Enhancing Social Resilience on Disaster by Improving Community Awareness in Viet Nam

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OVERVIEW OF COMMUNITY-BASED DISASTER RISK MANAGEMENT (CBDRM)

- The term CBDRM was first commonly used in the mid-1990s in the last century:
  - People living in high-risk areas will be direct victims; take responsibility in responding and supporting together to DRR;
  - Indigenous people: know the weaknesses and disadvantages where they live; a repository of knowledge and skills on traditional responses suitable to the environment, economic conditions, their own traditions, culture,…;
  - Local people: first responders in times of disasters and also the last participants to try to overcome the consequences, rebuild their homeland after disaster.
- The CBDRM approach provides an opportunity for local communities to assess the disaster risk situation where they live based on their experience and local knowledge.
- Over the past few decades, efforts by the international community have shifted from response to disaster risk management to reduce damage, especially for small and medium-sized natural disasters (the extent of and scope of influence):
  - Highlights the need for active disaster management activities and promoting the role of local communities
  - A community-based approach overcomes shortcomings, being integrated into development planning.
  - Address local needs, overlooks the strengths of in-spot resources and capacities, and can even increase risk.
THE FOUNDATION OF THE SCHEME 1002 (2009-2020)

a) Before the Scheme 1002:
- Passive and heavy in dealing with situations;
- Low response capacity;
- Lack of experience and knowledge in DRR;
- Excess human resources on the spot, but sometimes cannot mobilize;
- Education to raise public awareness about DRR was not regular, lacking in system, mainly propagated through the mass media, not unified in bringing education programs on knowledge about DRR into schools.

b) The National Strategy for NDPC and Mitigation until 2020 (approved by the Prime Minister in 2007 is the foundation of the Scheme 1002:
- A public awareness raising program, specifically:
  - Integrate knowledge about natural disasters into the program for school pupils;
  - Trainings to provide knowledge and experience on DRR to communities in areas frequently affected by natural disasters;
  - Organize information and propaganda about DRR measures on the mass media systems.
The PROMULGATION of the Scheme 1002 on CBDRM in Vietnam

Decision No. 1002/QĐ-TTg dated July 13rd, 2009 of the Prime Minister - The main contents of Scheme 1002:

1. **Component 1**: Capacity building for local government officials at all levels in managing and implementing CBDRM activities in provinces and cities.
   **Objective**: To ensure that 100% of local government officials at all levels directly engaged in CBDRM are trained, improve their capacity and qualifications on CBDRM.

2. **Component 2**: Strengthening communication, education and capacity building for the community about CBDRM.
   **Objective**: More than 70% of the population of communes in areas frequently affected by natural disasters will be disseminated knowledge on flood and storm control and disaster mitigation.
ACHIEVEMENTS OF THE SCHEME 1002 (2009-2020)

In legal documents, forums, conferences, and as mentioned by top leaders of the Party, Government, and the State, the phrases “public awareness raising” or "for a resilient society in natural disasters" appear more frequently;

People in many regions actively participated in training courses, disaster risk assessment; high consensus and compliance to directions and administration of the authorities at all levels are recorded;

Diversify formats of communication activities

Agreeing to common materials of the Scheme;
ACHIVEMENTS OF THE SCHEME 1002 (2009-2020)

On July 13, 2009, the Scheme on Community Awareness Raising in Community-based Disaster Risk Management (the Scheme) was approved by the Prime Minister under Decision No. 1002/QD-TTg.

1,628,420 Communication activities are organized

3,701,129 People are approached

3,671 training classes are organized

for more than 116,681 staff and trainers and 256,266 trainees

108,874 handbooks are delivered; more than 1,000 drills and exercises are organized;

200 relevant legal documents are issued

63/63 provinces/cites issued the Implementation plans for the Scheme;

Organizations and NGOs implemented activities to raise public awareness and CBDRM in more than 43 provinces/cites in Vietnam

(According to incomplete statistics from the Scheme Evaluation Report for period 2009-2020)
LEVERAGE SCHEME 1002 TO NEW CBDRM FOR 2021-2030

01
PROGRESS
THE NEW CBDRM SCHEME FOR 2021 -2030 SUBMITTED TO THE GoV

02
CONTENTS AND NEW POINTS Of THE Scheme

03
TENTATIVE ACTIVITIES
CBDRM SCHEME FOR THE PERIOD 2021 - 2030
PROGRESS OF THE ACTIVITY “RECOMMENDATIONS TO THE GoV ON THE DEVELOPMENT OF CBDRM SCHEME FOR THE PERIOD 2021-2030”

1. COLLECTING DATA AND DRAFTING PAPERS
   Report on the implementation results of the CBDRM Scheme 2009-2020; Consulted with localities and ministries and sectors; feedbacks and comments were synthesized and justified; the Scheme was submitted to the Prime Minister for approval.

