IDEATION WORKSHOP FOR COMMUNICATION TOOLKIT DEVELOPMENT ON DRR

NIDM in partnership with UNICEF has launched a training module on 'Social and Behaviour Change Communication in Context of Disaster Risk Reduction' in December 2021. To further strengthen the DRR initiative and support NIDM, a comprehensive toolkit comprising of the training aids and IEC materials will be developed. To take this forward an ideation session with stakeholders was organized on 29th July 2022 with the following objectives:

- Share the SBCC training module.
- Share the communication materials review findings and recommendations.
- Finalize a list of SBC tools and materials that need to be developed to complement the training modules.

The meeting was attended by the representatives from NIDM, UNICEF, Sphere India, All India Disaster Mitigation Institute (AIDMI), IDSP/NCDC, and UNICEF's technical partner Envisions Institute of Development.

Prof Anil Gupta, Head - Division of Environment, Climate change & Disaster Risk Management (ECDRM-NIDM) in his opening remarks reiterated the importance of developing the communication toolkit. He also emphasized the importance of capturing the cultural aspects in communication collaterals, adapting what is available and also as part of second phase include new areas like heat waves and fires.

Siddhartha Shrestha, Chief SBC, UNICEF India Country Office thanked NIDM for the initiatives taken to mainstream SBC in disaster risk reduction and drew attention to the immediate need of rolling out the SBC training modules in the state. He also focused on the need to develop system (which may also include policy papers, operational guidelines, evidence generation procedures, etc.) to provide last mile support for use of communication materials and identify platforms where materials can be used by the 'first responders'.

Ideas received from other participants are summarized against four parameters.

1. **Information, Knowledge and Call to Action, Guidelines and To-do Checklists**
    a. Readymade frameworks and tools which can be adapted for each disaster can be developed.
    b. Develop materials for school children
    c. Develop materials with a multi-hazard specially focusing on foundational attitudes like safety, security, stress which are common for all types of disasters.
    d. Make the communication kit more inclusive by having a braille and sign language version.
2. **Identification of relevant platforms and stakeholders**

      a. State-wise list of first responders (like frontline workers, *Aapda Mitra*, volunteers etc.) and the list of respective opportunities for communication to be prepared with NIDM support.

      b. Multi-pronged approach for communication rollout should be adopted. These include-
         i. Faith organisations,
         ii. District IAG set-ups
         iii. MoPR – Gram Panchayat Development Plan (GPDP) DRR Committees, *Gram Sabhas*
         iv. Zila Parishads for roll-out of communication kits
         v. Ministry of Tribal Affairs – Vandhan Kendra (TRIFED)
         vi. Ministry of Education – Schools
         vii. District Disaster Management Authority
         viii. IDSP / NCDC platforms in states
         ix. NGOs like Kudumbshree (Kerala) who provide support as first responders

3. **Capacity building for mapped stakeholders on effective use of communication tools**
      a. Periodic refreshers – short online self-study refresher modules
      b. Periodic follow-up in the community to evaluate, analyse and assess training and communication needs
      c. Institutionalization of training
         i. SIRD for state level cascading of training
         ii. Administrative Training Institutes – Centre for Disaster Management

4. **Monitoring and follow-up on stages of DRR**
      a. Utilize existing analytics tools for e-materials (number of downloads, seen, forward, likes, etc.).
      b. Develop simple checklists for use of other materials.

RECOMMENDATIONS

1. Initially focus on 5 disasters – earthquake, cyclone, flood, and public health emergency. New areas like drought, heat wave will be added later.
2. Develop communication kit comprising of:
      a. Multi-media products
      b. Checklists for dissemination and use of materials
      c. Radio / Community Radio content guidance
3. Develop communication collaterals with focus on planning and response.

