Use of Social Media for Raising Public Awareness on Disaster Risk Reduction

Asian Disaster Preparedness Center

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Human impact: total deaths[4]
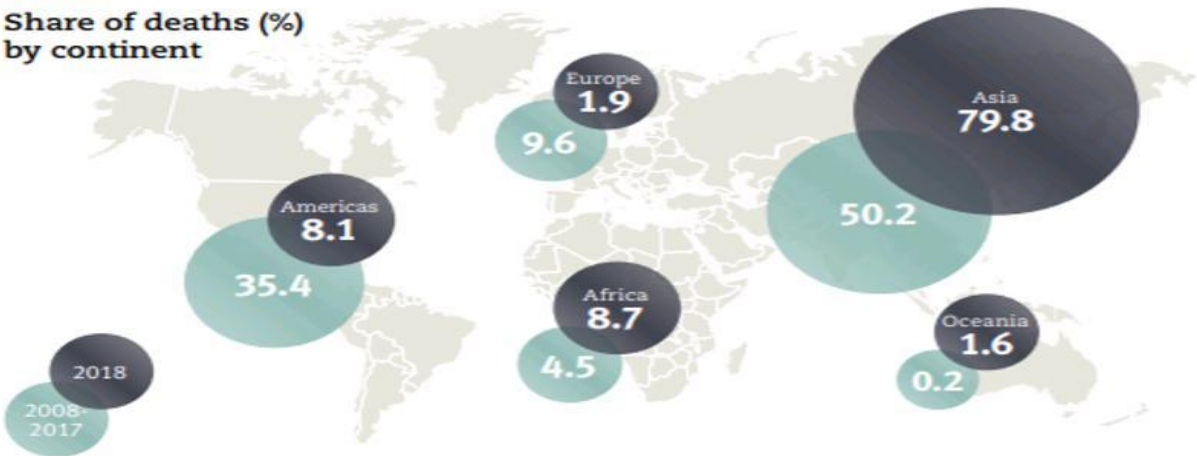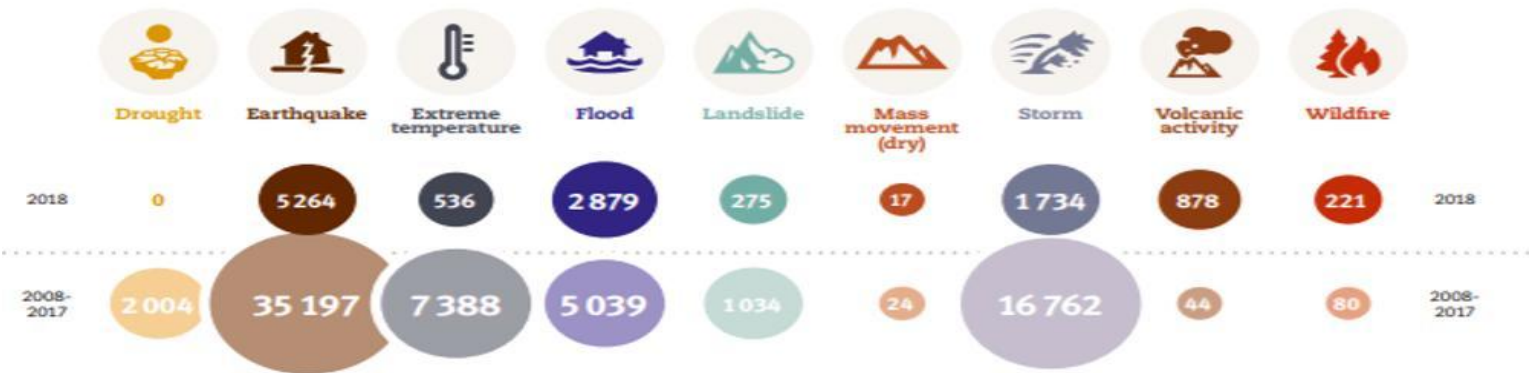
Figure 3

Share of deaths (%) by continent

- Europe **1.9**
- 9.6
- Asia **79.8**
- Americas **8.1**
- 35.4
- 50.2
- Africa **8.7**
- 4.5
- Oceania **1.6**
- 0.2
- 2018
- 2008-2017

Figure 4

Number of deaths by disaster type: 2018 compared to 2008-2017 annual average

67,572 2008 to 2017 > **11,804** in 2018

	Drought	Earthquake	Extreme temperature	Flood	Landslide	Mass movement (dry)	Storm	Volcanic activity	Wildfire	
2018	0	5 264	536	2 879	275	17	1 734	878	221	2018
2008-2017	2 004	35 197	7 388	5 039	1 034	24	16 762	44	80	2008-2017

