

# SOCIAL MARKETING PLAN

Public Awareness Campaign For Disaster Risk Reduction, Response Action & Early Warning In Maldives

By mooinc. pvt. ltd.

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“ ރާއްޖޭގެ ސަލާމަތު ” ހިމާޔަތު  
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*“On a rainy night, a little boy was crying. His mother kept him outside the house. After a while someone came to borrow the hunigendi, for scraping coconut, the mother without opening the door said, “It is standing next to the house wall, so take it. The person took the boy and walked him through the Mashigando. At times the boy was neck deep in water.... the song continues to tell of the places the child saw that night. At dawn the person, who is actually a “ferithaa”, a non- human spirit, returned the child back to his home. The fereithaa asked for a gift in return , and the boy gave the fereithaa one of his eyes.”*

***The Huvadhoo atoll Athelveshi***

*as narrated by Dhon Aisaage Saudiyya & her husband Nooh*

## INTRODUCTION

The document outlines the social marketing plan for public awareness campaign for disaster risk reduction, response action, mitigation & early warning in the Maldives. The objective is to design a campaign to enable the population of Maldives to be informed, knowledgeable, and aware of the hazards they face and vulnerabilities that exists within their own community, to enable them to utilize resources, which are accessible to them, to prepare, respond and recover from natural disasters, personally and as a community.

Initially research was conducted in an attempt to explore people's current attitudes and perception towards disaster risk, within a regional context, as well to identify the communication gaps that exist between scientific fact & behavioral best practice. In conjunction with Secondary research which helped us identify avenues to rejuvenate locally embedded knowledge systems and capacities, to mitigate, respond & recover from natural disasters in the Maldives, marketing plan was designed to alleviate these communication gaps as well as enable the public to actively participate in every aspect of disaster management.

The Social marketing plan was designed with the support, collaboration and valuable input from the work-group which comprised of personnel from UNDP, National Disaster Management Center, Maldives Meteorological Service, and Communication Authority of Maldives, Ministry of Tourism, Art & Culture, Ministry of Education, and Maldives Red Crescent.

## BACKGROUND

For centuries, Maldivians have coexisted in relative harmony with their natural environment, with the coral reefs and the surrounding oceans forming the lifeblood of the country. However, with the inevitable impact of globalization, tourism and the rapid pace of development, new socioeconomic and cultural customs, alien and detached from the essential culture of the Maldives, have surfaced. Today, these unprecedented scales of urbanization have nurtured new lifestyles and novel modes of social organization, marked by a swift departure from sustainable forms of livelihoods. In some islands, such dynamic shifts have irrevocably set in place untenable and dangerous practices that threaten the very social fabric and hence survival of the islands.

The need to revitalize the beliefs of our ancestors and their harmonious way of life therefore has become an urgent and pressing concern. The necessity of this was no doubt seen on December 26, 2004, when the Maldives faced the first and worst disaster ever recorded in its national history. For a country that had never experienced devastation at such magnitude, the tsunami exposed the acute vulnerability of the Maldivian people to natural calamities, but also more importantly, exposed their lack of knowledge and the coping capacities available to respond in wake of such hazards and disasters.

Understanding that people must be given the skills to prepare and cope, it is also essential that they learn to avoid lifestyle and livelihood practices that increase their vulnerability to an impending disaster. Through a phenomenological enquiry, it is hoped that this campaign will unveil new insights into the risk perceived by Maldivians in general, and the actual risk felt, and in so doing, identify the knowledge gaps that exist with regard to disasters. Further, the campaign also strives to identify resources which are accessible and available to the people and in doing so, nurture locally embedded knowledge and capacities.

## RESEARCH FINDINGS

The research conducted was more exploratory rather than representative study of community perceptions of risk towards hazards and disasters in the Maldives. Nevertheless, the data yield through the research provided a rich view into the values and norms held by Maldivians to their land, and the ways in which these value-constructs shape their perception of risk.

The research highlighted that communities are unaware of hazards which affect their communities specifically, and have a more general view of what causes disaster, which might not hold much relevance to their community. The findings revealed that with the exception of a few islands, people surveyed generally had no distinctive sense of identification on an island level, but more so in a national level. This meant that, communities are less aware of the distinctive physical and social vulnerabilities and strength, their island community has, in relation to how much these factors influence the severity and frequency of disaster that could occur. The study seems to highlight that perceptions of risk towards hazards and disasters are based upon subjective norms of place and space, as well as media preoccupation with certain hazards, i.e. tsunami and Sea-level rise. This has meant that more frequent hazards like Udha, rainfall, which affect majority of islands, are not perceived as major hazards, although the evidence show that they cause a lot of damage.

Despite the diversity of islands studied, the commonality of social values binds these places together. The study has shown that irrespective of geography or physical features of islands, communities perceive risk in their own terms that are influenced more by social networks of trust founded on family, kinship and community ties rather than size, space or built environment.

The research also showed that majority of the population, regardless of education, sex or age population presented in the findings hold a high regard for self-responsibility with regard to seeking and gaining knowledge on hazards and disasters, but also felt that the Government should play an active role in assisting communities. The latter point is less so for younger generations who felt that Governments should not have to play a central role in disseminating information.

Although the findings did show the significance of age in determining subjective notions of individual knowledge and capacities with regard to hazards and disasters. It was evident from the findings that younger age groups (below 19) and older age group take a more rational point of view regarding the causes and occurrence of Natural hazards. This is evident in the fact that young age group and older age group perceived the thesis that hazards could be predicted and are due to man made influences more so than the middle age groups, who seem more skeptical.

The findings also confirmed the shortcomings of current policies in educating individuals about the risks and preparatory measures required to act in the face of a hazard and disaster. More importantly, the study revealed that communities are more proactive actors in society, composed of individuals ready to learn and be prepared for the unforeseen rather than passive and dependent observers. These reinforce the need to provide information and knowledge to communities in a sustainable manner, and in a way that integrates indigenous knowledge with scientific knowledge.

In conclusion the population could be perceived as being very passive, submissive in regards to how they seek knowledge, prepare, respond and recover from disasters. Although their is lack of trust in regards to public institutions, they seem to rely heavily on these resources during & after such events. It should be also recognized that currently public has very little regards or understanding in relation to their own capacity as individuals, and as a community to manage and prepare for Disasters.

## LITERATURE REVIEW

The social marketing plan is the application of commercial marketing theory and practices, for social engagement. Influencing a target audience to change their social behaviors and to benefit society. Unlike conventional marketing plan, which has a product or service, in a social marketing plan, the product refers to the idea, belief or habit the target audience must accept, adapt or change. Predominately Social Marketing plan, initiate a behavioral change, hence in order to be successful, the target audience must perceive that they have a genuine problem, take responsibility for it, in order that they are empowered and motivated to want to change.

Within the context of public disaster awareness campaign, social marketing should first and foremost focus on creating a more prepared public to mitigate, respond and recover from hazards. Therefore disaster preparedness is a continuous and integrated process resulting from wide range of activities and resources rather than from a distinctive activity itself. ISDR states that it involves strengthening community-based disaster preparedness, by activities that build the capacities of people and communities to cope with and minimize the effects of natural hazards on their lives.

There are two different methods and approaches that could be taken to initiate this behavioral change. The first approach is the most conventional, which is a Top-Down approach. This approach takes the assumption that positive behavioral change will occur when people are told how to do it and why it is important. This approach sees social marketing as a top-down communication exercise where messages are transmitted from small groups of experts to the uniformed masses. This approach is unsuitable for Disaster risk mitigation at behavioral level, because the communication process is not informed by communities experience and perception of risk, or by the impact of their socio – economical circumstances on the way they see and manage risks (Twigg 2004:166).

The second approach could be defined as Bottom – up, which takes the view, communities and target groups should not be passive recipient of information, but any marketing effort which involves behavioral change requires a level faith in individual and community's capacity to contribute and participate actively in the plan. (Servae 2004:61). This approach stress the importance of the cultural identify of local communities and the democratization and full participation of affected population at all level of planning, development, and implementation of the communication initiative

This approach is particularly suited for sustainable behavioral change that involves promotion of broad-based culture of risk avoidance, because the process is one of participatory partnership and active long-term involvement with communities in defining their problems and opportunities. This approach also enables a therapeutic process of self-analysis and self-discovery by a community of its latent strengths and will build collective self-confidence in their ability to manage risk that they face specifically as a community. For disaster risk mitigation to be continual and sustained until the day disaster occur, it is important to stress the importance of cultural autonomy, and self reliance, i.e. the idea that the target audience or victims are not vulnerabilities but have to act has capacities. Hence Top-down approach explores the idea of developing communication messages and information by the people for the people. Hence giving control to the local community, trusting them to solve their own problem will be the first step to making the campaign effective. This trust and responsibility transfer from the top to the grass root should be an essential component of the social marketing plan.

The social marketing plan should take recognition of the need to stimulate community involvement and empowerment of public within the communities at all stages of disaster management program as an integral part of reducing community vulnerability to natural disasters.

Individual and community empowerment is essential to achieve positive behavioral change. Cees Hamelink (UNESCO) states, to empower and facilitate ownership to the public who will be affected (by Natural Disasters), is the only way they would become responsible for their own action and strive to change their current behaviour.

This means the primary focus or objective of the social marketing plan should be about involving community groups as actors and agents of change & progress, will enable disaster mitigation and awareness to be effective long-term.

In such an approach the role of mass media is limited, instead emphasis is more on the use of “little media, i.e. traditional media, existing groups and interpersonal communications which gives communities, opportunities to co-create meaning with assistance of facilitators. (Tigere Chagutah 2009) It means the use of pre-existing and available infrastructures to facilitate participation and collaboration. The approach advocates the use of both formal and non-formal channels of communication, such as women and youth development associations, as well as where people gather (Holhuashi), such as markets, mosques, festivals and meetings. The intervention to be successful the communication has to be interactive and encourage dialogue within the community and between communities, creating pro active capacity group networks across the different stakeholders, regionally, nationally and globally. The sense of ownership and autonomy is important for effective implementation and sustainability of the campaign.

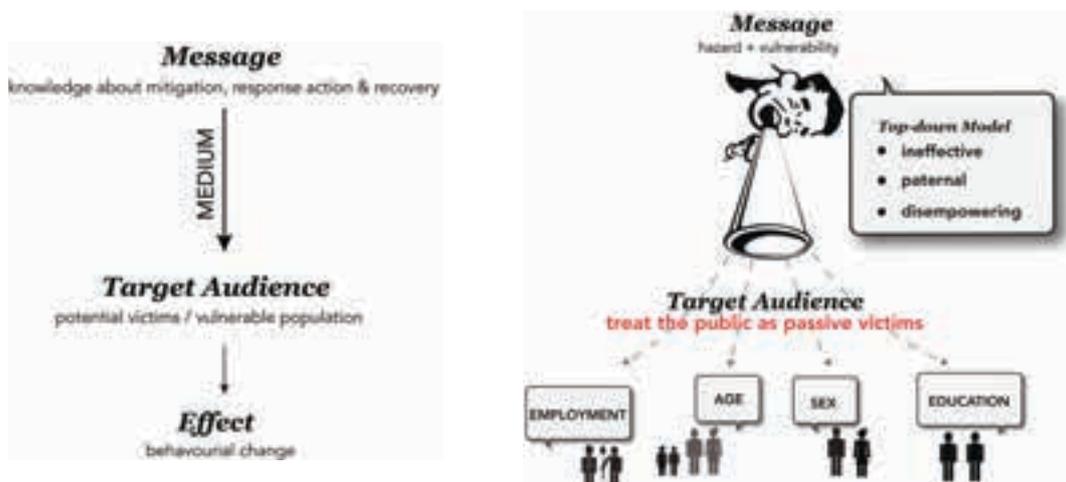
The social marketing plan should achieve the following objective to enable the campaign to be successful. Firstly it should build a permanent “people first attitudes in the minds of the participants to show that, preparation for disaster risk reduction, response and recovery requires limited outside assistance. Secondly the campaign should establish a notion of “respect” to the people own collective knowledge as a community well as trust within their own existing institutions to provide solutions. Giving recognition of the need to understand and use local approaches and institutions to mitigate, respond, and recover from disasters Thirdly to provide simple analytical tools to analyze and do something about their current situation.



# COMMUNICATION STRATEGY

## COMMUNICATION STRATEGY DEVELOPMENT

With the traditional communication model, an all-encompassing message regarding natural disaster mitigation, response action and recovery is communicated via strategic mediums to an identified target group, to enable a positive behavioral change. The problem with such a model is the assumption that the target audience are segmented in terms of demographic profiles rather than, in relation to the specific hazards and vulnerabilities they are exposed to. Secondly it also presumes that the message should fit all, regardless of their location, which is unrealistic considering natural disasters are geographically island specific. (shown in figure 1&2).



**Figure 1: Traditional communication model**

The traditional communication model is top down, paternalistic model, where the message is devised at the top and transferred one-way information system to an audience at the bottom which are segmented based primarily on demographic and psychographic profile. This means the target groups are treated as victims, highly dependent on external source for information and advice on what to do.

Maldives is comprised of highly dispersed and isolated groups of island communities with each island community experiencing a very specific natural and physical landscapes and hazard exposures. This means that the target groups have to be primarily based on specific island communities, rather than demographic profiles on a national scale. Within the context of natural disaster, each community is a distinctive target, as it comprise of group of interacting individuals and households living in same location and having the same hazard exposure and sharing the same physical and social vulnerability. If disaster risk is calculated on the basis of type, severity and frequency of hazard, in addition to the physical and social vulnerabilities, than each island community will have a unique disaster risk profile, as illustrated in figure 3.



**Figure 2: Community risk model**

The figure shows that each community has its own unique risk profile, based on its unique hazard exposure and vulnerabilities. Hence each community is a primarily a target group.

The fact that each community experience and perceive disaster risk very differently , means that a top-down model as proposed in the traditional communication model is ineffective, and costly. It is therefore important to empower the individuals and communities to participate and become active in disaster risk reduction. It is necessary for communities to become more knowledgeable, about preparation, mitigation, response action and recovery at an island level and capture and share these knowledge in a continual as well as systematic and effective manner.

*“The goal should be to create communities that are aware of their need to be know and so they naturally generate and share knowledge about natural disaster risk management, not to develop a dependence where it is expected that an external or expert group will always undertake this role.”*

*Tom Beer (IUGG Commission on Geophysical Risk & Sustainability) and Robert Hamilton (ICSU Committee on Disaster Reduction) **Natural Disaster Reduction Safer Sustainable Communities: Making Better Decisions about Risk,***

Thus a new communication model is required, which empowers the communities, so that the individuals within the communities perceive themselves as active partners and participators in disaster management rather than passive and dependent victims. (see figure 4).

