareness Strategy, and the development of the 2006 Community Disaster Awareness Programme.

1.2 Definitions

The following definitions and abbreviations are used in this report:

CIM	Coastal Infrastructure Management
DAC	Disaster Advisory Committee
NDC	National Disaster Council
NDMO	National Disaster Management Office (part of MNREM)
NGO	Non-Governmental Organisation (e.g. Red Cross)
NUS	National University of Samoa
MNREM	Ministry of Natural Resources, Environment and Meteorology
SIAM-2	Samoa Infrastructure Asset Management Project Phase 2
SOPAC	South Pacific Applied Geoscience Commission
SUNGO	Samoa Umbrella of Non Government Organisations
UNDP	United Nations Development Programme
USP	University of South Pacific
WHO	World Health Organisation

2 Samoa Community Disaster Awareness Strategy

2.1 Content of the Strategy

The Samoa Community Disaster Awareness Strategy sets the objectives and direction to be followed when undertaking awareness activities in Samoa. It was decided that a Strategy was needed as well as an annual programme, so that a clear direction could be set, and that all audiences and topics could be covered over a period of time, within a structured framework.

The Strategy defines objectives, lists possible target audiences to be targeted in annual programmes, lists the key awareness messages that need to be conveyed, identifies the key agencies involved in delivering awareness activities, and outlines the range of methods available to deliver awareness programmes in Samoa.

The Samoa Community Disaster Awareness Strategy is attached as Appendix A.

2.2 Development Process

The Samoa Community Disaster Awareness Strategy was developed by the National Disaster Management Office (NDMO) under the direction and guidance of the Project Team. The NDMO presented the contents of the Strategy to the Disaster Advisory Committee (DAC) for feedback in August 2005. Amendments and suggestions were received and a final version of the Strategy was accepted by the DAC in October 2005.

3 2006 Community Disaster Awareness Programme

3.1 Development of 2006 Awareness Programme

The Samoa Community Disaster Awareness Strategy provides an ongoing framework from which annual programmes are developed. This approach leaves flexibility for the NDMO and DAC to determine annual themes or target audiences they wish to focus on.

Each annual programme may therefore be different and provides opportunity to focus on hazards that may be topical, or on target audiences who may not have been targeted for some time.

The NDMO and DAC have developed an annual awareness programme for 2006. The programme has some specific hazard themes (cyclone during the cyclone season, and earthquake/tsunami and flood during the non cyclone season). The 2006 awareness

programme also targets adults and emergency response agencies. These target audiences take advantage of programmes being undertaken such as the CIM Plan development process, and the disaster management project.

The activities that are planned to be undertaken as a result of the 2006 Community Disaster Awareness Programme are varied, in order to reach a wide range of communities and individuals. Many of the activities in the annual programme are led by the NDMO with input from other agencies, for example Awareness Day activities that kick off the annual programme. However many other activities are led by other organisations, and the NDMO provides support and resources, for example Red Cross community programmes and CIM Plan village and district workshops.

The 2006 awareness programme may remain flexible to take into account opportunities that arise such as high profile hazards (e.g. avian influenza), or events where awareness activities can be delivered. Any amendments to the annual programme may be made with the approval of the DAC.

The 2006 Community Disaster Awareness Programme is attached as part of the Strategy in Appendix A.

3.2 Reporting on implementation of the awareness programme

A report will be developed at the end of the annual programme of activities. The report will describe the activities undertaken and comment on any issues encountered during implementation.

An annual programme for 2007 will be developed by the NDMO and DAC in October 2006. It will incorporate lessons learned from implementing the 2006 awareness programme.

- Appendix A

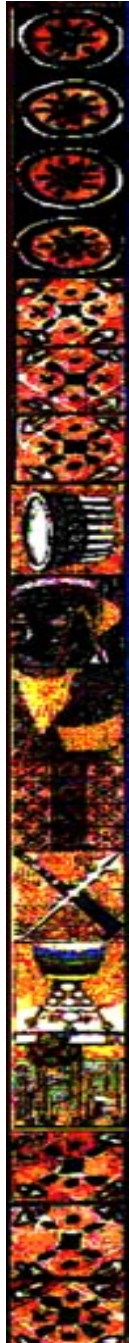
Samoa Community Disaster Awareness Strategy