Table 1

Top 5 mortality

🏠	Indonesia	Earthquake/Tsunami	4 340
🏠	Indonesia	Earthquake	564
🌊	India	Flood	504
🌋	Indonesia	Volcano/Tsunami	453
🌋	Guatemala	Volcano	425

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ADPC's Vision

Safer communities and sustainable development through disaster risk reduction

Our Locations

Offices and representations:

- **Bangkok**, Thailand
- **Dhaka**, Bangladesh
- **Yangon**, Myanmar
- **Colombo**, Sri Lanka
- **Phnom Penh**, Cambodia
- **Jakarta**, Indonesia
- **Bihar State**, India
- **Kathmandu**, Nepal
- **Manila**, Philippines
- **Hanoi**, Viet Nam

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ADPC's strategic focus & cross-cutting themes

- Risk Governance
- Urban Resilience
- Climate Resilience
- Health Risk Management
- Preparedness for Response
- Resilient Recovery

Cross-cutting themes:
- Poverty and Livelihoods
- Gender and Diversity
- Regional and Transboundary Cooperation

Core Principles

- **Science**
- **Systems**
- **Applications**

Regional Consultative Committee on Disaster Management (RCC)

Established in
2000

26
Member
Countries

Acts as a
regional mechanism on
disaster risk management
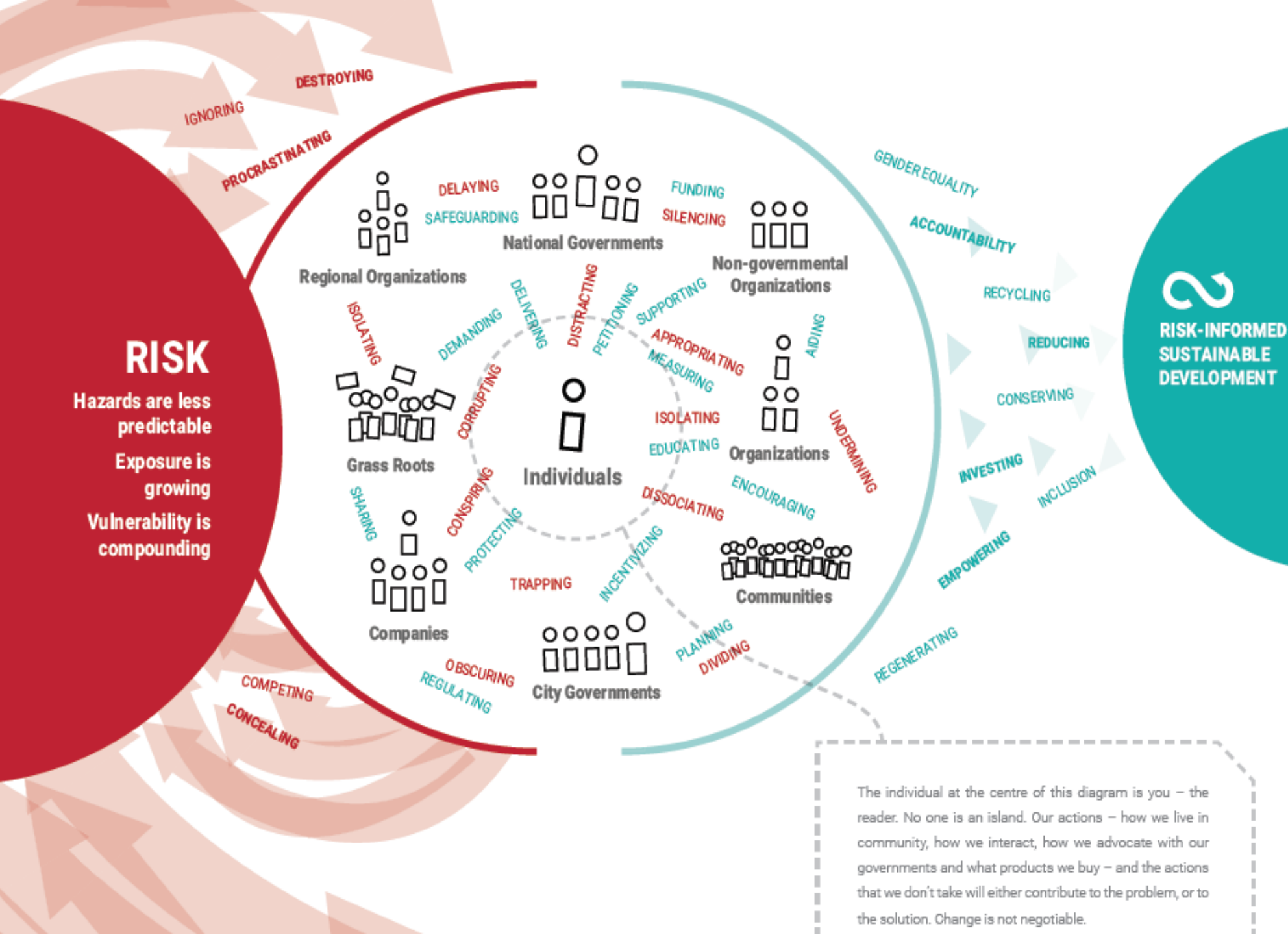in **Asia-Pacific**