*“To empower the communities to actively identify their problems (hazards, vulnerabilities) and determine strategies to resolve and/ or reduce related risk. It is further argued that collaborative involvement builds social capital that is developing friendship and mutual trust, sharing and strengthening common values to overcome adversities, and taking advantage of opportunities.”*

*Sanoff, H. (2000) **Community participation methods in design and planning,** john Wiley & Sons, Inc. Canada*



**Figure 4: Bottom-up approach:** The figure shows bottom up approach, which is about empowering the community and giving them a voice, rather than top-down model, where the message is from an external source.

This would mean the model should acknowledge & incorporate the fact that community doesn't just, share hazards and vulnerabilities, but also share capacity and strengths. Thus, in a participatory model it is important to acknowledge community's strengths and capabilities and not just its vulnerability and exposure to hazards and disasters.

*“the use of the concept of capacity emerged in response to the negativity of the term vulnerability: to speak of people as being vulnerable was to treat them as passive victims and ignore the many capacities, resources and assets people posses to resist, cope with and recover from disaster shock they experience”*

*Ian Davis, Bruno Haghebaert, David Peppiatt, **prevention project: tools for community risk assessment & action planning,** 2004, Geneva*

To empower individuals and resources that make up a community, it is important for them to perceive themselves and the physical spaces within it, as capacities rather than vulnerabilities, in order they can build collective self confidence to resist and cope with disasters. As natural hazards are not within our scope to control, to reduce disaster risk, we need to transform vulnerabilities into capacities, in order to reduce disaster risk, as illustrated in *figure 5*.

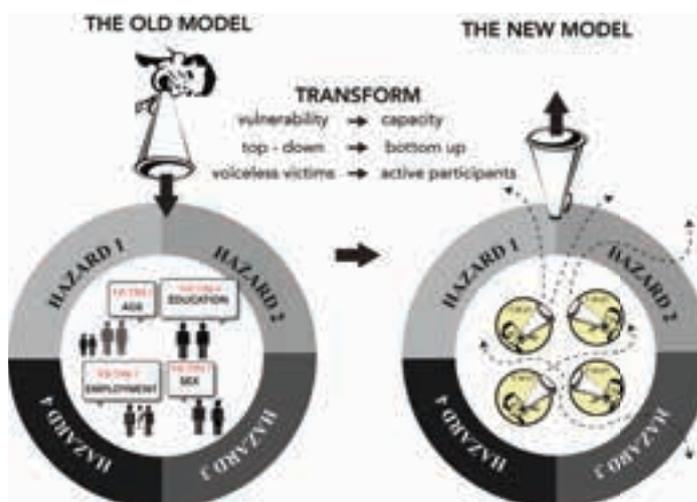


**Figure 5: Transformation from vulnerabilities to capacities**

*Figure 5a, shows how social & physical vulnerabilities create disaster risk, while hazard remains constant factor*

*Figure 5b, shows how replacing or transforming the current physical and social vulnerabilities within a community can reduce the disaster risk.*

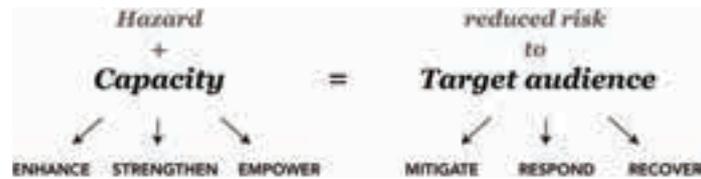
In conclusion the new communication model should take into account first and foremost that the initial segmentation should be based on individual island communities, rather than conventional demographic profiles on a national scale, because the risks are specific and unique to each island. Secondly the communication should be participatory rather than paternal, i.e. bottom-up approach instead of a top-down approach, in order to create better acceptance of the plan, and sustain the effort to mitigate, respond and recover from natural disasters, without reliance on external institutions.



**Figure 6: The development of the new communication model**

*The figure shows the new communication model, which is where community capacity groups are given the “voice”, rather than an external communication source, from the top.*

The most effective method to reduce the risk of natural disasters that community’s experience, is to perceptually and literally transform the vulnerabilities within the communities into capacities (includes physical, & social resources, as well as indigenous knowledge). In other words helping the target audience or victims to help themselves, by taking on the dual role of victim and the capacity, (*figure 7*).



**Figure 7: The target audiences are the capacities**

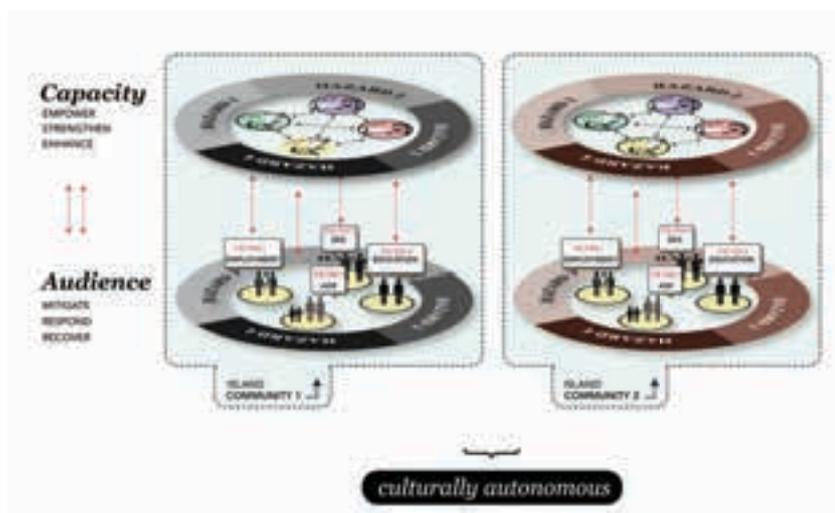
The figure shows the dual role of the target audience as capacities as well as the victims of natural disasters. Hence by empowering, strengthening and enhancing the capacities of the population who will be directly at risk, it is possible to enable the victims themselves to mitigate, respond and recover from natural disasters.

The new communication model, as illustrated below (figure 8), will thus facilitates the target audience, i.e. the community, to be self reliant (figure 8a), culturally autonomous (figure 8b), and networked (figure 8c), during every stage of disaster management. Thus establishing nationwide capacity infrastructure that can be utilized for disaster management, at local, regional and national level.



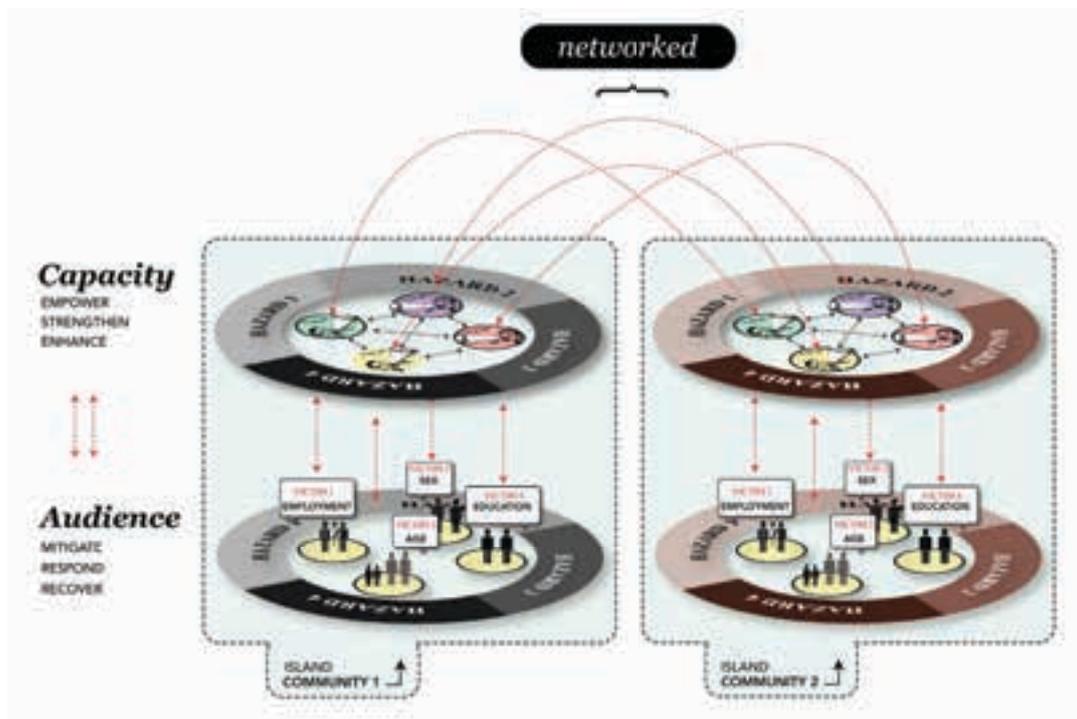
**Figure 8a: New Communication strategy development model – Self-reliance**

As the target audience and the capacities are the same publics and physical infrastructure performing dual roles, the communities are self-reliant, to mitigate, respond, and recover from natural disasters.



**Figure 8b: New Communication strategy development model – culturally autonomous**

Each community is independent and as cultural as well as administrative autonomous an independent. This enables the communities to identify and resolve issues related to disaster management within the community, using information, knowledge and resources available to them. Cultural autonomy is essential to create acceptance & social solidarity so that they become responsible and motivated, to mitigate, respond and recover from natural disasters on their own terms.



**Figure 8c: New Communication strategy development model – networked**

The different capacities within each communities will have common ground, and purpose to interact, share & collaborate, for the purpose of enhancing capacities and knowledge regarding disaster mitigation, response action, and recovery, at a national level.

## COMMUNICATION STRATEGY

Taking into consideration the above described communication model, the overall objective of the communication campaign should be to facilitate the population of Maldives to be more informed, knowledgeable and aware of the hazards they face and the vulnerabilities that exists within distinctive communities they inhabit, to enable them to identify & utilize resources and capacities which are accessible to them, to mitigate, respond and recover from natural disaster, personally and as community. The way to achieve the overall objective is:

*“To empower the community & the individual to strengthen and enhance their own capacity to mitigate, respond and recover from natural disasters”*

# COMMUNICATION CRITERIA & CAMPAIGN IDENTITY

## COMMUNICATION CRITERIA

To enable the communication strategy to be implemented in a manner that is consistent with the overall objective, certain communication criteria's or conditions are defined. These criterion will enable the all communication mediums developed as part of the communication plan to acquire a consistent identity, have relevance to the target audience & withhold the integrity of the overall campaign. All communications in relation to the campaign should encompass part of, or preferably the whole of these criterions. They hence, set the tone and identity of the overall campaign, and will guide the development and design of the communication mediums which will become part of the communication plan.

- **Educational**

Information presented within the medium should be designed in a manner that is comprehensible and educationally beneficial to the target public

- **Interactive or Collaborative**

The communication mediums should facilitate active participation by target publics to interact with each other, different groups within the community, as well as the medium itself.

- **Useful & Durability**

The communication medium should motivate the target publics to be highly involved, and allow what is communicated to have long term and continual benefit, educationally, physically or emotionally.

- **Personal & Regional**

What is communicated should be personally beneficial to the individual within the targeted groups, and it should have regionally specific relevance.

- **Use indigenous knowledge in correlation with scientific knowledge**

The communication medium should utilise knowledge and capacities indigenous to the people who the communication is targeted towards.

- **Bring together the most vulnerable groups within the community**

The communication mediums should involve and coordinate integration between the old age groups and the younger age groups, in an effort to share knowledge and develop capacity.

## CAMPAIGN IDENTITY

The overall identity for the campaign, will incorporate the campaign strategy and the communication criteria outlined for the campaign in tangible and visible form. This will take the form of a visual symbol, i.e. logo, and campaign proposition, a simple statement that evokes the whole campaign, both of which together gives the campaign a consistent and meaningful value.

## PROPOSITION

### Objective

Campaign Proposition should communicate the overall value of the campaign in a simple statement, so that the target audience understands the purpose and intention of the campaign.

### Strategy for the development of proposition

Bring together the old and the new so that it complement each other and has relevance now and enable freedom for future generation to create appropriate solutions in relation to sustaining their environment, and reducing the risk of disasters.



**Figure 9: The proposition development model**

*The basis for the development of the campaign strategy*

### Symbolic Statement

*Which signify indigenous knowledge related "risk reduction"*

“ ހަނި ހަނި ހަނި ”

This is an indigenous proverb, “harubas”, used by Maldivians to state, that you have to take precaution, and prepare for safety in daily activity. Literal meaning is “take precaution for the journey”. This statement or proverb could be applied to any incident related to precaution and preparation. (see figure 10)

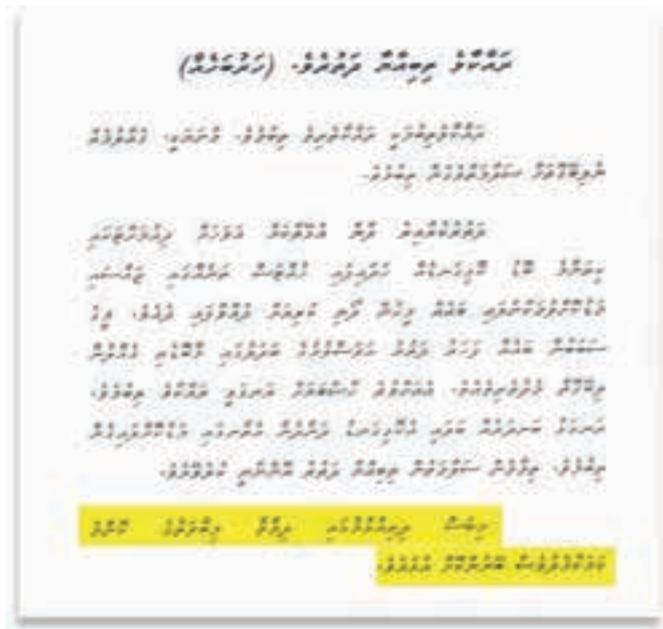
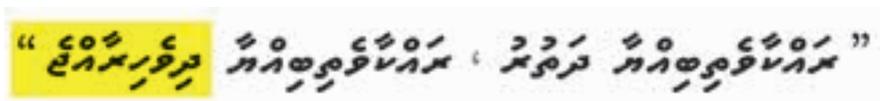


Figure 10: Extract taken from the book "Harubahaai Muskulhibas" by Abdulla Solih

**Modern interpretation**

Creating relevance to the disaster awareness campaign and future use.



The statement above is a modern interpretation of the "indigenous proverb" or "harubas", making it relevant to the disaster awareness campaign. The latter part of the statement states the same phrase as before but changing the "dhathuru" phrase to "Maldives", i.e. Dhivehi raaje". The meaning of the statement hence becomes, "if you take precaution and prepare, you will be able to sustain Maldives". i.e. "if prepared, Maldives"

What we are proposing is that we have the ability to take what is indigenous and interpret it to make it relevant to the present, hence creating the freedom, and empowering the public. In other words what is old doesn't have to stay in the past, it can be relevant and could be changed.

