

2019 Eastern Regional Organization for Public Administration Conference
Manila, Philippines | September 22 – 27, 2019

Communication baseline study as data source for designing a communication plan for flood disaster preparedness of stakeholders in libon, albay, philippines

Jimilyn O. Gerobin

Municipal Disaster Risk Reduction and Management Office – Libon, Albay

rationale

Effective communication enables people to understand risks present in their community and determine possible actions to manage those risks (*UNISDR, 2017*)

Communication planning is an important part of a development program however; it is often overlooked (*Acunzo et al., 2014, CENN, n.d.*)

Goal

This research aims to determine the communication gaps that should be addressed in communication planning for flood disaster preparedness of stakeholders in Libon, Albay, Philippines

Theoretical Framework

Encourages public to limit the risks they are facing through educational campaigns towards desired public preparedness.

Theoretical Framework

Politicians are not the most effective risk communicator and motivator rather, community members who share information on actions taken to minimize risks to others who are less prepared.

Theoretical Framework

For a pre-crisis information to be effective, it should be communicated repeatedly using different channels (*Sheppard et. al., 2012, Shaw, et. al., 2011*).

Theoretical Framework

The framework can be used to provide answers to the question “..what can public information best say and how can it best be made available to reach, teach, and motivate people to prepare for future disaster?..”
(Wood et. al., 2011).