Emphasis on
south-south
cooperation

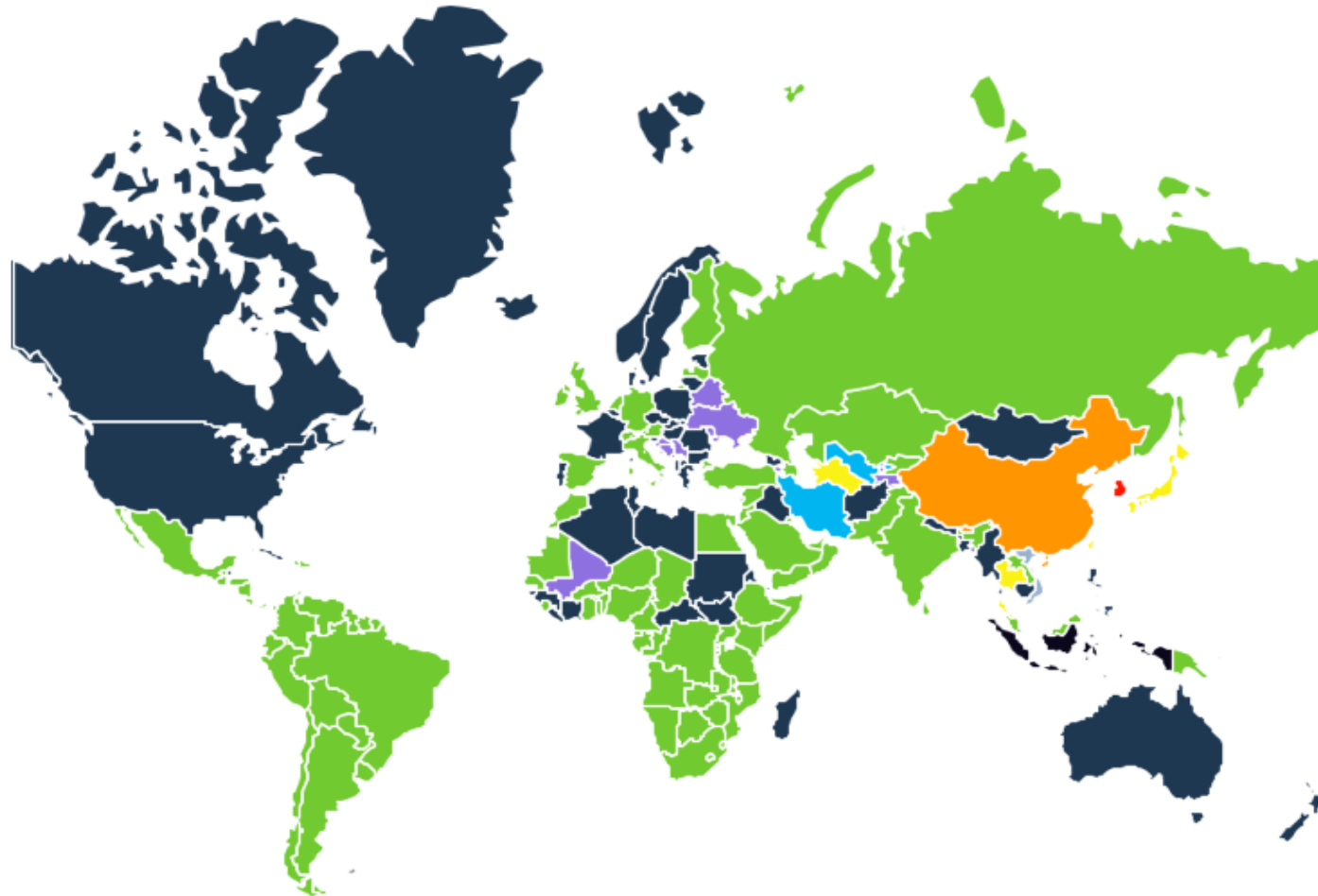# Contribution to the Global Frameworks

Source: GAR 2019

RISK
Hazards are less predictable
Exposure is growing
Vulnerability is compounding