This statement itself thus signifies the whole intention and purpose of the campaign", which is to utilize what is locally available and indigenous to the region (existing capacities) to mitigate, respond, and recover from future natural disasters



Figure 11: Model shows the development of the proposition based on the criteria set for its development

## CAMPAIGN PROPOSITION

The campaign slogan design has to take into consideration the communication criteria, hence it has to be educational, usable, flexible, i.e. regionally specific and personal, and interactive.

### MAIN PROPOSITION

“ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”  
𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿

### SUB PROPOSITION

The main proposition has to be used with a sub proposition which will continue the main proposition in relation to a particular region. This will give the logo the flexibility, versatility and regional specificity.

#### National level Proposition

The proposition to be used for communication at a national level.

𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 “ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”

#### Regional & Island level Proposition

The proposition to be used for communication at regional level

*E.g. Kela specific proposition*

𐌸𐌹 “ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”

*E.g. Male' specific proposition*

𐌸𐌹 “ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”

#### Thematic level Proposition

*E.g. future*

𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 “ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”

*E.g. Life*

𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 “ 𐌸𐌹𐌺𐌻𐌼𐌽𐌾𐌿 ”

### PROPOSITION TAGLINE

The tagline will act as an explanation/ description of the proposition. It's a secondary phrase which highlights clearly the objective of the campaign, which is to make the public aware of the danger and hence enable them to be more prepared. This tag also allows for an English version of the proposition

#### Dhivehi tag with proposition

މަލްދީބުގެ ބަލިވާ ސިފައިގައި " ސަލާމަތު ފޯވާރު " ފޯވާރު | ސަލާމަތު ފޯވާރު

#### English tag with proposition

މަލްދީބުގެ ބަލިވާ ސިފައިގައި " ސަލާމަތު ފޯވާރު " ފޯވާރު | ސަލާމަތު ފޯވާރު  
aware | prepare

## LOGO

### Objective

The objective for the logo development was that it has to visually represent the intention of the overall campaign, as well as be distinctive and identifiable as the campaign.

### Strategy for the development of logo.

The Strategy to develop the logo is to take what is distinctive about our natural environment and make it an identifiable visual symbol which represents the campaign.

#### Distinctive

*Relevance to the campaign*

The overall objective of the campaign is to enable the public to be aware of the environment they inhabit to enable them to recognize the hazards they are exposed to and the vulnerabilities that exist within that environment which makes it prone to, as well as, protected from disasters.

Hence the distinctiveness of our unique environment is what is relevant to the campaign. These include:

- The position of each inhabited island
- The size of each inhabited island.

#### Identifiable

*Recognized as the campaign*

The design criteria, or the secondary criteria outlined previously, defines how the communication campaign should be designed so that it is recognizable as the campaign. Hence these conditions will be used to develop an identifiable visual symbol which can then be recognizable visual representation of the campaign.

### Logo development

The intention is to make what is distinctive about our natural environment, identifiable and recognizable representation in a visually symbolic form.



### GENERATIVE LOGO

The Logo was generated using the accumulated from research, which included the geocoordinate of each island, hence the unique position of each island within the earth, as well as the size of each islands in hectares (2006 Department of National Planning.)

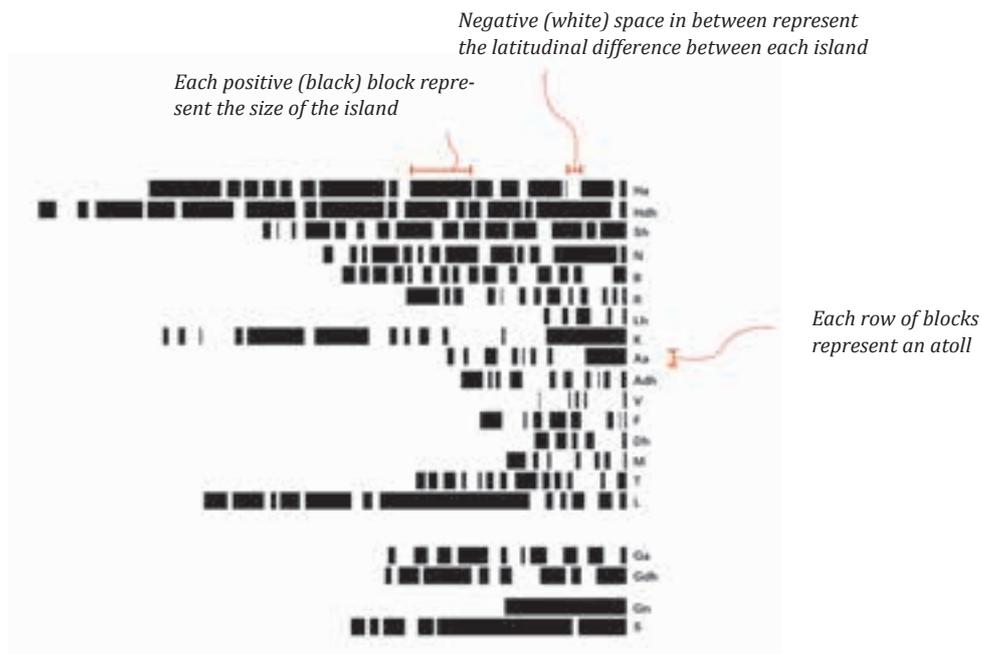
Using these figures, a visual representation of the specified data was created which enable us to acquire a uniquely distinctive symbol for the Campaign. The visual representation is similar to a uniquely distinctive barcode of the physical landscape of Maldives.

## CAMPAIGN LOGO

Visually distinctive symbol for the campaign



## COMPREHENSION OF THE LOGO



Each row of black blocks represent each of the 20 atolls in the Maldives, while each of the positive (black block) represents an island by its size. The white spaces between each individual positive (black block) represent the latitudinal difference between each island and atoll.

This is hence a visual representation of the distinctive physical geography of Maldives, and therefore can be used as a means of identification for the campaign, as well as a tool to communicate.

### Educational & usability aspects of the logo

The logo itself is educational and informative regarding the distinctiveness of Maldives geographical landscape, as well as enables the target audience to orientate themselves within the landscape more clearly, and in relation to each other and each island.

The logo can be used as tool to apply information related to each island to understand differences, and interrelationships that exists between each island, in regards to vulnerability and hazard exposure

### Congestion level



### Storm Exposure Level

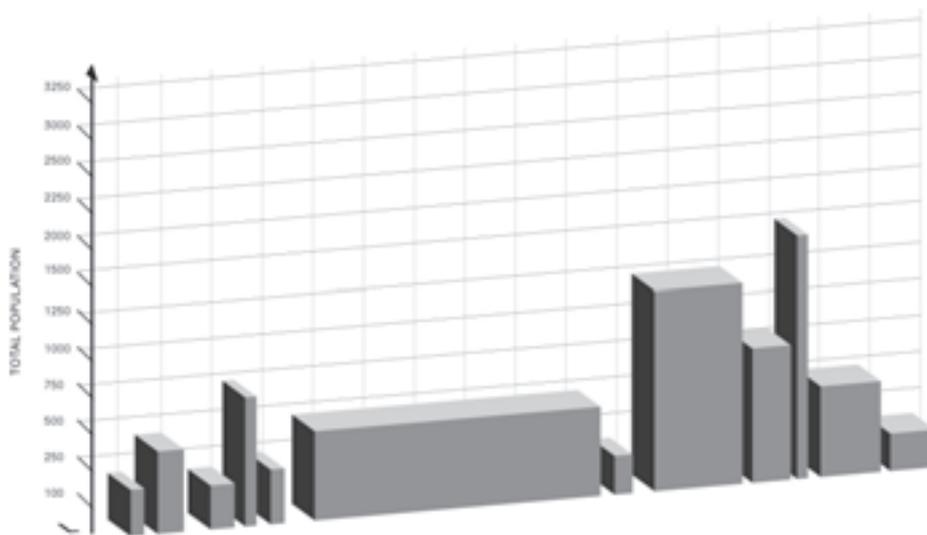


### Percentage of Green Area (example)



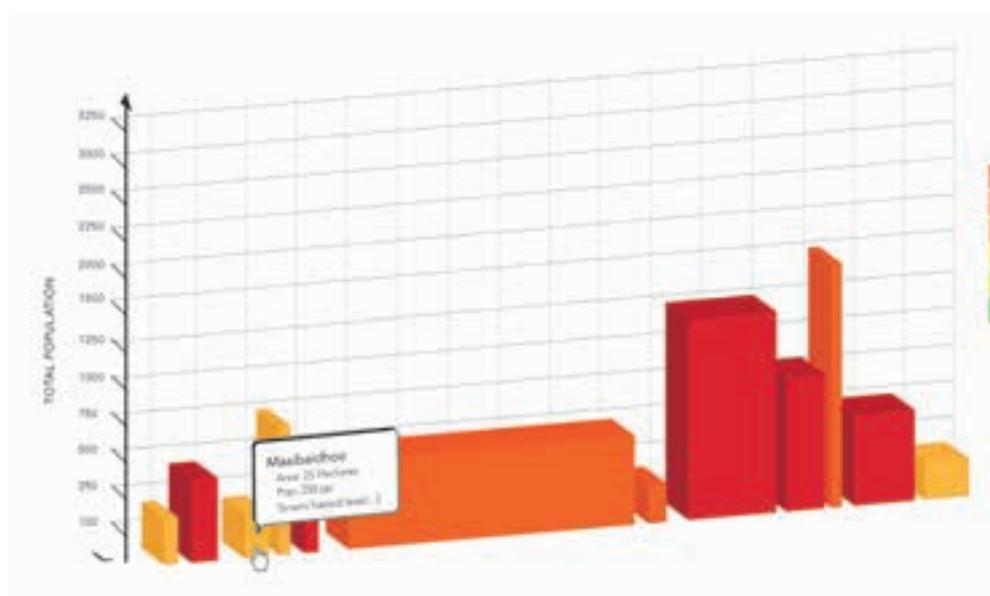
### Graphical representation of data 1

Total population of each island within Laamu Atoll, represented as the height of each individual block, while still showing the size of the island & distance between.



### Graphical representation of data 2

Total population with tsunami hazard exposure level of each island within Laamu Atoll, former represented as the height, while latter signified in color, of each individual block, while still showing the size of the island & distance between.



### Regional applicability of the logo

The logo is versatile and flexible to enable variation of the logo to be used regional wise, as well as island wise. This would be especially helpful to enable each region to have its own unique identifiable symbol, without losing consistency or identity of the overall national campaign. Also this will enable each island to be empowered within the campaign to initiate their own activities specific to that particular region

#### Province Level Logo (e.g. Upper Northern Province)



#### Atoll level logo (e.g. Haa alif)



#### Island level logo (e.g. Ha. Ihavandhoo)



### The logo & proposition

#### National level logo with proposition



### Atoll level logo w proposition (e.g. Haa alif)



### Atoll level logo w proposition (e.g. Ha. Kela)



## The logo with proposition application

### Letterheads

Letterheads will be used on all formal communication in relation to the campaign. There will be a national level letterhead for national level communication; while there will be regionally specific ones for each region/ island for internal communication.

### National Level Letterhead



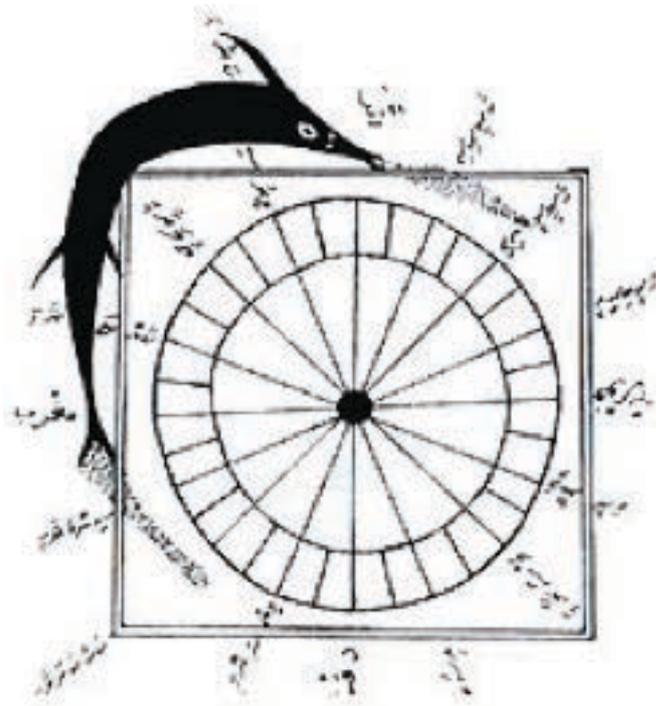
**Atoll level letterhead**



**Island level letterhead**



*see appendix for Campaign Identity guideline & specification*



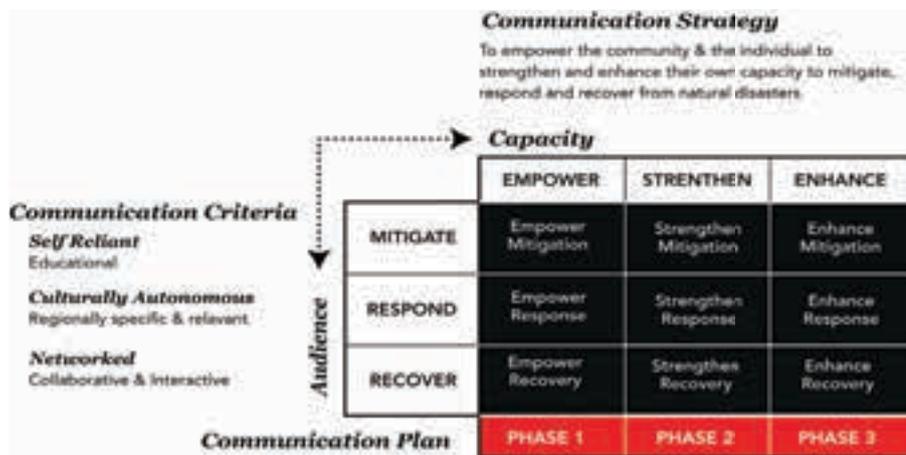
# COMMUNICATION PLAN



## COMMUNICATION PLAN

To achieve the communication strategy as outlined a communication plan is developed to coordinate and integrate the communication tools that would be developed as part of the overall campaign, in to a seamless program that would maximize the impact on target audience.