Theoretical Framework

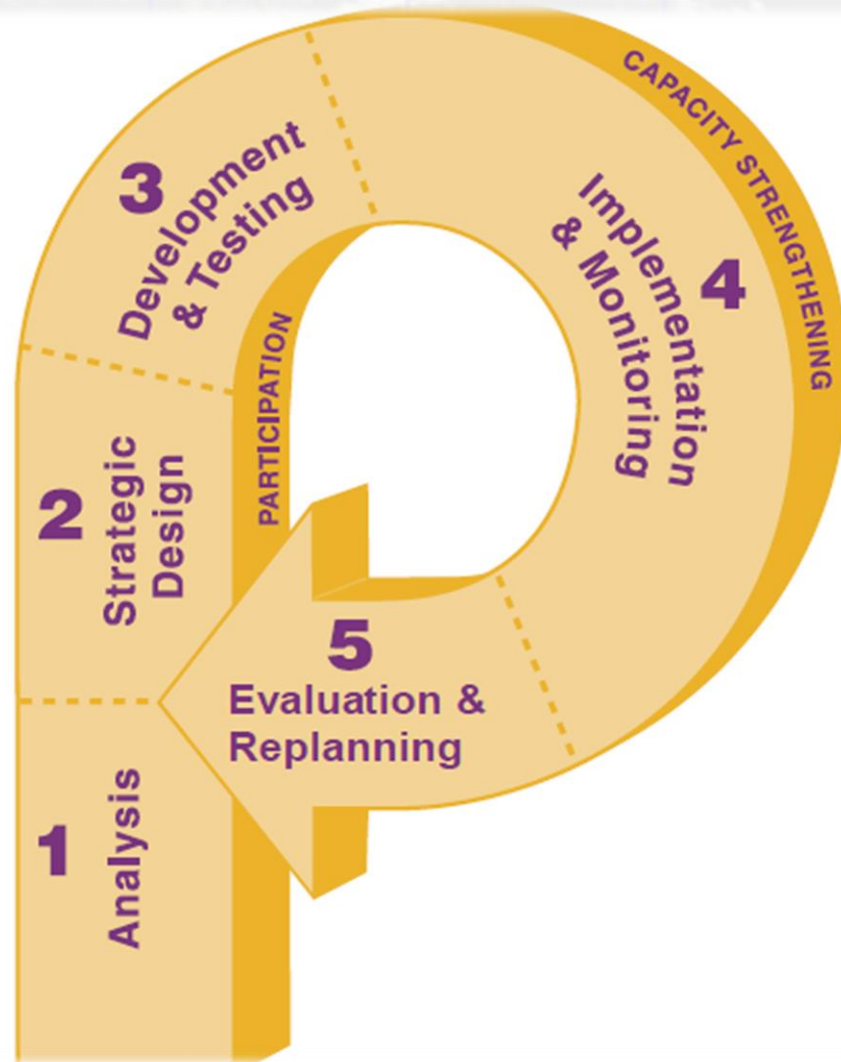
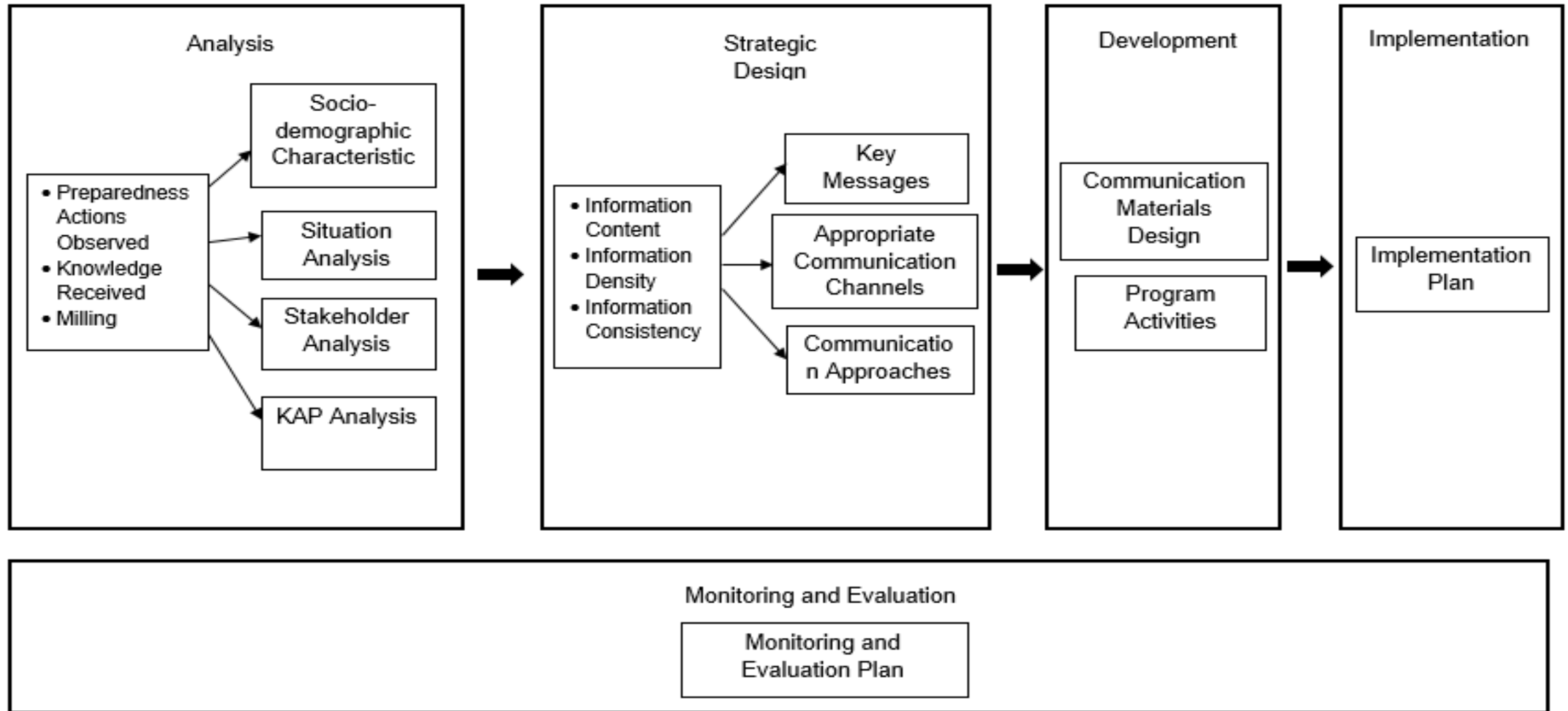