Samoa Community Disaster Awareness Strategy

**Developed by the National Disaster Management Office (NDMO)
and the Disaster Advisory Committee (DAC)**

Version 1.1. 15 October 2005



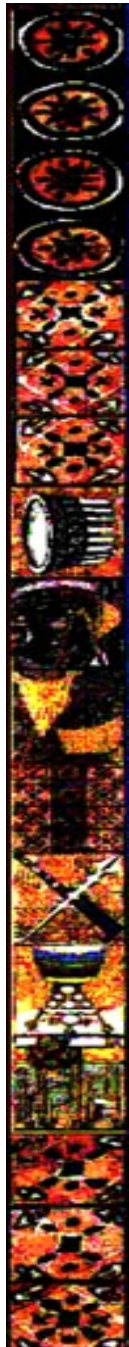
Introduction

Samoa is vulnerable to a large number of natural and technological hazards. It is therefore essential that the community is aware of the hazards they face, and have the skills and resources to be able to manage emergencies when they occur.

In order to raise the level of disaster awareness of communities in Samoa, the **Samoa Community Disaster Awareness Strategy** has been developed by the National Disaster Management Office with input and support from the Disaster Advisory Committee.

This strategy is to guide the activities of organisations in Samoa who have a role in disaster awareness. Each year this strategy is used to develop an annual programme of disaster awareness activities.



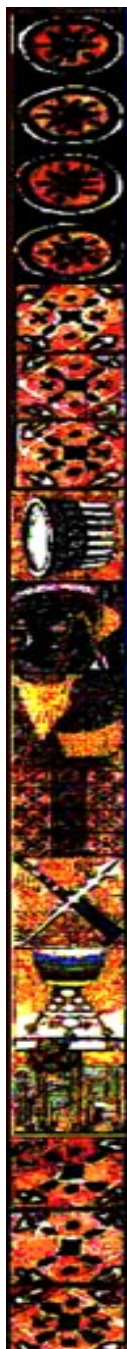


Objectives

The objectives of the **Samoa Community Disaster Awareness Strategy** are:

- To educate and make Samoan communities aware of the types of hazards that might affect them as well as the procedures to follow before, during and after a disaster
- To make Samoan communities aware of their vulnerabilities and risks
- To educate Samoan communities of the best disaster risk management practices that they could use or apply to daily living and community development so that the impacts of disasters on their communities can be substantially reduced or mitigated
- To properly plan and prioritize disaster awareness programmes in order to fully utilize limited resources
- To integrate this strategy with the awareness programmes of other agencies to reflect agency collaboration and co-operation in delivery of awareness programmes.
- To develop a greater level of understanding of roles and responsibilities of disaster management and emergency response agencies.





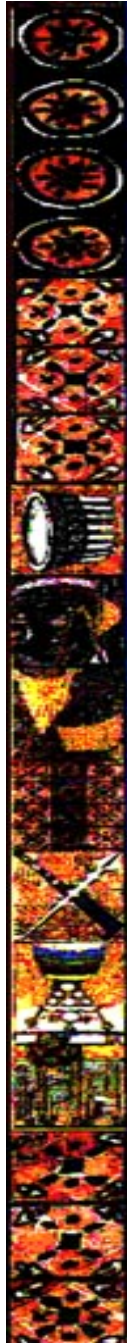
Target Audiences

In order to increase community awareness, key messages must be communicated to target audiences in a way that they understand, and that inspires them to take action to change their behaviour.

In Samoa there are a number of target audiences that need dedicated focus to get the right messages across. The DAC has identified the following priority target audiences:

- Adults:
 - Chiefs and Orators
 - Women
 - Youth
- High School and Tertiary students
- Children
- Isolated people
- Special needs groups e.g. disabled
- Community groups including
 - Businesses
 - Tourism operators
 - Tourists
 - Emergency response agencies