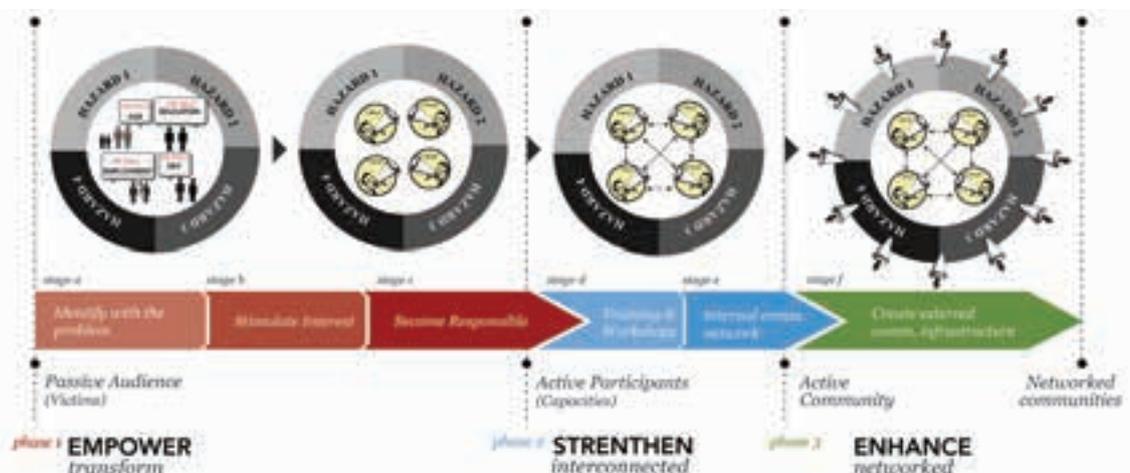
The communication plan will have 3 distinctive linear phases, with very specific objectives, working towards creating a social and physical capacity infrastructure at a national level.



**Figure 9: The communication plan development**

The model shows how the communication plan was conceived, based on the Communication Strategy into 3 distinctive coordinated and integrated phases.

Each phase within the overall communication plan will have a very specific objective, culminating in a behavioral change amongst the affected public, transforming them from passive victims as they are now, to a networked and integrated capacity groups, who can actively participate in the mitigation, response action, and recovery from natural disasters. Within each phase there will be distinctive components or stages, which will work towards realizing the specific objectives of that particular phase, consolidated as a whole towards achieving the communication strategy (see figure 10).



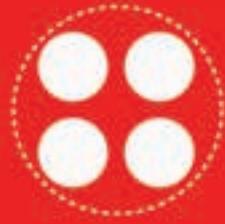
**Figure 10: The linear communication plan, with distinctive phases**

The model shows the linear process the communication plan will follow to achieve the communication strategy.

Communication plan

**PHASE 1**

***Empower***



## PHASE 1: *Empower*

### OBJECTIVE

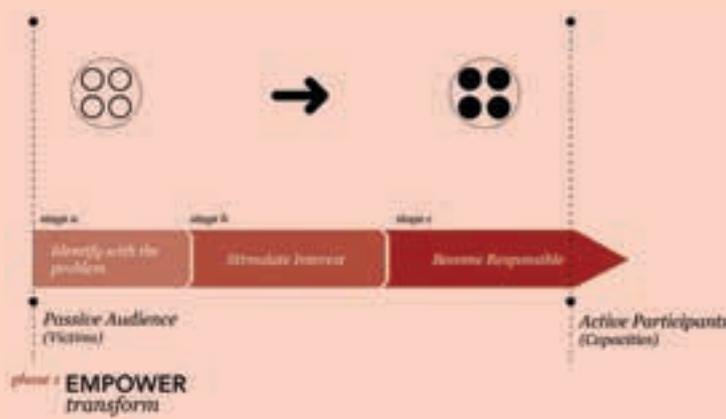
Empower the community to identify with the problems they face within the Natural disaster context, so that they will take responsibility at all stage of disaster risk reduction. This initial phase is the most crucial and most significant, because within the duration of this phase, the community starts to understand & begin their initial transformation. Transformation occurs in two folds, firstly within the marketing communication context and secondly within the disaster context, (as seen in *figure 11*).



**Figure 11: Communication plan, phase 1: Transformation model**

The model shows transformation of the public in two folds, within a marketing context and disaster context

For the transformation to occur, this phase will be divided in to 3 distinctive stages, each stage working towards achieving the end objective of transforming the publics into active capacities, (as shown in *figure 12*).



**Figure 12: Communication plan, phase 1: Transformation stages**

The model shows the 3 distinctive stages, which will enable the transformation.

Stage 1 involves the public identifying with the problems within the natural disaster context. Stage 2 instigates and stimulates interest within the publics to enable them to understand their own vulnerabilities and hazards exposure at a personal and regional level. Stage 3 involves publics taking a responsibility role within their community, and assigning existing resources new identities, and making them visual and tangible, in relation to the capacities they can offer within the disaster context.

**PHASE 1/ STAGE A*****Identify with the problem*****OBJECTIVE**

The aim of stage (a) is in two folds to enable the nation as a whole to perceive and understand that they have a genuine problem, which is the risk of natural disasters. As shown in figure 13, disaster risk is based on level and type of hazard in correlation with physical and social vulnerabilities

$$\text{Hazards} + \text{Vulnerability} = \text{Disaster risk}$$

**Figure 13: Formation of Disaster risk.**

*The model shows how disaster risk is constituted to hazards & vulnerabilities.*

**TARGET AUDIENCE**

The target audience for the stage (a) will be the population as a whole, as the intention is enable the population to understand and empathize with the problem as a whole, i.e. at a national level, so that the whole population understands, the risks at a nation context. Also at the initial stage of the campaign, we want to create a sense of unity in relation to the disaster risk management, as well as enable the population to identify with the campaign at a national level.

**THE PRODUCTS**

The product developed for this particular stage, will strive to educate the general public regarding the hazards and vulnerabilities which are particularly relevant to the Maldives, hence enable them to understand and comprehend the risks associated with natural disasters, as an individual and as a nation.

All communication will be designed, incorporating the campaign identity as much as possible; to enable the public to become familiar with the visual identity as well as help them to identify the messages that will become part of the overall campaign as a coherent and consistent whole.

## CALENDARS

*(see appendix for creative brief)*

### Objective

The main objective of the Calendar is to consolidate and make accessible to the mainstream public specialist information regarding natural weather phenomena, which is experienced within the Maldives.

### Design Development

From the research it is evident that certain specialist groups exist, within the community who are informed and prepared for changes in natural weather phenomena, albeit from different source materials and references.

Firstly there are experienced based specialist groups who have acquired knowledge, from long standing traditional practices, indigenous to the locality and subsistence way of life. It is derived from daily interaction with nature, the environment, sea and land, and encompasses wisdom, knowledge and teaching of the indigenous community. In the Maldives, this traditional knowledge has been passed orally, expressed through stories, legends, folklore, ritual, songs and even laws. However this knowledge base is in danger of going extinct, as young people are more reluctant to carry forward these practices, with the onset of new technological advancement and exposure to more scientific method of rationalization.

Secondly there are the intellectual based specialist groups or academics, who has the support of quantifiable data and research to substantiate their ideas & knowledge. Their knowledge is standardized and scientific, hence based on rationality and objectivity. The intellectual knowledge generally excludes the humanistic perspective, which distinguish a particular region, i.e., culture, customs, practices, social organization, to account for what is calculable.

The problem lies with the fact that two groups are very specialized and accounts for a very limited percentage of the general population. The general population has very limited knowledge of both, and certain barriers exist between these two groups which limits the information flow from both knowledge basis to the general public.

### The Solution

A calendar is a systemized tool, which enables organization of time, date, in relation to, and synchronized with the natural cycle of the moon or the sun or both, in a standardized structure. Hence it is the most appropriate medium, which enables the encompassment of the communication criteria

The calendar will act as a medium to consolidate and make accessible these two distinctive knowledge's to the wider public, in the meantime revitalizing and nurturing, indigenous belief systems, knowledge and capacities in conjunction with present skills and resources to help us determine the likelihood and level of hazard exposure within a yearly circle. The calendar will also create awareness about the dynamism and interrelationships that exist within our natural environment, in a way that the local population could relate to and feel a sense of ownership with.

### **Nakaiy Desktop Calendar** *(see appendix for actual design)*

This particular calendar strives to bring together two very distinctive type of knowledge regarding patterns of weather and climate, which is unique to the Maldives, one based on historical knowledge of Nakaiy, and the other based on contemporary scientific knowledge.

The main basis for the design of this particular calendar is that unlike a conventional Gregorian calendar which divides the 365 days of the year into 12 months; the structure of this particular calendar will be based on the 27 “Nakaiy”.

Secondly the scientific quantitative data, (10 year mean annual data) for different weather phenomena, will be visually illustrated for each day, hence showing the changes and patterns that exist for that particular Nakaiy.

### **Poster Circular Calendar** *(see appendix for actual design)*

Circular calendar will graphically shows yearly weather related data for the whole of Maldives, for a variety of natural phenomena, with the data visually wrapped in a clockwise circle corresponding to earth’s orbit around the sun. The chart hence act as a circular calendar, allowing for a compact, readable display of variety of different weather related data, enabling the reader to identify, patterns, cycles & relationships of events in the Natural environment of Maldives.

The Circular calendar will strives to visually represent & bring together variety of different information and data related to weather, climate and other natural phenomena, in regionally specific and national form, in order that we can make associations, compare and measure changes daily, weekly, monthly, Nakaiy wise, as well as yearly.

The poster in large format is an effective medium for educational purposes, due to its accessibility, and ability to catch the attention of individuals within a crowded space, and allows for group participation. Posters could incorporate visual appeal or attractiveness to hold the attention of the viewer in order that the viewer takes the time to comprehend the information presented, which could be quite elaborate.

### **Digital Calendar Application/file**

Digital plug-in version of the Nakaiy calendar, for the Outlook email application. This digital version, which will be compatible with Microsoft Outlook and Mobile phones, will enable wider accessibility, and personalization of use, and versatility in incorporation of more updated information.

The plug in should include all the information in the previous two mediums, as well as have the ability to incorporate other data relevant to the communication objective of the campaign.

### **Newspaper Banner version** *(see appendix for actual design)*

Daily newspaper is widely accessible medium to the mainstream public, hence utilization of this particular medium to inform and educate would be very effective for the campaign.

A banner will have to be designed for each particular day of the year, depicting the Nakaiy and particular information related to each particular day within the Nakaiy. Hence it would be a version of the desktop calendar page, but highlighting each particular day, giving information relevant to that particular day.

The same visual representation and information designed for the Calendar will be used for the banner. Hence 365 distinctive banners will be created

## **TV PROGRAM 1 “Raakaavethebiyya Dhivehiraaje”**

*(see appendix for creative brief)”*

### **Objective**

To launch the communication campaign, and create awareness regarding the whole concept of Natural Disasters within the Maldives context, especially concentrating on vulnerabilities and hazards we are exposed to as a nation.

### **Medium Development**

As with the previous medium, the intention is to consolidate and make accessible to the wider public, information from varying fields of expertise and specialization within the context of physical and social vulnerabilities, which makes us as a nation especially prone to the risk of Natural Disasters.

As part the DRRAM initiative students from both of these school, were able to experience and conduct research on the field regarding the physical and social impact of 2006 Tsunami. They used this information to conduct a debate between both groups, which highlighted the vulnerabilities we face today, and if the actions of the government at the aftermath of the disaster made the country less or more vulnerable.

The idea for this particular TV program is to make a continuation of this debate, putting the motion for discussion to a panel of experts, comprised of Policy makers, specialists in the field of Disaster Management, and development, and environment sustainability, as well as NGOs who has special interest in regards to environment and social causes.

### **The Structure of the Program**

A 1-hour television program in the format of a Talk Show, with an extensive and varied panel of experts & policy makers. Five different clips from the student debate will be chosen by the students themselves, which they feel had significance, and required the expert panel to discuss further. Each clip will be followed by one of the students putting forward a question related to the clip to the panel of experts to discuss and answer amongst themselves. There will be a total of 5 clip and five questions by five different students (all students who took part in the debate). Majority of the questions will be related to existing vulnerabilities and hazards, as well as best way to manage and deal with such factors to reduce the risk of Disasters.

## TV PROGRAM 2 “*Raakaavethebiyya Emhen*”

*(see appendix for creative brief)*

### Objective

To create wider public awareness regarding the core idea behind the initial materials, which includes the Nakaiy Desktop Calendar & Natural Cycle Circular Calendar, both of which strived to integrate and consolidate, indigenous and scientific knowledge related to natural disaster risk management.

It is important through this launch, that we create a general understanding of how the campaign will take shape, and hence be prepared for the different communication mediums that will follow as part the campaign.

### Medium Development

Television & radio is widely accessible and conventional medium, which would enable the encompassment of the entire communication criterion, in a way that is objective, hence more persuasive, and real to the audience. The television ad should feature the core idea behind the calendars, which was to consolidate two distinctive knowledge’s, indigenous and scientific in away that is accessible, educational and collaborative. This would a program should be structured to incorporate interactivity between specialist within this fields and the public in general.

### The Structure of the Program

The program will be structured around a live studio audience, representing a dissection of the national population, as well as specialist in different fields of expertise including indigenous knowledge and scientific knowledge, as well as policy makers who has stake in national disaster management.

The program will be hosted by a TV journalist, and a specialist in disaster management. The program will be structured around 4 distinctive pre-recorded reports related which has relevance to the mediums that would be launched, and the topic. After each report the host will open the discussion to the live studio audience to elaborate and enhance on the views expressed in the report respectively. (For detail creative brief of the program please see appendix).



**Figure 12: Illustration showing the TV program setting for “*Raakaavethebiyya Emhen*”**

*The model shows the 3 distinctive stages, which will enable the transformation.*

## CAMPAIGN SONG

### Background

It was evident from the secondary research conducted, that Maldives has a very rich Oral tradition, by which important knowledge about survival and way life is passed on from generation to the next. It incorporates Maldivian history, culture and knowledge into oral poetry and storytelling known as Bandi and Raivaro. Songs and story telling was a major part of daily life and existed before the written word, used by people to communicate their thoughts, ideas to each other. Toddy collectors sang as they went collecting and distributing toddy, Women sang as they prepared coconut fibers and wove them into ropes, fishermen sang as they waited for the fish to bite the bait and farmers as they planted seeds and harvested. It was a way of life and a more expressive form of communication, which suited the way of life, and environment that we inhabited. They became both a way of knowing and a method of knowledge transmission.

It becomes apparent when researching these songs and poetry that large number of them was concerned with creating and sustaining an intimate knowledge and connection with the land and environment, which they inhabit. "It is through the knowing of the land intimately like the inside of your palm, that we could continue to have sense of belonging and connection... and to use the land respectfully and reverentially (Ref.1: Maldivian ways of knowing, and inquiry into cultural knowledge tradition and implication for schooling by Sheema Saeed). Hence the songs, Raivaro and Bandi were used in earlier times to remember and build knowledge of the land people inhabit to understand their history, geography and environment. "In the earliest of times, embodied knowledge of the land was considered important enough to merit formal songs. One such song is "Athelveshi" song meaning the "Atoll Environment" song."(Ref.1).