RISK-INFORMED SUSTAINABLE DEVELOPMENT

Regional Organizations
National Governments
Non-governmental Organizations
Grass Roots
Individuals
Organizations
Companies
Communities
City Governments

DESTROYING
IGNORING
PROCRASTINATING
DELAYING
SAFEGUARDING
FUNDING
SILENCING
ISOLATING
DEMANDING
DELIVERING
DISTRACTING
PETITIONING
SUPPORTING
APPROPRIATING
MEASURING
AIDING
CORRUPTING
ISOLATING
EDUCATING
UNDERMINING
SHARING
CONSPIRING
PROTECTING
DISSOCIATING
ENCOURAGING
INCENTIVIZING
TRAPPING
PLANNING
DIVIDING
OBSCURING
REGULATING
COMPETING
CONCEALING

GENDER EQUALITY
ACCOUNTABILITY
RECYCLING
REDUCING
CONSERVING
INVESTING
INCLUSION
EMPOWERING
REGENERATING

Source: GAR 2019

The individual at the centre of this diagram is you — the reader. No one is an island. Our actions — how we live in community, how we interact, how we advocate with our governments and what products we buy — and the actions that we don't take will either contribute to the problem, or to the solution. Change is not negotiable.

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Social media

The world acknowledges that Social Media is:

Valuable   Useful   Powerful

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(Android App Data: December 2016)

Facebook Messenger   WhatsApp Messenger   Viber   WeChat

Skype - free IM & video calls   BBM   Telegram

LINE: Free Calls & Messages   KakaoTalk: Free Calls & Text   Zalo

Communicating with the public regarding disaster preparedness

Communicating with the public during disaster response and recovery

Fundraising following a disaster

Detect early warning messages

Monitor messages by public authorities & general public

General community engagement activities

Monitor messages by other humanitarian organisations

Communicate with other organisations involved in disaster management

Source: Global Disaster Preparedness Center

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Disaster social media use	Disaster phase
Provide and receive disaster preparedness information	Pre-event
Provide and receive disaster warnings	Pre-event
Signal and detect disasters	Pre-event → Event
Send and receive requests for help or assistance	Event
Inform others about one's own condition and location and learn about a disaster-affected individual's condition and location	Event
Document and learn what is happening in the disaster	Event → Post-event
Deliver and consume news coverage of the disaster	Event → Post-event
Provide and receive disaster response information; identify and list ways to assist in the disaster response	Event → Post-event
Raise and develop awareness of an event; donate and receive donations; identify and list ways to help or volunteer	Event → Post-event
Provide and receive disaster mental/behavioural health support	Event → Post-event
Express emotions, concerns, well-wishes; memorialise victims	Event → Post-event
Provide and receive information about (and discuss) disaster response, recovery, and rebuilding; tell and hear stories about the disaster	Event → Post-event
Discuss socio-political and scientific causes and implications of and responsibility for events	Post-event
(Re)connect community members	Post-event
Implement traditional crisis communication activities	Pre-event → Post-event

Source: Social media and disasters: A functional framework for social media use in disaster planning, response, and research

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Good examples of information dissemination

- Good practices in DRM
- Safe zones
  - Shelters
  - Hospitals
- Where trusted information is located
- Damaged infrastructure

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Good examples of information listening using Social Media

- Where people are in need of help
- People reporting bad weather
  - Video
  - Pictures
- What are people concerned about
- (Dispelling) Rumors

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The use of social media for raising awareness on disaster risk reduction

What does awareness on **disaster risk reduction** mean?

- People know about the risk of disasters in their country/community

- They regularly try to reduce disaster risk and enhance their resilience

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The use of social media for raising awareness of disaster risk reduction