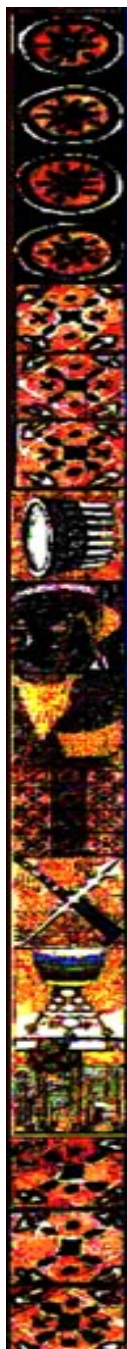




Key Awareness Messages

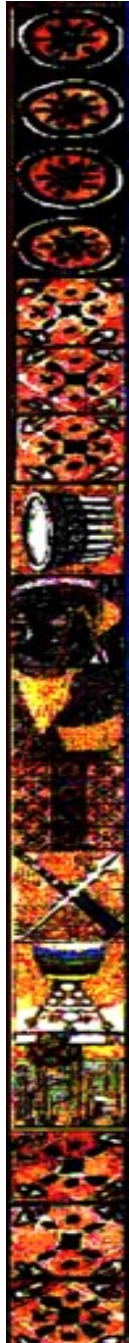
The NDMO and the DAC have identified the messages that need to be communicated to Samoan communities. It is important that consistent messages are delivered in all community disaster awareness activities.

Type of message	Example messages (to be tailored for each village or community)
The types of hazards, causes and their effects	<ul style="list-style-type: none"> • Samoa can be affected by many hazards including severe weather, storm surge, coastal erosion, earthquake, volcanic eruption, transportation accident, disease (affecting humans, animals or plants) and infrastructure failure. • During November to April severe cyclones may occur. • If you feel a very strong earthquake or the sea goes out unusually, move inland or up hill.
Community vulnerabilities	<ul style="list-style-type: none"> • The following groups of people in your community may be more vulnerable to disaster than others. They will need special help during a disaster: <ul style="list-style-type: none"> ○ Elderly ○ Young children ○ Physically ill or disabled ○ Mentally ill or disabled ○ Very poor ○ People who do not speak Samoan or English ○ Isolated people
What and how much are at risk?	<ul style="list-style-type: none"> • Your village may have special facilities, possessions or heritage items that are valuable to the community. You need to plan to protect those special sites.



Key awareness messages...continued...

Type of message	Example messages (to be tailored for each village or community)
How and what the communities can do to mitigate the impacts of these hazards?	<ul style="list-style-type: none"> • Plan plantations away from hazard areas. • Construct homes and critical infrastructure away from hazard areas, and use techniques that will keep the structures strong for the different kinds of hazards your village faces. • Participate in Coastal Infrastructure Management (CIM) Planning to reduce the effects of hazards on your village
How to prepare to respond	<ul style="list-style-type: none"> • Develop a Village Emergency Response Plan • Listen to warnings and follow the advice given on the radio or by emergency services. • Decide how your village will alert everyone that a cyclone is on the way (e.g. bell). • Prepare for cyclone season by tying your roof down and trimming trees • Identify a safe place for your village to meet during an emergency • Store emergency supplies in case you can't get supplies during an emergency. Include: <ul style="list-style-type: none"> ○ Food ○ Drinking water ○ First aid supplies ○ Tarpaulins ○ Fuel ○ Hurricane lamps/candles ○ Radio and batteries • After a disaster, assess the damage to your village and tell a member of the emergency service or response agency, or the Ministry of Women, Community & Social Development. They will arrange help for your village.
The role of each agency during a disaster	<ul style="list-style-type: none"> • Samoa has a National Disaster Council that co-ordinates emergency response activities through a National Emergency Operations Centre. The NDC is led by the Prime Minister. • Emergency responders report to the National Emergency Operations Centre. • Identify the important emergency response contacts for your community and where they are located.

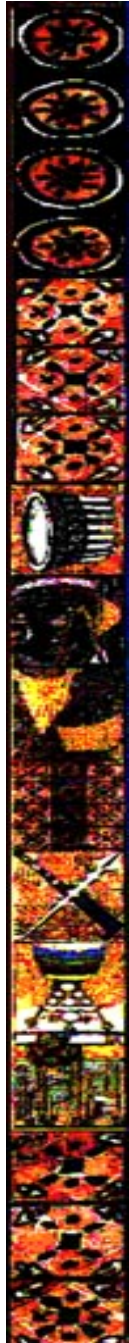


Agencies Involved in Disaster Awareness

The NDMO is responsible for the oversight of all community disaster awareness programs in Samoa. However, many different agencies are involved in awareness programmes for Samoan communities, depending on the target audience or theme (e.g. hazard). The DAC has identified the following organisations as having a key role in undertaking disaster awareness activities:

- Ministry of Health
- Ministry of Women, Community & Social Development
- Ministry of Education, Sports & Culture
- Ministry of Police, Prison & Fire
- Ministry of Natural Resources, Environment and Meteorology
- Ministry of Agriculture
- Ministry of Works, Transport & Infrastructure (esp. PUMA & building dept)
- Electric Power Corporation
- Samoa Water Authority
- SamoaTel
- Samoa Red Cross Society
- SUNGO
- Samoa Hotels Association
- Other NGOs (e.g. UNDP, WHO, Caritas/CCJD)

Other organisations are welcome to carry out disaster awareness activities in Samoa, but should first contact the NDMO to ensure their activities are consistent with this strategy.