*"On a rainy night, a little boy was crying. His mother kept him outside the house. After a while someone came to borrow the Hunigondi, for scraping coconut, the mother without opening the door said, "It is standing next to the house wall, so take it. The person took the boy and walked him through the Mashigando. At times the boy was neck deep in water.... the song continues to tell of the places the child saw that night. At dawn the person, who is actually a "fereithaa", a non- human spirit, returned the child back to his home. The fereithaa asked for a gift in return, and the boy gave the fereithaa one of his eyes."*

#### **The Huvadho atoll Atheleveshi**

*As narrated by Dhon Aisaage Saudiyya & her husband Nooh (Ref.1: Extract taken from "Maldivian ways of knowing" by Sheema Saeed)*

In this song the knowledge of the land is valuable enough to warrant the gift of an eye, for the insight of an eye, for the insight given of the land. The Atheleveshi song, gives reference to distinctive environmental features within the islands, and helps islanders to orientate themselves within the island as well as to build their knowledge about the island. There is also evidence of Rashuveshi, i.e. Island environment songs. Hence each island within a particular atoll has its own Rashuveshi, together forming the Atheleveshi, describing the whole Atoll.

There is evidence although we were unable to acquire it, that majority of regions in Maldives had an Atheleveshi.

*"I made a translation of Fua Mulaku Rashuveshi and the corresponding Rashuveshi for a French anthropologist, Bernard Koechlin in 1981. Magieduruge Ibrahim Didi knew them by heart. He told me that there was a Maalhosmadulhu Athelveshi because he had heard it, but he*

*didn't know it personally. There is also something similar in Huvadhu Atoll. I heard it from a person in Fares (Mufeedhu), and wrote part of it somewhere (I have to look where). Unfortunately these people are dead"*

*Correspondence from, **Xavier Romero Friars**, 2009, Author of Maldives Story 1986.*

Maldivians throughout history held great importance to educating their youngsters about place names within the island. "Names given to places on the island also give knowledge of their history, geography and environment" (Ref. 1). These place names are incorporated within oral poetry to help people remember as forgetting of memory symbolizes the forgetting of intimate knowledge of the land.

*Gandovari Kaleyge was swirled up in a cyclone when he was in Koagamo. He said a Nadhuru (making an offering to the creator), to build a well where he landed if he landed safely anywhere. This is a fascinating story describing cyclone activity in the area though no one on the island has seen on the island in recent history. Hence remembering the name, and the story behind it enables people of the island to understand history and changes that occur within it.*

*Example : "Gandovari Kaleyge Well" in Gau Dhado, Meedhoo.*

## Objective

Throughout Maldivian history it is evident that early Maldivians held great importance to the idea of building and transmitting intimate knowledge of the land, and idea of sustainability, to the next generations, through the medium of oral poetry and storytelling, be it Raivero, Atheleveshi or Bandi or Lhen. Although these ideas are now being lost as people get more detached from essential culture of Maldives, through the influence of globalization and rapid urbanization, its has become more pressing to revive these traditional practices which has enabled us as a society to sustain over selves, in light of effects of global warming and extreme climate change.

The objective is to use our traditional methods to pass knowledge and skills required to prepare and cope and avoid lifestyles and livelihood practices that increase our vulnerabilities to an impending hazards and effects of global warming. Revival of Oral Poetry, which concerns itself with transmitting knowledge about the land, is thus important tool to enable greater awareness and hence prepare ourselves from impending disasters.

## Medium Development

The Strategy is to utilize "Atollveshi" song of the past as inspiration for the development of a Campaign Song, for "Raakaavethebiyya Dhivehi Raaje", Disaster Awareness Campaign, The aim of the song is to describes the distinctive natural features, which makes Maldives naturally and geographically distinctive, as well as the indigenous cultural knowledge and ideas, which has enabled us to sustain our livelihood, and way of life, within the natural environment.

## Methodology

The structure for the development of the song will take the shape of a 2 day workshop, which would facilitate a process of collaboration between different specialists and interested parties in regards to Maldivian history, culture, weather, climate, environment, with musicians, poetry.

## POSTERS

### The Objective

The objective is to use the statistical information currently available regarding the hazards and vulnerabilities, within the Disaster risk context, and visually represent it to the mainstream publics in a visually accessible and educational manner.

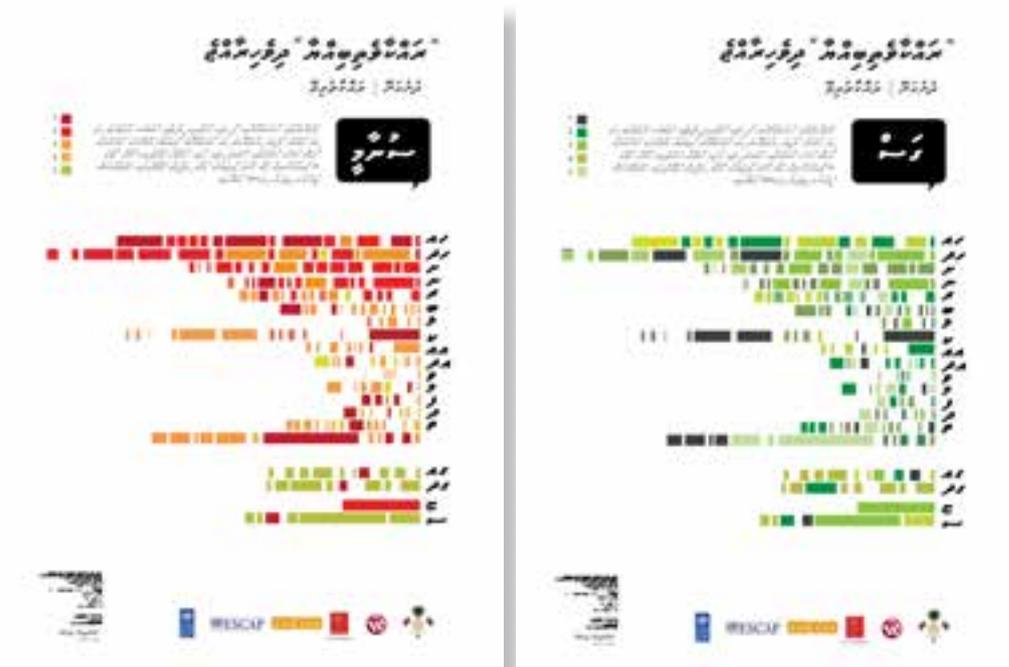
### Medium Development

Presently there are secondary source of information regarding the different types of hazards each islands of the Maldives is exposed to as well as different social and physical vulnerabilities of those islands, albeit in a very fragmented and an consolidated manner. The idea is to consolidate all these information within the context of Disaster risk, and present them in a visually informative and attractive manner.

It is important to use the visual versatility and flexibility of the campaign slogan and visual symbol to communicate this information, so that we create associations and evoke a sense of identification with the campaign.

### Info-grahics posters

The idea is to develop a single poster for each hazard and vulnerability and represent the data available in a nation scale, using the Campaign visual symbol. The poster will be designed in a manner to incorporate and identify hazards and vulnerabilities at the island scale as well as national scale. (See figure 13 for examples).

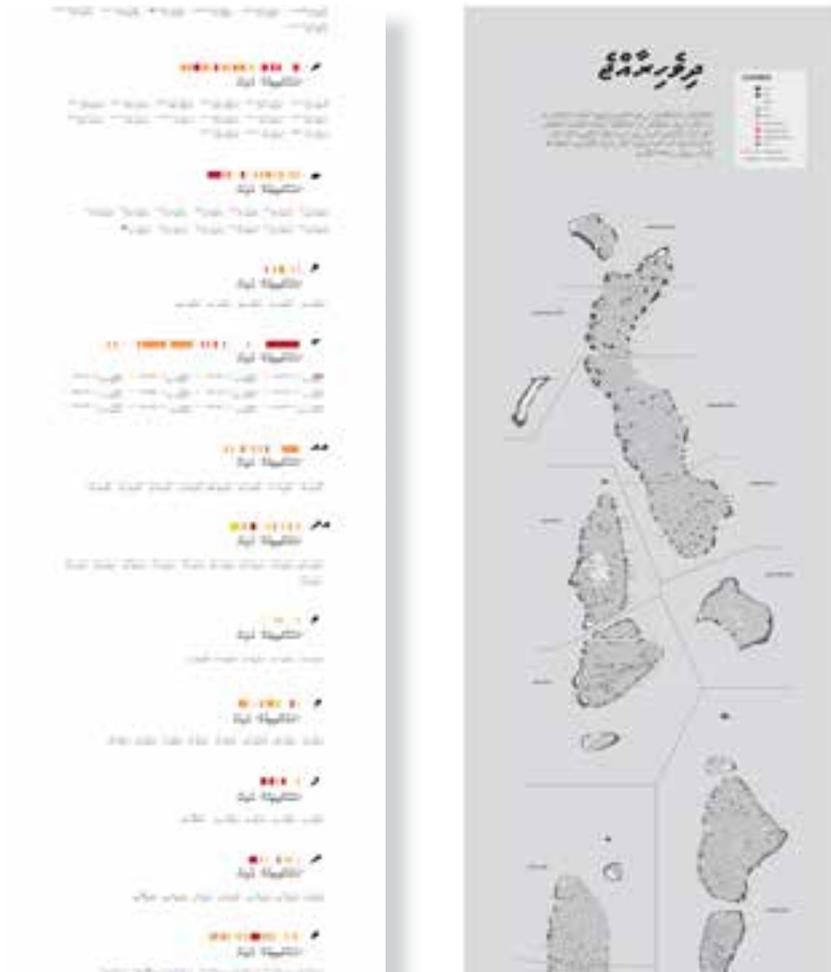


**Figure 12: Examples of Info graphic Posters 1**

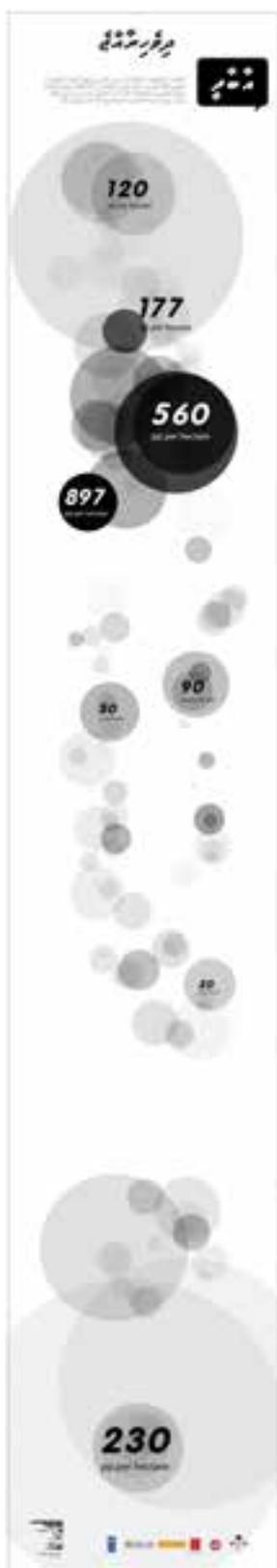
*The example shows the infogrphahics poster idea in its standard format, showing only the national information*



**Figure 12:Poster 1 being folded out to reveal island wise information**  
 The example shows the infographics poster idea being folded out



**Figure 12:Poster 1 being folded out to reveal island wise information**  
 Poster 1: Front and back revealed when folded out



**Figure 13: Alternative info graphics poster ideas**

*The left poster shows info graphics (congestion level) visually illustrated on physical areas, while the right side poster shows Tsunami/ in relation to population size and geographical area of each island, (all visually shown using campaign symbol).*

### Identity Posters

A series of poster will be designed which would be have less comprehensive information, but would have more general information regarding each hazard, hence more accessible to the wider public. The main objective with these posters to create familiarity with the campaign visual identity and associate it within the information regarding disaster risk. (see figure 14)



**Figure 14: Identity Poster idea examples**

*Both posters show how more shallow information could be communicated to create campaign awareness.*

### Identity T-shirts

A series of T-shirts, would also be designed to compliment the identity posters, hence these T-shirts will act as mobile posters, enabling wider exposure of the campaign identity as well as information.

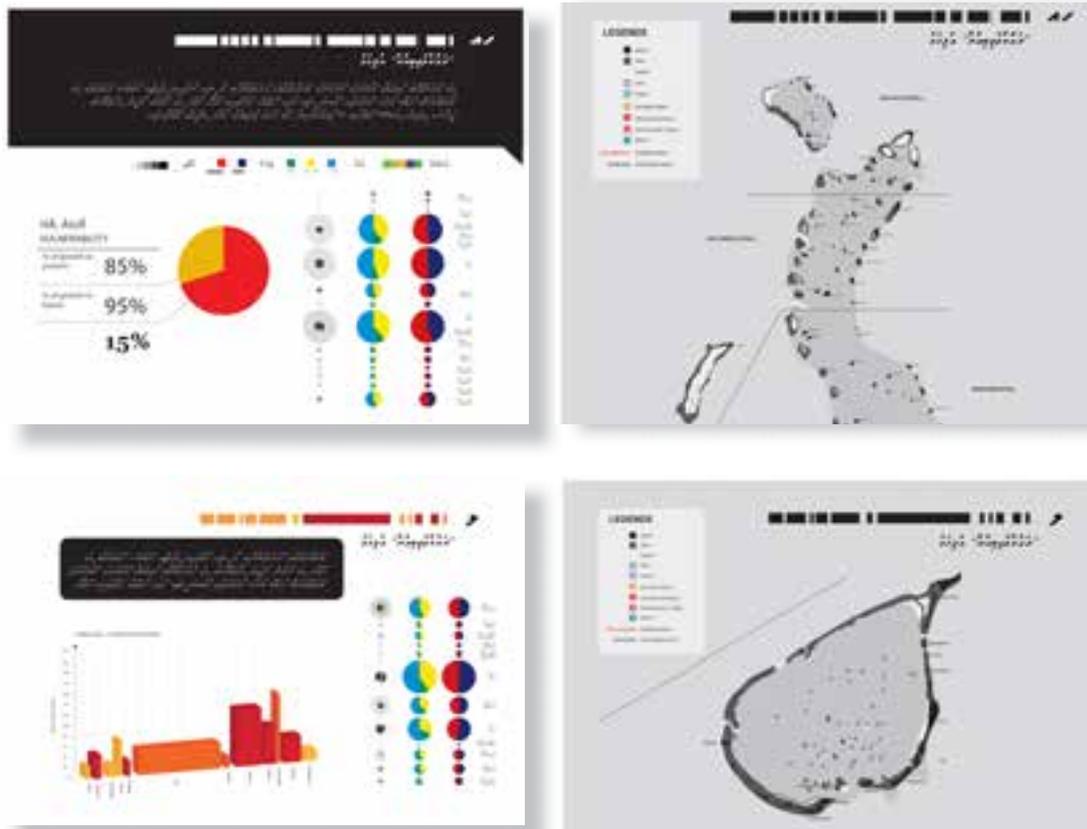


**Figure 14: Identity Poster idea examples**

*Both posters show how more shallow information could be communicated to create campaign awareness.*

## Info Postcard

Following through with the info graphics posters, Information postcards or leaflets, will be designed to give more elaborate and in depth information in a regional perspective. Each region will have an individual postcard, with specific quantitative information on hazard exposure and vulnerability specific to the atoll. There will be 20 individual postcards, representing 20 atolls. These postcards or leaflets will be distributed to schools, public institutions, and health centers. These postcards could be distributed individually, within the respective regions, or as a collection, representing the whole of Maldives. (for examples see *figure 15*).