Figure 1. The P-process

conceptual Framework



Research design

This study will employ both qualitative and quantitative research approach

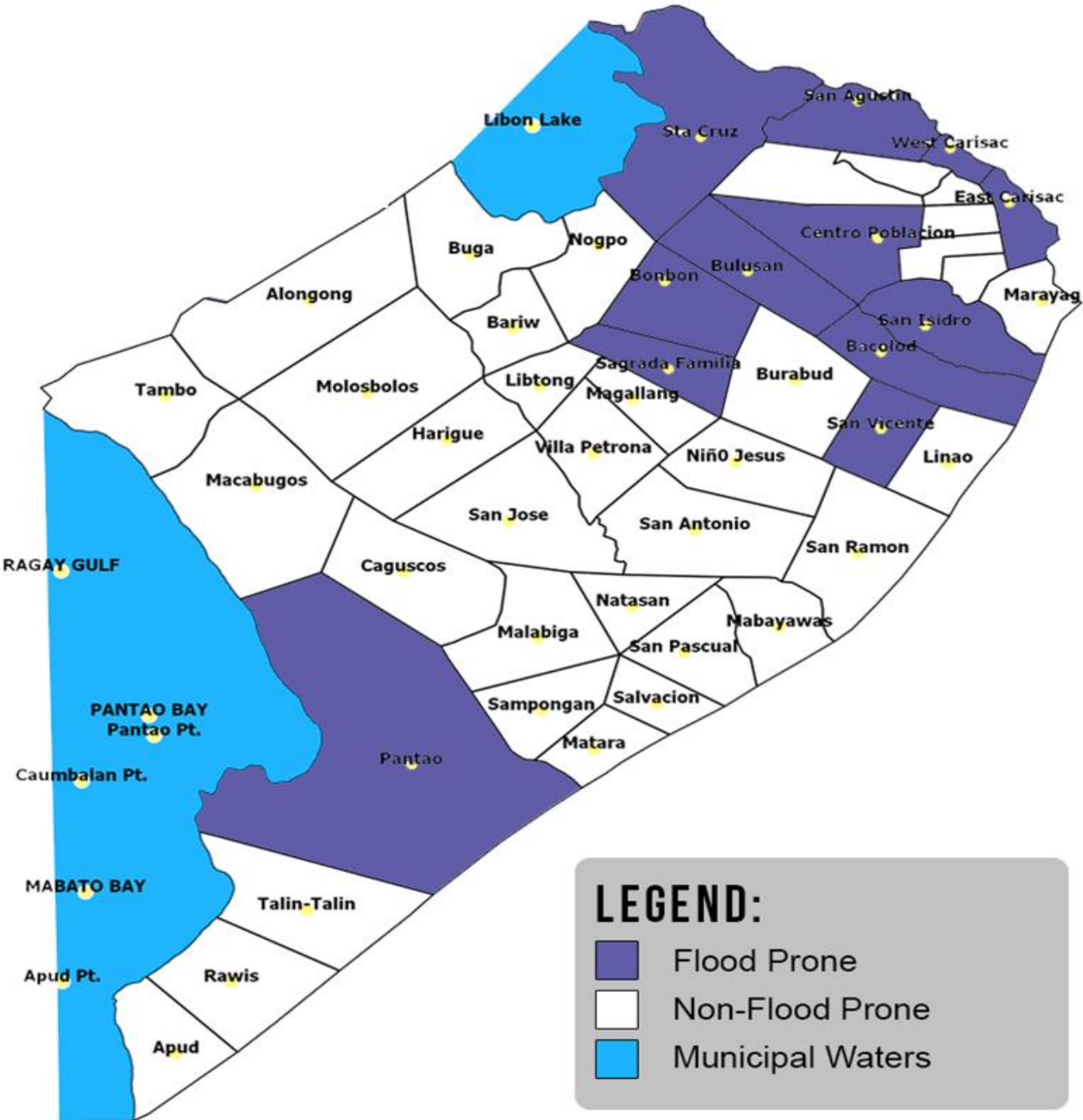
- Stratified Random Sampling
- Proportional sampling

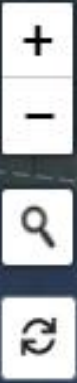
For FGD

- purposive sampling

Flood risk map

DENR-MGB V, 2018





GAMPON

Regaya Smart Money Center And...

Kingdom hall of Jehovah's Witnesses

Pintason Elementary School

Bicol 638



300 m
1000 ft



GeoRiskPH
INNOVATIONS FOR RESILIENCE

13.1896 : 123.34278

Leaflet | Powered by Esri | Basemap: GoogleMap | Data Sources: PHIVOLCS, MGB, PAGASA, DepEd, DOH, DPWH