Awareness Methods

There are many techniques that can be used to get key messages out to target audiences. The methods available in Samoa include:

- Media publications
 - TV ads/documentaries
 - Radio programmes/talk back shows/ads
 - Newspaper articles
- Consultations, seminars, workshops
 - Coastal Infrastructure Management (CIM) Plan visits
 - School visits
 - Other agencies deliver disaster management information with their programmes
- Special events (e.g. to do with specific dates)
 - National Disaster Awareness Day
 - Memorials for past events
 - Start/finish of Cyclone season
 - Demonstrations/simulations
 - Open days (e.g. USP, NUS)
- Educational and awareness materials
 - Pamphlets
 - Posters/calendars
 - Phone book information
- Internet



2006 Community Disaster Awareness Programme

Each year an annual programme of activities will be developed to raise the level of disaster awareness on Samoa. The annual programme will be based on the objectives listed in this **Samoa Community Disaster Awareness Strategy**.

Each year the DAC decides who will be the target audience, what hazards the awareness activities will focus on, and what methods will be used to communicate the key messages.

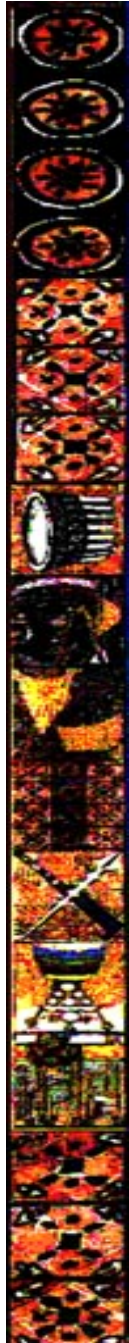
Target audiences and themes may be different each year to take advantage of increased awareness of high profile hazards, or to focus on a particular target audience for a period of time before moving on to another audience.

The focus for the 2006 Community Disaster Awareness Programme is:

- Cyclone: November 2005 – April 2006
- Earthquake/Tsunami/Flooding: May 2006 – November 2006

The priority target audiences for 2006 are:

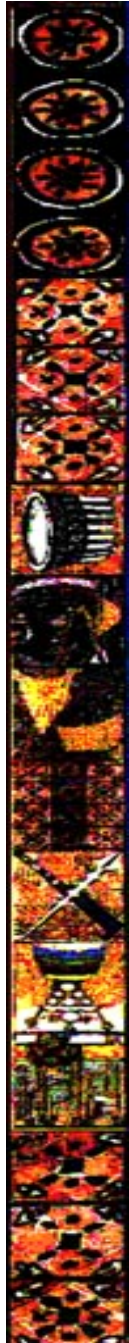
- Adults (Chiefs & Orators, Women, Youth)
- Emergency response agencies



2006 Community Disaster Awareness Programme ... continued...

The methods that will be used to deliver the 2006 Community Disaster Awareness programme are:

- National Disaster Awareness Day activities 2 November 2005.
 - Launch of Community Disaster Awareness Strategy
 - Press release to TV, radio and newspaper
 - Simulation of National Disaster Council, open to media for coverage
 - Information booth giving out awareness information (brochures)
- Distribution of disaster awareness brochures
 - CIM Plan team
 - Cyclone Emergency Recovery Project (CERP) Team
 - Red Cross staff
 - MNREM Offices, Capability Building & Human Resources Section
 - Open days at community facilities (e.g. NUS, USP)
- Updating phone book information
- Conduct and participate in workshops/seminars
 - CIM Plan team
 - NDMO community group presentations as invited
- Cyclone Season activities
 - Press release to TV, radio and newspaper
 - Radio talk back: NDMO



For more information on the **Samoa Community Disaster Awareness Strategy** please contact:

National Disaster Management Office
Ministry of Natural Resources Environment & Meteorology
Matautu Offices
Phone: 32742