**Figure 15: Postcards/ leaflet**

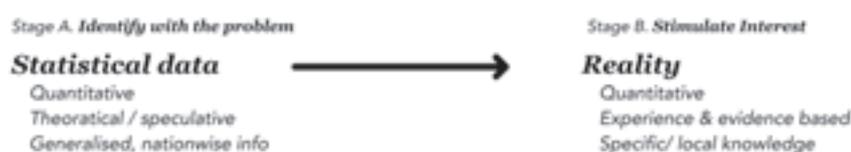
*The examples above shows two examples of postcard size leaflets, the examples on either left is the back, while the front of the post card shows the region map, including resources and availability within the region.*

There is option to develop a small book, with these information representing all the regions, including photos and small descriptive text of the region, within the context of natural disasters risk. This book could be distributed or made available to download, on the internet in different government website, as well as [www.rakkaa.mv](http://www.rakkaa.mv). It would be a useful tool for researchers, academics and specialists in disaster management, as well as general knowledge.



**PHASE 1/ STAGE B*****Stimulate interest*****OBJECTIVE**

The aim of stage (b) is to facilitate public interest regarding their own direct environment, nationally, regionally and locally, so that they feel attached to it, to want to protect it and sustain it for future generation. This Stage, will compliment and expand on, generalized statistical and quantitative information presented in previous Stage with real, evidence & experience based local information & knowledge (see *figure 17*). Hence the outcome of this phase will be to create a highly involved and motivated publics nationally, who have reason to want to reduce the disaster risk they are exposed to.



**Figure 17: Model showing the change in objective from stage (a) to stage (b)**

The figure above shows, The objective of Stage (b) is to compliment and expand or enhance on the quantitative, generalized and speculative academic and specialist knowledge, provided and communicated in the previous stage (a).

**TARGET AUDIENCE**

The target audience for the stage (b) will be as the previous stage, population as a whole, with the intention of making them aware of hazards and vulnerabilities specific to the communities they inhabit. At this stage the campaign will initiate participation of the public to interact and collaborate between target groups as well as communities, to share and exchange knowledge at a very broad level.

**THE PRODUCTS**

Most of products designed for this stage will include extensions and enhancements of mediums previous developed for stage (a), although there will be few new mediums as well. The mediums will strive to create tools and products which would create collaboration and interaction, to enable sharing of knowledge and ideas, in an effort to educate each other about hazards and vulnerabilities as well as solutions, in relation to disaster risk mitigation. Hence the products and tools developed as part of this particular phase will be more sustainable and will play a major role in the future of the campaign.

## CALENDAR DIGITAL VERSIONS

*(see appendix for creative brief)*

### Objective

The objective is to create a more sustainable, interactive and regionally and locally relevant versions of the calendars previously developed during stage (a).

### Design Development

The idea behind the calendar will remain the same as previously, which is to consolidate and create access to indigenous and scientific knowledge in regards to natural environment and weather phenomena, within the context of Disaster risk mitigation and preparation. The purpose of developing an enhancement for the present version is to enable real-time participation, as well provide access to regionally specific information which are current and relevant to the public. The intention is to instigate more involvement on the part of mainstream population, as well as create interest regarding their own immediate environment, as well as other communities nationally. These versions will be more durable i.e. sustainable, due to its lack of production cost & continual application, therefore will be able to play an integral part in the future of this campaign.

### Solution

To enable interactivity, the most important tool is the website, hence the new digital versions of the Nakaiy Calendar as well as the Circular Poster Calendar, will be developed and made available on it. With the digital versions there will be the possibility of real time information accessibility, public participation, and multiple information consolidation, which are all particularly important factors in enabling more regionally specific and personally relevant information sharing amongst the publics themselves.

#### **Digital Circular Calendar** *(see appendix for detailed creative brief)*

Like previous version, the Digital Circular Calendar will graphically shows yearly weather related data for the whole of Maldives, for a variety of natural phenomena, with the data visually wrapped in a clockwise circle corresponding to earth's orbit around the sun. But unlike the previous version which was limited in the information that was able to be displayed, the digital version will enable to communicate more comprehensive information:

- **Locally specific information from 5 distinctive weather stations.**

The digital version will allow variety of weather related data to be visually represented for each specific weather station located across the Maldives, individually, meaning it would be possible to view the circular calendar specific to data from each weather station.

- **Weather information for each particular year, from past to the present.**

The digital version will enable the viewer to access data and visual representation of these data for each particular year separately. This means it would be possible to compare and see changes in weather phenomena between different years.

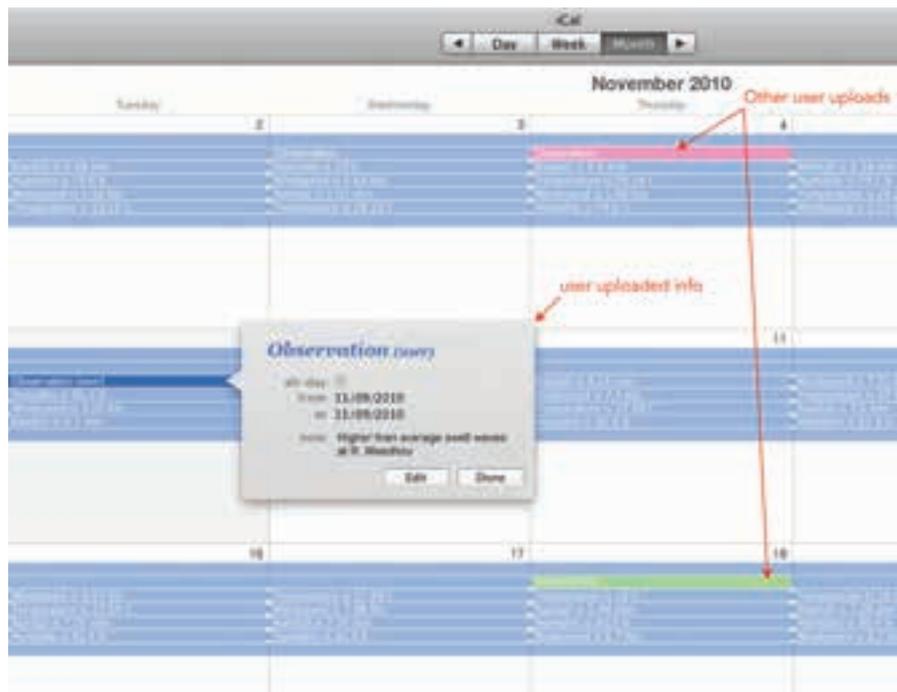
- **Capability to input present data**

The digital version would also enable current daily weather data to be displayed with previous years giving the ability to compare and see interrelationship more relevant to the present.

#### **Extension to Digital Nakaiy Calendar Application (ical feed)** *(see appendix for de-*

***tailed creative brief)***

This will be an enhancement on the Digital plug-in version of the Nakaiy calendar, for the Outlook email application, developed for previous stage (a). The enhancement will enable incorporation of data from users, enabling personalization of content which they would be able to share with other users. Like the digital Circular calendar there will be more up to data information, as well as the ability to publish personal observation which would be relevant within the disaster context, for example: the first sighting of the dragon fly, which would denote the start of the dragon fly season as well put the observation within the context of weather related data, and information. (see *figure 18* for sketch example).



***Figure 18: Figure shows an example of the enhancement on present ical feed.***

*The figure shows how the observation from users could be incorporated in the present ical feed.*

The user could upload information about the present situation or the past, which could be of interest in disaster risk context, or related to weather patterns experienced in the Maldives. This will enable peer to peer information sharing enabling communication at a much more relevant and regionally specific manner.

## WEBSITE

(see appendix for creative brief)

### Objective

#### Accessibility & Consolidation

The website is an integral part of the communication campaign, enabling access and consolidation of information that is essential in empowering communities, before, during and after a disaster.

- 1 . The core objective of the website is to enable accessibility of required information in a relevant manner.
- 2 . The secondary objective is consolidation of the relevant information in a manner that enable the target groups to make an informed decision regarding preparation, response, and recovery.

### Design Development

To enable the website to achieve these objectives, it has to be designed in a way that the information within the website can be accessed and consolidated geographically as well as thematically.



**Figure 19: Conceptual model of information in the website.**

*The model show the conceptual model used to develop the website and identity how the content will be made accessible on the website*

The website will hence enable the target audience or group to be informed, understand and share information in different levels of significance, i.e. globally, national, regional (province level), Island level. Most of the content within the website will be divided or categorized within these 4 divisions. *(to view details of the website sitemap, please see appendix for website creative brief).*

The website would be developed to enable target audience to input information relevant to their community, which within the context of the campaign. The website will encourage identification of diversity, commonality within the community, which will be useful in disaster mitigation and preparation.

## TESTIMONIALS / WITNESS STORIES

*(see appendix for creative brief)*

### Objective

The objective of the testimonials/ eye witness stories, is humanize past experiences of disaster related incidents that has occurred in different parts of Maldives throughout its history. To give real life evidence, and witness testimonials of how as individuals communities and as a nation, we responded, recovered, and learned from such experiences.

A secondary objective is to educate and make aware to the current population, the diversity of hazards we have been exposed to in the past, and learn from the experiences of the past, and apply it to the future.

### Design Development

This would be an extension of the “Video report: Witness Story”, done for Raakaavethebiyya Emhen” TV show (see appendix for creative brief: TV show 2). Interviews will be conducted with diverse groups of individuals and communities, who have witnessed extraordinary hazards or natural disasters that had caused huge impact in their lives and/or communities, in the past. The experiences captured should encompass diverse community of people, from all regions within Maldives, who has experienced different hazards, as well as are faced with different social and physical vulnerabilities.

The idea is to make incidents like these relatable so that people can identify with these experiences, and hence would stimulate their interest in doing something about it in the future. These testimonials or witness stories would be valuable materials for future of the campaign, as well as become historical documentation of incidents, which could be utilize for educational purpose in schools and for policy makers, in the future.

### Products

The stories that would be acquired from the interviews could be communicated in variety of mediums, including TV spots, Radio Spots, Newspaper articles, and hosted on the rakkaa.mv, website.

#### **TV Spots** *(see appendix for detailed)*

The TV spots could be 1 minute video eye witness accounts, capturing an individual account, through images and archive footage of the incidents described by the individual or group. This would enable more in depth understanding of the incident described, and give a visual context to the incident, hence making it very powerful and effective.

#### **Radio Spots** *(see appendix for detailed)*

Radio is a more accessible medium nationally, and could give a more literal and in depth interpretation of the incident. As radio spots cost less to broadcast, more diverse and wide range of stories could be told, repeatedly, to enable wider exposure as well as depth.

#### **Newspaper/ Web articles** *(see appendix for detailed)*

Transcripts from the interview could be translated in to a story, which would enable further elaborations, which would otherwise would be too costly and ineffective within the duration allowed on radio and TV. This medium would also enable archiving of the stories which would be more accessible in the future, hence enabling more sustained effect.

## “ATOLLVESHİ” SONG

(see appendix for creative brief)

### Objective

This would be an extension of the previously developed “campaign song”, in Stage (a) of Phase 1. While the core idea remain the same, which is to revive oral poetry “Atollveshi Song”, used in the past to pass knowledge of distinctive natural and physical features of specific regions within the Maldives, the Objective with this specific medium is to create a regionally specific versions of the National Campaign song to encompass more island specific and regional context.

### Design Development

The format of “Atollveshi” lends itself very well to the overall campaign identity, which is developed in a regionally relevant and usable manner. The format for the development of the songs will utilise the regional specificity of the campaign identity as described below in *figure 19*.

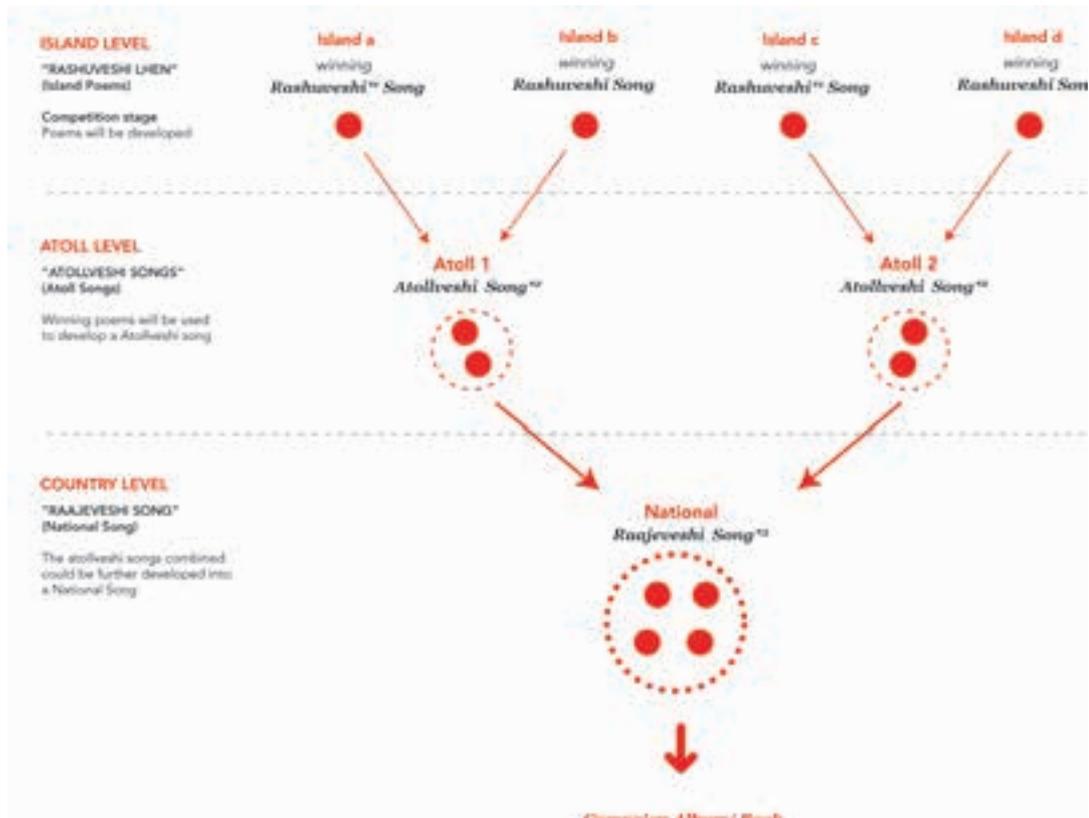
CAMPAIGN IDENTITY	SONG FORMATS
<b>Island specific</b>	
e.g Rakkaveythebiyya Kelaa	Rashuveshi Lhen
<b>Atoll specific</b>	
e.g Rakkaveythebiyya Thiadunmathhee dheykunuburi	Atollveshi Song
<b>Country specific</b>	
e.g Rakkaveythebiyya Dhivehi Raaje	Raajeveshi Song

**Figure 20: : Shows the regionally specific and relevant manner of both campaign identity and Atollveshi Song**  
The model show the conceptual model used to develop the website and identity how the content will be made accessible on the website

The strategy is to develop a modern “Rashuveshi” Lhen (poem) for each inhabitant island by creating a forum or situation where different networks within the institution could interact and collaborate. All the “Rashuveshi” Lhen within each specific atoll will help create the “Atollveshi” song (regionally specific song), which in the end combined with all Atollveshi will form the “National or Raajeveshi” Song (Country Specific song).