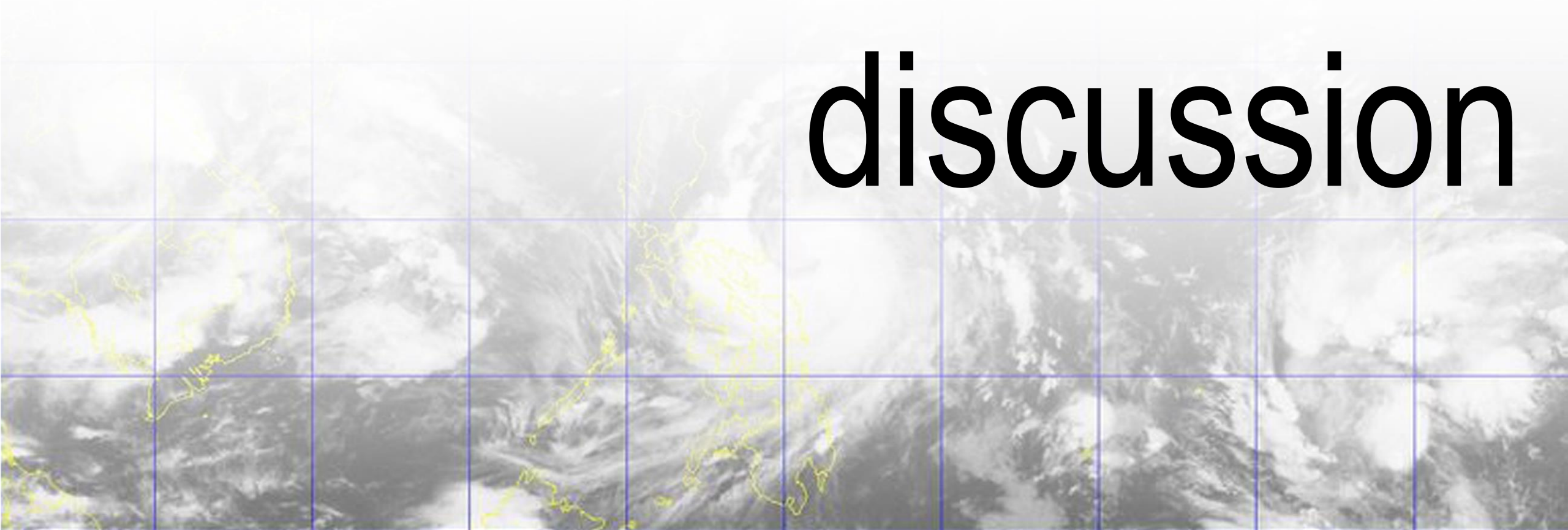
Flood Susceptibility rating

2018 Rating, DENR-MGB V

Barangays Prone to Floods	Flood Susceptibility Rating
Sta. Cruz	Moderate
San Agustin	Moderate
West Carisac	Moderate
Zone 2	Moderate
Zone 1	Moderate
Bacolod	Moderate
San Vicente	Moderate
Bonbon	Absent to Moderate
Burabod	Low to Moderate
Bulusan	Low to Moderate
Nogpo	Absent to Moderate
Pantao	Moderate(Coastal Plain)
Talin-talin	Moderate
Apud	Moderate

2019 Eastern Regional Organization for Public Administration Conference
Manila, Philippines | September 22 – 27, 2019

Results and discussion



Socio-demographic Characteristics

Most of the respondents (45%) belonged to the younger age group (15 years old and below) while only 1% belonged to older age group (60 years old and above). More than half (59%) of them were female while 41% were male.

Socio-demographic Characteristics

The average household size was between five to six. It was also observed that a significant number of respondents belonged to households with more than seven members. More than half (63%) of the respondents have no elderly member in their household.

Socio-demographic Characteristics

Most of the respondents (45%) belonged to the younger age group (15 years old and below) while only 1% belonged to older age group (60 years old and above). More than half (59%) of them were female while 41% were male.

Socio-demographic Characteristics

In terms of educational attainment, only 12% of them attended tertiary education. On average, a resident in Pantao earns PhP 5,703.00 monthly. More than half of the respondents have an estimated monthly income below PhP10,000.

Socio-demographic Characteristics

FGD:

Dominated by students

Mostly single

Residents of Pantao

Situation analysis

Due to its location, both coastal and flash floods have been affecting the residents.

Most of the respondents (94%) have been experiencing flood in their community. Although most (86%) of them indicated that they can cope with the effects of flood, there were still some (14%) who cannot.

Situation analysis

On average, the level of flood water in Pantao is knee-high. In other low-lying areas and shoreline communities, however, flood water reaches up to waist or neck-high, especially during high tide and heavy rains.