COMMUNICATION MATRIX

TOPIC	TOOL	DESCRIPTION	CHANNEL	AUDIENCE
PREPARATORY PHASE (Preparation and Planning)				
PREPARATORY PHASE FOR DISASTER	Pocket Book - Household Plans	The pocket book will talk about Household Disaster Preparadness Plan for specific disasters	PDF to be used online	Community for direct communication
	Pocket Book - 1. Do's and Don'ts for Flood 2. Do's and Don'ts for Cyclone 3. Do's and Don'ts for Earthquake	The pocket book will be a list of emergency respose specific to a disaster	Printed version for give away to community members	Frontline workers and first responders
	Public Health Emergency Book for Volunteers	tools to instruct volunteers on actions and messages to use during a public health emergency		Frontline workers and first responders
	Disaster Emergency Pocket book for Volunteers and First Responders	tools to instruct volunteers on actions and messages to use during Flood, Earthquake and Cyclone	PDF to be used online/on phone or printed for use	Frontline workers and first responders
	Posters	In an Emergency, this Poster could save your life: Recognising the Danger signs of an impending disaster	Mass Media/Mid-Media	Community for direct communication
	Posters	Preparing for Flood Preparing for Earthquake Preparing for Cyclone	Mass Media/Mid Media	Community for direct communication
	Posters	Preparing for a disaster if you have young ones at home Preparing for a disaster if you have elderly at home. Preparing for a disaster if you have a physically challenged person at home.	Mass Media/Mid Media	Community for direct communication
	GIFs/ Social Media Posts	Do's and Don'ts of Flood, Earthquake and Cyclone	Social Media	Community for direct communication
	Simulation	Simulation games with situations of Flood, droughts, Earthquake, Cyclone and Public Health Emergencies	Digital media	Community, Frontline workers, Aapda Mitra, Rescue operators for training
	AV for Social Media	What to do during Flood, Earthquake and Cyclone	Social Media	Community for direct communication First Responders, Volunteers
	Community Radio Programs	Survival Techniques during disasters. Networking for community action Safety Drills	Mid-media	Community, Frontline workers, Aapda Mitra
FRAMEWORKS AND CHECKLISTS				
	Safety Guideline checklists	Disaster specific guidelines to help in monitoring operationalistaion of disaster plans	Print and Online versions	Planners and Managers at state level. Managers and Implementers at the distrcit level
	Convergence Framework	Tools for achieving convergence, likely areas of convergence based on the specific disaster	Print and Online Version	Planners and Managers at state level. Managers and Implementers at the distrcit level
	AAS App	Mobile app with monitoring of drills, capacity building, preparedness, at various levels, including preparedness for rescue and relief work.	Mobile app/Play Stores	Planners and Managers at state level. Managers and Implementers at the distrcit level
	Capacityt Building Calendar	A detailed calendar framework to help states plan capacity building as per the identified needs	Digital media	Planners and Managers at state level. Managers and Implementers at the distrcit level
	Communication Material Tool	A deatiled online app that lists all the IEC materials and allows user to feed in data like audience, objective of use. The tool will guide in selection iof appropriate IEC materals to be used and also give the call to action for each material as well as guide to effectively use the material	Digital media	Planners and Managers at state level. Managers and Implementers at the distrcit level

TOPIC	TOOL	DESCRIPTION	CHANNEL	AUDIENCE
	RESPONSE (Operationalisation of Plans)			
RESPONSE TO DISASTER	Pocket Book - 1. Do's and Don'ts for Flood 2. Do's and Don'ts for Cyclone 3. Do's and Don'ts for Earthquake 4. Common epidemiology behaviours	The pocket book will be a list of emergency respose specific to a disaster	Printed and PDF version for give away to community members	a. Community for direct communication (PDF through SM) b. Frontline workers and first responders
	Common Public Health Emergency Book for Volunteers	tools to instruct volunteers on actions and messages to use during a public health emergency		Frontline workers and first responders
	Common Disaster Emergency Pocket book for Volunteers and First Responders	tools to instruct volunteers on actions and messages to use during Flood, Earthquake and Cyclone	PDF to be used online/on phone or printed for use	Frontline workers and first responders
	Posters	First aid during Flood First Aid during Earthquake First Aid during Cyclone	Mass Media/Mid-Media	Community for direct communication
	Posters	Taking care of the Elderly: Flood Taking care of the Elderly: Earthquake Takimng care of the Elderly: Cyclone	Mass Media/Mid Media	Community for direct communication
	Posters	1. Taking Care of Animals: Flood, EarthQuake, Cyclone. 2. Taking care of the Physically Challenged: Flood, Earthquake, Cyclone	Mass Media/Mid Media	Community for direct communication
	GIFs/ Social Media Posts	Do's and Don'ts of Flood, Earthquake, Cyclone, PHIE	Social Media	Community for direct communication
	AV for Social Media	What to do during Flood, Earthquake and Cyclone	Social Media	Community for direct communication First Responders, Volunteers
	Disaster Response Mobile App: Aapka Aapda Mitra (AAM App)	Survival Techniques, Meeting Locations during a disaster Shelter Places, Ration and supplies Medical Facilities Networking for community action	Mobile app/Play Stores	Community, First Responders, Rescue Groups and Departments
	Community Radio Programs	Survival Techniques during disasters Networking for community action Emergency contacts	Mid-media	Community, First Responders, Rescue Groups and Departments
	FRAMEWORKS AND CHECKLISTS			
	Safety Guideline checklists	Disaster specific guidelines to help in monitoring operationalistaion of disaster plans	Print and Online versions	Planners and Managers at state level. Managers and Implementers at the distrcit level
	Convergence Framework	Tools for achieving convergence, likely areas of convergence based on the specific disaster	Print and Online Version	Planners and Managers at state level. Managers and Implementers at the distrcit level
	Aapka Aapda Sahayak (AAS) App	Mobile app that will have the monitoring of response at various levels, including rescue and relief work.	Mobile app/Play Stores	Planners and Managers at state level. Managers and Implementers at the distrcit level