The method utilized to enable the development of these songs will strive to create a situation, which is collaborative between the younger and older community, in each of the inhabited island. This would enable sharing of information in historical and experiential level from the older population and more modern information and knowledge by the younger population within each island community to create a unique Lhen or poem, which is distinctive to that specific island, and has relevance in the modern context. The method which will be utilized would be a “bottom up” approach in line with the Campaign communication criteria.

School Participation: Schools are the most reliable institutions, which have the capacity and resources to coordinate such collaborative situation, and as this is an educational medium that would be developed, Education ministry would have an invested interest in developing the song. (see creative brief for detail of the methodology)



**Figure 21: Shows the "bottom up" approach for the development of the Campaign song/songs**

The Model Shows how the bottom up approach will enable the development different materials at different physical geographical context for the campaign.

At island level, poems, which wouldn't require any resources or cost to produce, will be more feasible method, to enable greater participation and involvement amongst the students. The process itself will hence enable wider awareness amongst the youth. This therefore will enable the development of 200 winning "Rashuveshi" Poems (Lhen), to be produced, as there are 200 inhabitant islands.

At the Atoll Level it would then become feasible, to produce using specific winning "Rashuveshi" poems (Lhen) of that particular Atoll, an "Atollveshi" Song, i.e. with music (raagu). A lyricist and music producer could be assigned to a singer to produce the "Atollveshi" song. Hence 20 specific Songs can be produced, which would be more accessibly and easy to distribute.

At National Level same process could be undertaken to develop using the "Atollveshi" songs and references from "Rashuveshi" Lhen (poems), to produce a National Country Song, which could then become the Campaign song for, "Raakaavethebiyya Dhivehi Raaje"

## Products

The "bottom up" approach allows for the development of a Lhen (Poems) for each inhabitant island, allowing large quantity of material, which can be utilized for the "Raakaavethebiyya Dhivehi Raaje" Campaign.

## Radio

Radio is an effective medium that would be able to reach large cross section of the population and physical geography. The "Rashuveshi" Lhen(poems) for each particular island can be exposed to the immediate population of the island as well as to population at large, hence creating greater awareness in regards to the physical geography and natural features of the whole of Maldives.

## TV

TV, which is the most accessible medium, could be utilized in the same manner as the Radio, but with greater effect as it would have the visual component as well. The features of each island could be captured visually to compliment the audio. This would greatly enhance the awareness, by enabling the evocation of all senses.

## CD (Album)

CD or Album can be developed with all the “Atollveshi” song (20 in total), as a compilation CD. Different musicians from different genres could collaborate to produce the CD. This CD could be sold, to raise funds for future phase of the awareness campaign, or could be sold for the cost price, to compensate only for the production and distribution costs. This format will create continuity and enable the Campaign to last longer, and as documentation for the future generation, and as reference material for educational purposes.

## Internet

The website “Rakkaa.mv”, could give greater access to these songs, by having all the “Rashuveshi” songs, for download. The Internet, which will be a more interactive medium, could give access to these songs through the social network sites, which would enable greater access, and wider distribution and exposure.

Also the Internet could be used for people to re interpret and upload different remixes to the songs, so that it will continue to be relevant and effective for longer duration.

## Book

A book will be published with all the songs/ poems in textual format complimented by images of the respective island and features described in the song/poems, i.e. “Rashuveshi”. This would give wider accessibility of the “Rashuveshi” Lhens to the mainstream population as well as become a documentation of the whole process for the future generation.

This could be developed as a hardback book for commercial use and a paper back version for wider distribution nationally.

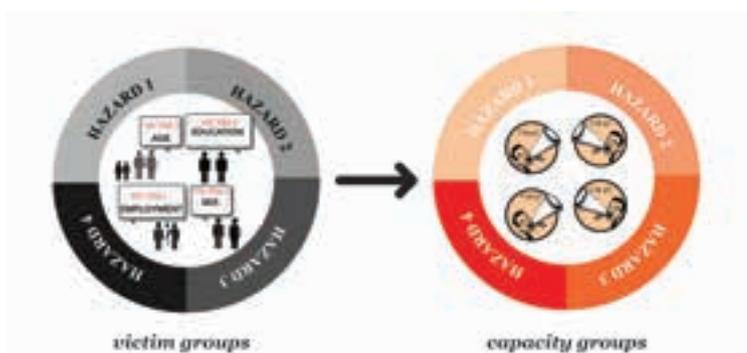


*Figure 22: Example of a hardcover book that could be designed with the content made available from the process*

**PHASE 1/ STAGE C*****Become Responsible*****OBJECTIVE**

Stage (c), is the final stage of the “Empowering phase”, where target audience will start to identify themselves as capacities rather than victims. At this stage the initial transformation will begin. The objective at this stage is to transfer ownership of the campaign to public who will be affected, by making them responsible for their own action. From this stage onwards publics will become actively involved in the implementation of the campaign.

The specific purpose at this initial stage would be to reconfigure existing segmentation of the public within the limitation of demographic profile, which deem them to the role of passive victims, and help them to identify, the current capacity groups which exists within the community, who would become the main stakeholders and participants of the implementation of activities designed from this stage onwards. The intention is to make these capacities tangible and visually noticeable within the context of disaster mitigation, response action, and recovery.



**Figure 22: Show the outcome of the transformation which will be initiated at stage(b)**

*The Model shows the reconfiguration of the public from identifying themselves as victims to capacity groups*

**TARGET AUDIENCE**

The target groups at the stage will be confined to the island communities, and specific groups and public and private institutions which exists within the island currently. These groups would include generic formal and informal groups, who already has and fulfills a very distinctive purpose within the community and represent majority of the demographics which exists in each community.

**THE PRODUCTS**

At this stage all activities will be within the confines of the community, hence national level mediums previously developed will continue to play an important role as well as compliment the community level initiatives/ mediums developed from this stage onwards. Majority of the products at this stage will strive to make the current capacities, physical as well as social, visibly tangible within the confines of the community.

## TRANSFORMATION

### Identification of current capacity groups

There are certain formal/ informal as well as public and private institution which exists within any given community which are common to all islands. These institutions and groups represent a specific segment of the community and has a very distinctive purpose, and are actively involved in every aspect of the well being of the community. In a majority of cases these groups currently occupies a physical space, as well as represents a large section of the community population. Description of these groups are stated in *figure 23*.

EXISTING CAPACITY GROUPS	CURRENT PURPOSE	SEGMENT REPRESENTED
<b>Women Development Committee</b>	Most islands have a Women's Development Committee (WDC). In some islands, these committee's were found to be extremely active, running small businesses, generating income for community projects, and managing the island food stocks. The general purpose of this committee is to represent the wellbeing of the women in the community, as well as play an active role in development of the community.	Represent majority of women in the community. Women generally are found to be key holders of collective memory and social transmitters of lessons learned through generations. They are also the key caregivers within the households, the prime figure within any household, involving in protecting and general wellbeing of the household. Through PTA they are also very much the link between schools and childrens
<b>School</b>	Schools have a strong bond with the community through active engagement of the PTA, in school affairs. They physical building also acts as multipurpose convention center where community activities, meeting and public events are held. Schools are one of the largest physical spaces, with huge capital and financial resources, within any community.	45% of the Maldives population is under 18yrs, with great majority enrolled in schools. According to 2005 Statistics, there were 102,073 students enrolled in 334 schools across Maldives and 5,616 teachers
<b>Youth Association</b>	<p>Almost every island has an active youth association, predominantly involved in sports and recreational activities. Although in selectiive island there are very much involved in community development programs and entreprenuel activities.</p> <p>Currently the youth associations are very much visible on the internet, and acts as the main communication vehicle for sustaining island relationships, as well as providing information regarding activities specific to the island</p>	<p>Large majority of young adults 18 - 35 yrs. are members of Youth associations. Although predominantly male oriented due to the nature of activities they are involved, on some island female youths play a dominantte role. This population segment is dynamic, highy educated, and very aware of new technologies.</p> <p>This group will come to form large percentage of the community population in the future, and will provide the main source of income within the community</p>

EXISTING CAPACITY GROUPS	CURRENT PURPOSE	SEGMENT REPRESENTED
<b>Health Centers</b>	<p>19 health posts, each of which provide basic health care services to populations based on a single island.</p> <p>116 health centers. Each health centre has at least one medical doctor.</p> <p>13 atoll hospitals, which provides health services to the respective atoll.</p> <p>The health centers, play a substantial role within the any community, and has an active role in educating the community in health matters, which concerns every individual within the community.</p>	<p>The health centers employ large number of specialists in health care in majority of the islands. These personnels are respected figures within any community.</p>
<b>Holhuashi</b>	<p>Although not a formal institution, rather a place where majority of elders and community congregates and discuss matters concerning the community. A holuashi is a traditional communal area, within any island community.</p> <p>Holhuashi is traditionally the main gathering area of any community, and is located in maority of islands near the main jetty area, hence the first place you notice when you enter an island.</p>	<p>Mostly a place where adult man gather, butt during the evening the whole community including young children and women also gather, for socialising.</p>

*Figure 23: Description of the current capacity groups that exists in majority of island communities.*

## Transforming the role of capacity groups within the disaster context.

Majority of capacity groups described above are well established and has a traditionally set roles that they play within the community. The objective at this stage (b), is to utilise their current social and physical infrastructure, and authority within the community, to enable them to play an active and coordinated role during disaster preparation, response action and recovery.

The plan is to re-assign each current capacity group, including the physical and social infrastructure that they occupy within the community, a significant function within the scope of disaster management at a community level. The idea hence is to reconfigure their current capacity to incorporate a distinctive function or role within disaster management. As these capacity groups currently exists in all inhabited islands at some capacity, this would enable coordination between groups within the confinement of the island, as well as between groups in neighboring islands. The figure 24, shows how within the campaign, the current capacity groups will be assigned distinctive functions within the scope of disaster management, utilizing their existing strengths and resource capacities.

CAPACITY GROUPS		FUNCTION WITHIN THE DISASTER MANAGEMENT CONTEXT		
		MITIGATION	RESPONSE	RECOVERY
WDC	SC	Counsell trainers	Response caregivers	Counselling
	PC	Counselling information & training center.	Coordination center for social workers & Aid distribution	Counselling and information center
School	SC	Researchers	Search & Rescue	Documentation & observational research
	PC	Research centers	Evacuation centers	Temporary shelter
Youth Association	SC	Communicators	Response coordinators	Clean up coordinators
	PC	Communication centers	Emergency coordination center	Search & rescue center
Health center	SC	Health Workers and First Aid Trainers	Emergency Aid Workers	Disease controllers
	PC	Education & Training Center	Casualty & Emergency Aid Center	Disease Control center
Holhuashi	PC	Bulletin Board & Notice board	Coordination Center & Gathering place	Bulletin Board & Notice board

**Figure 24: Reconfiguration of current capacity groups within the scope of disaster management**

SC : Social Capacity/ PC: Physical Capacity

### WDC (Women Development committee)

The main role or function that they would play within the disaster management scope would be an extension of women's current major within the community as care givers, which in Disaster context would be as counsellors. Their role would come into play predominately at the recovery stage, where they would help deal with the immediate emotional fall out during traumatic event such as a natural disaster. As there is evidence that women usually take an pro active role in community mobilisation, hence can take a dominate role as caregivers during response stage, helping displaced children and families cope with immediate needs.

### Schools & Students

In majority of island communities schools are the major physical infrastructures, with the extensive resource capacities, and most stable build structures to accommodate large populations in groups. Hence they are well suited at response and recovery stage to accommodate as evacuation centers, and later on as temporary shelters to displaced populations.

The students meanwhile can play an active role during the mitigation stage, as they can utilize their education resources as well as knowledge as researchers, to identify problems that exists within their communities which makes it vulnerable to natural disasters, as well as propose solutions which would help mitigate the island from future disasters. This will be an extension to their current role, and would give them the opportunity to acquire knowledge and capacities which exists within their immediate environment to cope with such situations.

### Youth Association

These association currently take an active role in coordinating all the major social events and recreational activities within any island community. This means their daily role currently requires identify ways to acquire funds, sponsorships for events and activities held on the island, as well as communicating these activities to within the public to acquire exposure. Majority of the members would be highly educated and technologically competent. This would mean they could take on the function of communicators within the a disaster management context, where they will relay information and knowledge required during every stage. Their role during mitigation would be to educate the public regarding vulnerabilities and hazards the islands are exposed to, while at response stage they will coordinate communication within the island as well as between external sources to deliver information regarding immediate needs to relevant institutions.

### Health Centers

The function of the health center will naturally remain the same, as emergency health aid providers and physical space for the management of injured population during the response and recovery stage. During the mitigation stage the health center should deliver and train the public regarding immediate response, i.e. First aids, as well as how to avoid diseases during the aftermath of an event.

### Holhuashi

Holhuashi will play an extension of it current role during every stage of a disaster. The Holhuashi will be the major information center, and bureau, at every stage of disaster, as this naturally fits within their current role. As this is a place where most of the community congregates, this would be an ideal place to disseminate knowledge and information, including directional information as well as locational.

## Making the capacities tangible and visual within the community

For Disaster management purpose it is necessary to make disaster management capacities within the community, visually evident and a tangible part of the community. Incorporated within the campaign identity, the physical and social capacity groups has to be identifiable, to enable them to play their designated role at every level of disaster management. The visualization would help the community identify the individuals as well as the social infrastructure within the context of disaster management.