2. SUBMITING TO THE PRIME MINISTER FOR APPROVAL
   The Ministry of Agriculture and Rural Development has submitted the Submission No. 6756/TTr-BNN-PCTT dated September 30, 2020 to the Prime Minister for the approval of amendments and supplements to CBDRM Scheme.

3. THE PRIME MINISTER APPROVED THE SCHEME TO 2030
   On April 6, 2021, the Vice Prime Minister signed the Decision 553/QD-TTg to approve the Scheme "Raising public awareness and community-based disaster risk management to 2030".

4. MONITORING, PREPARING IMPLEMENTATION GUIDELINES TO THE LOCALITIES
   Prepare legal guidelines to the implementation of the Scheme by localities following its approval;
2 REVISED CONTENTS OF THE SCHEME “PUBLIC AWARENESS RAISING AND CBDRM UP TO 2030”

Necessity:
• Decision No. 1002 on CBDRM has expired:
• There are still many shortcomings to be improved:
• Many successful models to be disseminated and replicated
• Based on local needs
• Urgent necessity of a new Scheme to pursue unimplemented goals in the previous period

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## OBJECTIVES OF THE NEW SCHEME

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<tr>
<th>Up to 2025</th>
<th>Up to 2030</th>
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<td>• Trainers and facilitators at all levels must be equipped with necessary</td>
<td>▪ 100% of people in communes frequently affected by storms, flash floods,</td>
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<td>skills, knowledge and capacity to organize and implement public awareness</td>
<td>landslides, floods, inundation, drought, saltwater intrusion and at least</td>
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<td>raising activities in the community.</td>
<td>50% in other areas</td>
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<tr>
<td>• People in disaster prone areas susceptible to storms, flash floods,</td>
<td>▪ 100% of officials, public employees and individuals (Subject No. 4 and</td>
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<tr>
<td>landslides, floods and inundation must be disseminated with necessary</td>
<td>the subjects who are outstanding individuals, reputable people in</td>
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<td>disaster risk management knowledge and skills</td>
<td>communities)</td>
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<td></td>
<td>▪ 100% of universal training levels shall mainstream disaster risk reduction</td>
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<td>in some teaching subjects;</td>
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<td>▪ 100% of communes shall develop and approve DRM plans adopting participatory</td>
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### CONTENTS OF THE SCHEME

<table>
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<th>Component II</th>
<th>Component III</th>
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<tr>
<td>Finalizing mechanisms, policies and materials guiding the implementation of public awareness raising and community-based disaster risk management activities</td>
<td>Building capacity for individuals and governmental officials at all levels on the management and implementation of community awareness raising and community-based disaster risk management activities</td>
<td>Strengthening propaganda, educational activities to raise awareness and build capacity for communities on disaster risk reduction</td>
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Component 1: Finalizing mechanisms, policies and legal documents

- Reviewing and proposing legal documents, mechanisms and policies on raising community awareness to be practical and adapt with international standards.
- Developing legal documents, guidelines on financial and policies and benefits; allowances, management and implementation arrangements of community based awareness raising activities at all levels;
- Guiding the reinforcement and development of human resources for the implementation of public awareness raising and CBDRM communication activities at all levels.
Component 1: Finalizing mechanisms, policies and legal documents

- Guiding the integration of DRM contents into curricula of secondary and high schools and of a number of related universities.
- Guiding the mainstreaming of community awareness raising and CBDRM in national defense and security knowledge training plans;
- Developing training materials on CBDRM for community level; propaganda and communication materials.
- Developing a set of indicators for the monitoring and evaluation of performance of the Scheme’s activities
Component 2: Capacity building for individuals and governmental officials at all levels

- Organizing awareness raising and CBDRM communication and training activities for officials, public employees and individuals who participate in annual national defense and security knowledge trainings;
- Organizing training for trainers, officials, organizations and individuals directly involving in the Scheme at all levels.
- Organizing the dissemination of policies, mechanisms, and set of Indicators to monitor and evaluate the implementation of the Scheme
- Providing training on DRM knowledge; promoting communication capacity for reporters, editors, district radio and television staff, commune staff in charge of radio broadcasting, reporters, propagandists etc. at grassroots level; disaster first responders; organize specific training for vulnerable people in the community
- Diversifying forms of capacity building for forces engaging in DRM; individuals, organizations involving in the implementation of the Scheme;
- Equipping trainers, propagandists, volunteers and disaster first responders with supporting tools;
Component 3: Strengthening communication, education and awareness raising activities on DRR for the community.

- Organizing propaganda and communication operations on DRM to reach out all subjects in the community; Diversifying communication materials and community based communication methods, including the organization of exhibition halls, display of images, models, materials etc. on DRM, lessons learned and best practices on disaster events, DRM; study visits for awareness raising; organizing training for resource trainers, staff, organizations and individuals involving in the implementation of the Scheme at all levels;

- Guiding and mobilizing people to directly participate in the prevention, response and recovery of disasters at commune level; disaster response drills, disaster risk assessments, or relevant activities.

- Developing and replicating models of successful CBDRM communes
THANK YOU FOR YOUR ATTENTION!