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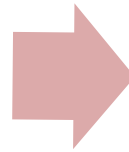
Disrupt is not an event, it is a process
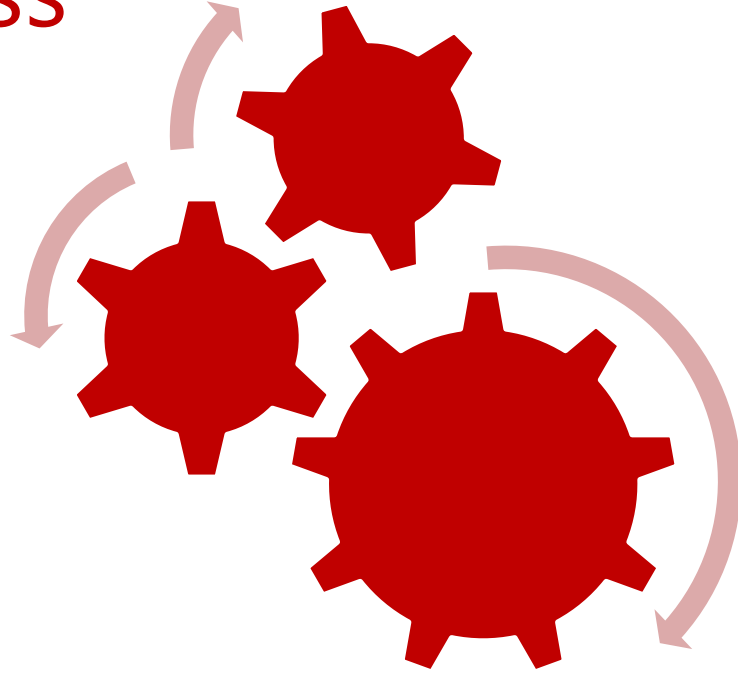
People need to learn to live with risks and social media can do that by raising awareness on: how to?

Reporting on Disaster Mitigation and Preparedness (RedMap)

- A capacity building program for journalists in order to motivate them report in disaster risk before they turn into a catastrophe

- An effort to influence the influencers for DRR

- It targets both social and traditional media

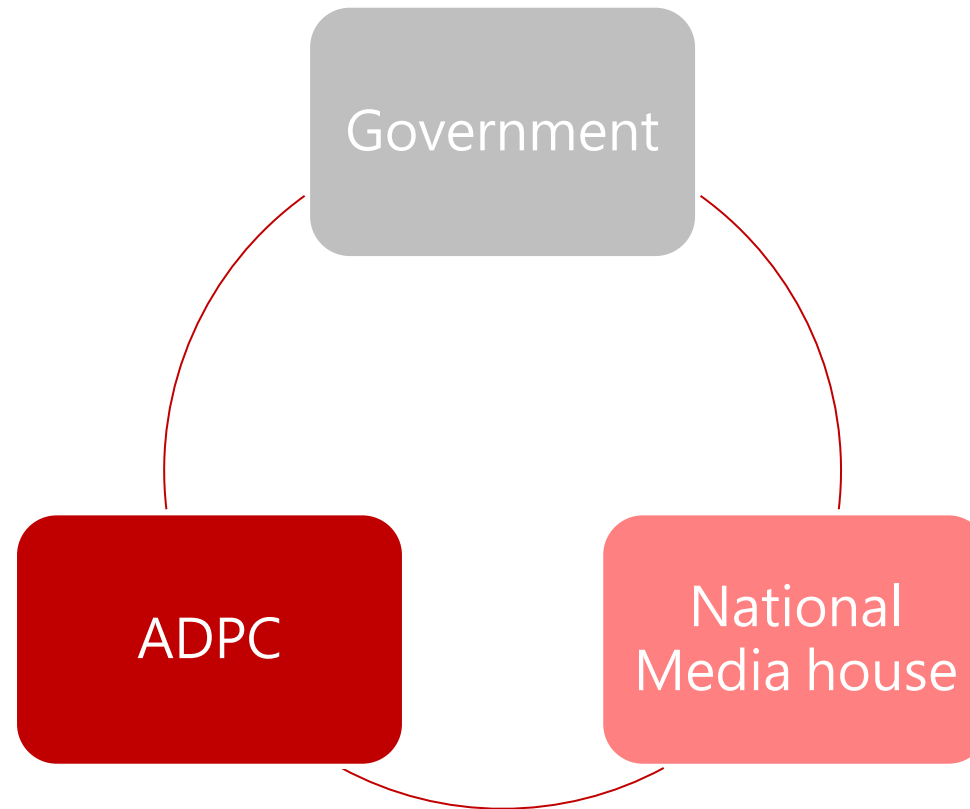Media Engagement

Reporting for resilience

Photo by ADPC

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Some of the countries reached

- Nepal
- Mongolia
- Maldives
- Myanmar
- PNG
- The Philippines
- Thailand

How it works?

Partnership between

Challenge

- Trust deficit between different actors
- The culture of reporting disasters as an event
- Lack of understanding among media about the subject of disaster risk reduction and climate change
- Lack of skills to find newsworthy stories during peace times
- Lack of capacity to read data and turn it into stories

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The way forward

- Use of social media to raise awareness about disasters before they occur

- Educate communities to use social media responsibly, especially during disasters

- Use data to make communities resilient to disaster and receptive to early warning

- Long-term partnerships between media, National Disaster Management Organizations, research institutes and social media platforms

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