Issues on flood preparedness

1. Warnings and advisories
2. Structures and equipment
3. Plans and Programs
4. Communication and coordination

Media availability and preference

The respondents used both interpersonal and mediated communication in the community

Media availability

Most of them have access to television (261),
Cellphone (242), Radio (218),
Announcements (164), Internet (147), and
made use of Personal Communication (115).

Media preference

Text messaging is preferred

BDRRMC showed indifference towards meetings due to lack of participation of residents during barangay assembly.

“Pag da relief (goods), da nag-aatindir” (If there are no relief goods to be distributed, there will be no attendees).

Media preference (Comm. Channel)

Preferred channels	Frequency (<i>n=281</i>)
TV	265
Cellphone	211
Radio	207
Computer	62
Newspaper	31
Poster	10
Leaflet	9

Information needs

Knowledge	Frequency (<i>n</i>)
Safety measures	227
Flood Warning	197
Evacuation Protocols	188

Channels for info. dissemination

Channels used	Frequency (<i>n</i>=281)
Cellphone	245
Internet	171
Announcement (<i>Bandilyo</i>)	140
Personal communication	130
Training/Seminar lectures	22

Info. Sources (on flood preparedness)

Sources and channels	Frequency (<i>n</i>=281)
TV	221
Barangay officials	187
Family members/friends	183
Radio	168
MDRRMO	168
Text Message	152
Community organizations	51
Newspaper	41

Info. Sources (compiled by respondents)

Source	Frequency (<i>n=281</i>)
Barangay Officials	207
Family members/friends	203
MDRRMO	161
Leaders of organizations	118
Religious leaders (Priest, Ministers)	38

KAP (knowledge)

- Knowledge on flood preparedness were mostly based on the experiences of the respondents.
- Generally, have high knowledge on flood preparedness

KAP (attitude)

- Have positive attitude towards flood preparedness
- Information from MDRRMO was found reliable and relevant
- In terms of evacuation, some residents refuse to leave their homes due to fear of losing properties or livestock.

KAP (practices)

- Schools have been conducting tree and mangrove planting
- Use of multiple media to access and disseminate flood preparedness information
- Pre-emptive/Forced evacuation is being implemented in the community

2019 Eastern Regional Organization for Public Administration Conference
Manila, Philippines | September 22 – 27, 2019

The communication Plan



Objectives (Beneficiary-Oriented)

At the end of the campaign, the target stakeholders should be able to:

1. Enumerate the causes and effects of flood to the residents and the community;
2. Understand the benefits of preparedness in flood disaster;
3. Implement flood prevention and mitigation activities appropriate for the community;
4. Practice safety measures before, during, and after a flood; and
5. Formulate Contingency Plans for flood disaster preparedness.

Objectives (implementer-Oriented)

At the end of the campaign, the implementer should be able to:

1. Discuss the causes and effects of flood to the residents and the community;
2. Promote the benefits of flood disaster preparedness;
3. Promote flood prevention and mitigation activities appropriate for the community;
4. Demonstrate safety measures before, during, and after a flood; and
5. Instruct concerned stakeholder groups on how to create Contingency Plan for flood disaster preparedness.

Key Messages (BDRRMC)

Objectives	Core Content	Materials	Activities
Establish a flood EW system in the community	Importance of a EW system in the community Steps on establishing effective Early Warning System (EWS)	Power-point presentation Video presentation on "How early warning system works" Flood warning signs Billboard showing Flood Hazard map of the community	Seminar-workshop
Formulate contingency plan of flood disaster preparedness	Introduction on Participatory Risk Assessment (PRA) PRA Tools towards contingency planning Spot, Resource, and Hazard Mapping Vulnerability and Capacity Mapping Hazard Identification and Ranking Seasonal Calendar Historical Timeline Venn Diagram Drafting the contingency plan Parts of the contingency plan	Power-point presentation Handouts	Seminar-workshop Handout distribution

Key Messages (BDRRMC)

Identify flood mitigation activities appropriate for the community

Basis for selecting appropriate mitigation activities and programs
Examples of small scale flood mitigation activities and programs
Using PRA data in selecting appropriate mitigation activities

- Power-point Presentation

- Seminar-workshop

Key Messages (HH Head)

