

CARIBBEAN SAFE SCHOOL MINISTERIAL FORUM



3-4 APRIL 2017
ANTIGUA AND BARBUDA

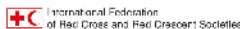
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Tsunami Public Awareness & Education Strategy for the Caribbean and Adjacent Region

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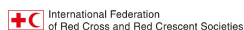


Tsunami Public Awareness & Education Strategy

The strategy /(guidance document) :

- ***focuses on building long-term education and awareness on how to prepare and respond to tsunamis*** for countries in the Caribbean and adjacent regions be adopted.
- ***concentrates on planning and preparedness rather than providing guidelines to manage crisis communications during a disaster.***

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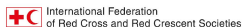
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Tsunami Public Awareness & Education Strategy

Methodology

- This strategy has been developed through extensive research, analysis and consultation.
- The aim is to provide a harmonized approach to tsunami public awareness and education - taking in consideration earthquakes and other coastal hazards - will occur over time.

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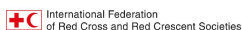
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Tsunami Public Awareness & Education Strategy

It is envisaged that *a harmonized approach* to tsunami public awareness and education can be used by countries and territories from the Caribbean and adjacent regions.

Results : 1) standardize messaging,
2) increase information flow,
3) strengthen cooperation and foster regional continuity amongst countries and partners

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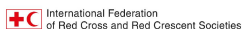
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Tsunami Public Awareness & Education Strategy

4 areas were chosen so as to generate the highest potential public awareness impact:

- Curriculum integration (Target group: Education sector)
- Specialized training (Target group: media, teachers, first responders, PAE professionals)
- Community participation and input (Target group: multiple stakeholders)

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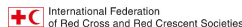


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Tsunami Public Awareness & Education Strategy

- Country/community designation or recognition by a program such as *Tsunami Ready*[®]. Communities could also become designated as “Marine and Coastal Hazards Ready”. If designation or recognition is not possible, at a minimum, install unaffiliated tsunami or other coastal hazard signage on key public beaches (Target Group: tourism and private sectors, residents).

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Tsunami Public Awareness & Education Strategy

It is expected the regional communications strategy for tsunamis to be helpful in three main ways:

- To share best practices, knowledge, successful experiences, and products;
- To develop a simple, common strategy for the extended region that can be adapted, with clear guidelines and without duplication for each country; and
- To ensure the strategy uses consistent messages.

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Comments or Questions?

Thank You

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