Table 17. Strategic design of communication plan for Household heads

Objectives	Core Content	Materials	Activities
Discuss household safety measures for flood	Preparing the emergency kits What to do before, during, and after a flood? Activities to mitigate the effects of flood (ex. sandbagging)	<ul style="list-style-type: none"> Power-point Presentation Video Presentation on safety measures 	<ul style="list-style-type: none"> Seminar
Discuss evacuation protocols	Importance of establishing evacuation protocols The protocols for evacuation in the community (Based on the contingency plan)	Power-point presentation Handouts Billboard showing evacuation route	<ul style="list-style-type: none"> Seminar Handout distribution
Develop positive attitude towards relocation as part of flood preparedness scheme	Dangers of coastal flood, storm surge, and tsunami Benefits of relocating to GK Village	Power-point presentation Video presentation on the effects of coastal flood, storm surge, and tsunami	Seminar

Key messages (SDRRMC)

Objectives	Core Content	Materials	Activities
Discuss flood safety measures in the workplace	Safety measures before, during, and after a flood	Power-point presentation Video presentation on safety measures Hazard map of the school	Seminar-workshop
Identify sources of information on flood advisories and warning	Reliable and relevant sources of information on flood Deciphering fake news on social media Interpreting warnings and advisories	Power-point presentation	Seminar-workshop
Formulate contingency plan of flood disaster preparedness	Introduction on Participatory Risk Assessment (PRA) PRA Tools towards contingency planning	Power-point presentation Handouts	Seminar-workshop Handout distribution

Key messages (SDRRMC)

	Spot, Resource, and Hazard Mapping Vulnerability and Capacity Mapping Hazard Identification and Ranking Developing a communication scheme for class suspension Drafting the contingency plan Parts of the contingency plan		
Identify flood mitigation activities	Basis for selecting appropriate mitigation activities and programs Examples of flood mitigation activities in school Using PRA data in selecting appropriate mitigation activities	Power-point presentation	Seminar-workshop

Key messages (Students)

Objectives	Core Content	Materials	Activities
Discuss causes and effects of flood	Flood hazard at school and at home Possible causes of flood Effects of flood to people and environment	Power-point presentation	School-based DRRM seminar
Discuss roles of children and youth in flood preparedness	Information sharing through social media Deciphering fake news on social media	Power-point presentation Video presentation on youth's role	School-based DRRM seminar
Discuss flood safety measures in school	Safety measures before, during, and after a flood	Power-point presentation Video presentation on safety measures	School-based DRRM seminar

Campaign activities

- Seminar-Workshop for BDRRMC members
- Seminar-Workshop for SDRRMC members
- Seminar for household heads
- DRRM Training for students

Communication Materials

- Power-point presentations
- Handouts
- Billboard (hazard map, evacuation route)
- Video
- Handouts and
- Signage

Monitoring and evaluation plan

Objective	Indicator	Data Source
1. Enumerate the causes and effects of flood to the residents and the community	Level of knowledge on the causes and effects of flood in the community and the residents	Scores from pre-test and post-test to be conducted immediately after each seminar-workshop and training
2. Understand the benefits of preparedness in flood disaster	Level of understanding of the benefits of flood preparedness	Interview with stakeholders
3. Implement flood prevention and mitigation activities appropriate for the community;	Presence of at least two mitigation activities in schools and the community	Interview with stakeholders
4. Practice safety measures before, during, and after a flood;	Level of flood preparedness of the stakeholders	Observation from flood disaster drill Survey on randomly selected stakeholders Interview with the stakeholders
5. Formulate Contingency Plans for flood disaster preparedness.	Presence of printed contingency plans for the community and schools	Interview with the stakeholder

2019 Eastern Regional Organization for Public Administration Conference
Manila, Philippines | September 22 – 27, 2019

Summary, conclusion, and recommendATIION

Summary and conclusion

- The results of the study showed that the respondents and participants were both young and old, mostly high school level
- The BDRRMC members, SDRRMC members, students, and residents of Pantao Libon Albay have positive attitude towards flood preparedness
- In terms of preference, most respondents identified cellular phone as the primary communication channel used in information sharing while TV as information source

Summary and conclusion

- Among the sources of information on flood preparedness, respondents comply with Barangay Officials on flood preparedness instructions.
- The coastal community have limited knowledge on flood preparedness due to lack of community-based flood preparedness programs.
- The respondents follow information on flood and flood preparedness given by the Barangay Council, contradictory to the Actionable Risk Communication Model's premise

Recommendations

- Other members of the community such as farmers and fishermen should be included in the FGD.
- Include the stakeholders in the designing and creation of communication materials

2019 Eastern Regional Organization for Public Administration Conference

Manila, Philippines | September 22 – 27, 2019



THANK YOU!