### Symbols & Signages

Each community capacity groups identified will have a visual symbol, which identify the capacity or role it is designated to the individual person, to help them function as required during at every stage of disaster. These symbols and signs will act as signifiers of their role, within the disaster management context.

There will be specific signages given to physical infrastructures, depending on the role or function it fulfills during different stage of disaster management. Hence each identified capacity physical infrastructure will have 3 distinctive signages which will signify which stage of disaster its currently functioning within. For examples of these signages and symbols view *figure 25*.



*Figure 25 a: Shows example of different signages signifying different capacity groups. Each symbol will visually depict the distinctive and specific function it plays at every stage of disaster management.*



*Figure 25 b: Shows the signage examples for different roles Youth Association physical space will play. The symbols will be designated with a colour which will denote the 3 stage the community is in respect to a disaster.*



*Figure 25 c: Shows the signage examples for different roles School physical space will play. The symbols will be designated with a colour which will denote the 3 stage the community is in respect to a disaster.*

## Personal Badges

The capacity signs for individuals will be based on their association or membership of the specific association they are a part of and functions within the community. Individuals can acquire these badges based on the role they specialised in. within their association.

During Stage (c), the members of the associations will be evaluated on their current capacities and knowledge and badges will be assigned based on their current capacities. Example of how individuals who have the specified capacity within the scope of disaster management, can be identified and made tangible part of the community, is shown in *figure 26*.



**Figure 26: Examples of Individual T-shirts with capacity symbols for response and recovery stage**

*There will be specific colours for each distinctive capacity group, with symbol signifying the function.*

As *figure 26* shows, each capacity specialist will be wearing a distinctive T-shirt with symbol and colour signifying the function they specialise in. These T-shirts will be worn at response stage and recovery stage, so that population within the community knows which role they are specialised. The colour will allow for easy recognition, which is essential at such time. Incorporated within the T-shirt, there will also be the campaign identity, specific to the region the individual personnel is from, which would allow for coordination between islands, which is also essential during times of disasters.



**Figure 27: Examples of T-shirts with capacity symbols they have trained for, worn during preparation stage**  
*There will be specific badges that signify the different role an individual is specialised for.*

During ordinary times, or mitigation stage, where individuals will be going through preparation, and training they will be wearing a specific T-shirt, which shows specific roles they are specialised in, as badges. The individuals can specialise or acquire training in different fields which could also be visually signified on their T-shirt, as shown in *figure 27*. These T-shirts will also have campaign identity denoting which community the individual is from. This would enable greater awareness and coordination during national & regional workshops, helping knowledge sharing between communities.

## Physical Infrastructures

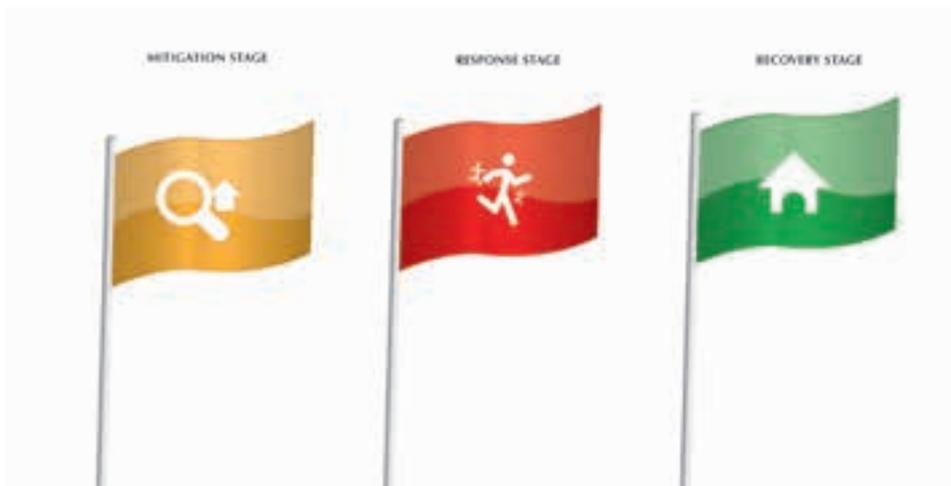
The physical infrastructure will also have to be visually identifiable according to the function or role that they play during every stage of disaster management within the community. There will be 3 different functions relative to their existing capacity and resources, that they would need to function as, corresponding to the stage the community is in relation to disaster, i.e. mitigation, response and recovery. The symbols will be designed in a colour denoting the phase of disaster they are in, as well as the function they fulfill within the stage, to enable the public to identify and use the facilities as easily as possible. Example of signages that could be developed for this purpose is shown in *figure 28*. The signage will be designed in a way that its easily changeable and visible from a distance as well as sturdy and visible, to withstand any type of disasters frequented in the Maldives.



*example 1*



*example 2*



*example 3*

**Figure 28: 3 different example of signages for physical infrastructures**

*The signs should be interchangeable depending on the stage or phase of disaster a community is in.*

During a particular stage of disaster, the visual signages will denote which stage the island community is in, within the disaster context, so that public and capacity groups are aware of the role they need to play, and how to coordinate their activities accordingly. The figure 29 shows example of how these visual signs will manifest within an island common



**Figure 29:** Shows the example signage displayed at recovery stage.

Example show the signage working within the whole community denoting which phase of disaster the community is in, i.e. recovery, as well which function each physical structure is undertaking within the scope of that particular phase

### Holhuashi

Another important infrastructure which will need to be visually identifiable but remain constant during every stage of disaster, is the Holhuashi. Holhuashi will function as the main information bureau, meaning this is place where the public congregates or acquire information regarding where certain infrastructures and capacities are located around the island. During the stage (c) of phase 1, Holhuashi will mainly function as direction bureau, so that the community itself and external parties can acquire information regarding capacities which exist currently within the island. Example of direction sign boards which will be placed near Holhuashi is shown in *figure 30*.



**Figure 30:** Example of directional signboards that will be placed near Holhuashi

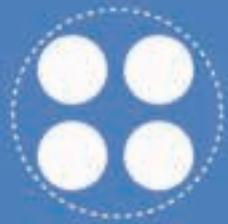
These signages will help guide the public to specific physical infrastructures and signify their function within the disaster management context. The second directional sign create awareness of the campaign, identity as well as help public within a designated community to orientate themselves within the nation as a whole.

In addition to directional signage within the community, a orientation signage denoting where certain neighboring island are located including distance, will also be placed, to create community solidarity, and campaign awareness. Also awareness of where the community is located in relation to other islands is an important tool or knowledge at every stage of disaster management.

Communication plan

**PHASE 2**

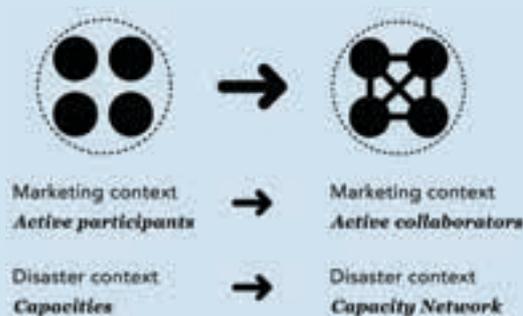
***Strengthen***



## PHASE 2: *Strengthen*

### OBJECTIVE

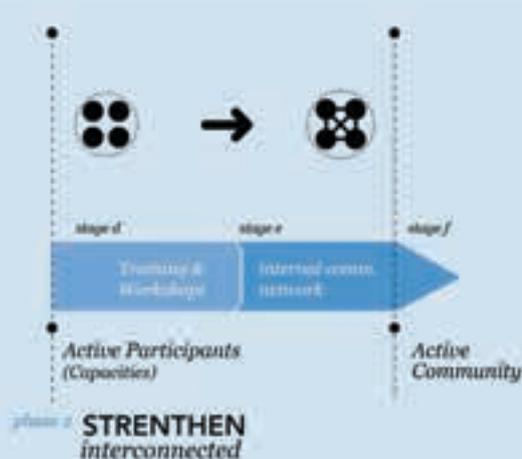
To motivate & strengthen the existing social and physical capacities identified within the community, in previous phase (phase 1/ stage (c)), so that they become active collaborators and actors in the natural disaster mitigation, response and recovery within the island level. The objective at this particular phase is to create an internal community network of capacity infrastructure, to enable the development of a disaster resilient community in each island in the Maldives.



**Figure 31: Communication plan, phase 2: Transformation model**

*The model shows transformation of the individual capacity groups into a cohesive whole, a network.*

In the previous phase the capacities were identified and visualized in isolation. With the phase 2, the transformation of these groups into functional entities, will take place, where the role of each group will become clear, and distinct within the disaster context, so that they work as a cohesive network to make their community disaster resilient.



**Figure 32: Communication plan, phase 2: Stages**

*The model shows the 2 distinctive stages, which will enable the transformation.*

As Shown in *Figure 32*, the transformation to capacity groups which are internal networked and functional within the context of disaster management will be in 2 stages. First stage (d) will work towards defining the roles of each specific capacity groups individually, through workshops and training conducted at regional level as well as national level. The second stage (e) will strengthen these individual groups by linking them together as a cohesive whole, working towards the a specific objective of creating a disaster resilient community

**PHASE 2/ STAGE D*****Capacity Training & Workshops*****OBJECTIVE**

The aim of stage (d) is to conduct extensive training and programs designed for the capacity groups to strengthen their ability to function within the scope designated to them. Specific activities & programs will be designed and implemented to sustain active participation of each capacity group independently, in order they function as required, at every stage of disaster management.

**TARGET AUDIENCE**

The target audience for this particular stage of phase 2, will be previously identified members of capacity groups, within a specific community. The programs designed will be locally based and implemented locally by the participants from each capacity groups. The publics within each community will be encouraged to associate with existing institution and capacity groups, in order that they get the opportunity to participate in the activities and training workshops conducted.

**THE PRODUCTS**

The products developed for this particular stage, be in the form of workshops, programs and activities designed to sustain their involvement during every stage of disaster management within each community. These programs will initially be conducted and initiated by specialists in specific fields related to the capacities required for disaster management. After which specialist trainers and leaders will be identified and specially trained within the local communities to sustain the programs and activities in the future. Each program or activity although standardised for all island communities, will enable identification and implementation of regionally specific informations and solutions required to reduce the risk of natural disasters occurring on their island community, as well as ways to respond and recover after such disasters occur.

## SCHOOLS

### *Establish Research centers*

*(see appendix for creative brief)*

### Objective

To continually research, identify and document, the dynamic physical and social environment to identify vulnerabilities and hazards that are specific to their island.

### Design Development

From the initial research and field studies, we were able to identify existing programs or curriculum based formal studies within the current school system which compliments the objective of establishing schools as research centers as well as students as researchers within the context of disaster management. Currently there are two components within the school education program which can be utilized to implement the research program within the objective outlined above. These programs are shown within their specific category in *figure 33*.

FIELD OR CATEGORY	CURRENT PROGRAM
Knowledge building programs	<p><b>Environmental Studies</b></p> <p>Part of the syllabus, students are encouraged to actively identify problems and issues related to their immediate as well as general environment. The text book designed for this subject was revised recently to incorporate group activities and encourage critical thinking and research.</p>
Practical sustained activity	<p><b>UNICEF Environmental Education Resource Pack (EERP)</b></p> <p>Provide tools which will support school in strengthening children's knowledge, skills, attitudes and ability to adapt to a changing physical environment, while providing a mechanism to promote and support the use of facilities-based environmental solutions.</p> <p>Example of such tools include:</p> <ul style="list-style-type: none"> <li>• Environment assessment pack including digital weather station, and water monitoring systems.</li> <li>• Books and teacher resources highlighting different aspects of the Maldivian environment, living creatures.</li> </ul>

**Figure 31: The programs currently implemented .**

*The Table shows the current programs in place in majority of schools, which corresponds and has relations with the objectives that needs to be achieved in this stage.*



**Figure 32: Example of the Environmental education resource Pack (EERP).**

The above photos shows existing tools (EERP) funded and distributed to all the schools by UNICEF to aid and complement the current school education syllabus.

The Programs for this particular stage will compliment these existing programs, and will be developed as extensions of the current syllabus. These programs could either be incorporated in the school formal education or as informal part of the current studies. There is currently a government initiative to develop active learning environment, through Child Friendly Schools (CFS), sponsored by UNICEF, as part of the National Strategic Action Plan for Education. The programs designs as part of this stage within schools, will help develop greater participation by students in activities and concerns relevant to the community, as well as compliment active learning initiatives, which are all part of the 5 CFS dimensions. The *figure 33*, shows how the programs initiated by the campaign, will compliment the current programs and studies.

FIELD OR CATEGORY	CURRENT PROGRAM	NEW PROGRAM
Knowledge building programs	Environmental Studies	Specialist Workshops & lectures.
Practical sustained activity	UNICEF Environmental Education Resource Pack (EERP)	Weather monitoring program Significant natural features identification & labelling program

**Figure 31: The programs currently implemented .**

*The Table shows the current programs in place in majority of schools, which corresponds and has relations with the objectives that needs to be achieved in this stage.*

## Knowledge Building Program

### Specialist Workshops & Lectures

Specialist lectures and workshop open to students, to build knowledge regarding hazards and physical and social vulnerabilities, which increases the risk of disasters. Different stakeholders within Disaster management as well as relevant disciplines will be invited to give lectures and hold workshops in schools. These lectures will include:

- **Weather monitoring and forecasting**

These workshops will be primarily conducted by Maldives Meteorology Service (MMS). The lectures will highlight the weather & climate patterns experienced in the Maldives generally, as well as changes we experience currently. The lectures will also educate the students regarding the weather monitoring methods, and how MMS forecast weather.

- **Social vulnerabilities that increases the risk of disasters**

Primarily the specialised area and field of Ministry of Housing, Environment & Transport, as well Department of National Planning. The lectures could be initiated by the Ministry, where they will educate the public on current census evaluation report, and poverty and vulnerability assessment conducted.

- **Maldives natural features and environment**

These workshops will be conducted by private and public specialists, in varied field related to physical geography of Maldives. These may include NGOs, e.g. Blue Peace, and private consultants, CDE, & Seamarc, who conduct environmental assessment and are actively in-

volved promoting and advocating more sustainable use of our natural resources. Current programs conducted by groups which will be relevant to effectiveness of this program includes:

- *Seamarc (System Engineering & Marine Consulting)*

The aim of the company is to provide quality advice on dealing with environmental problems arising from the rapid developments in infrastructure taking place in the Maldives.

As part of their constancy work, they have partnered with international resorts in the Maldives, to improve the coral cover around the reefs, in the name of "Reefscapers" (reefscapers.com). They have also collaborated with Four seasons in Maldives to develop a Marine Discovery Center, recently inaugurated by President Mohamed Nasheed, to educate tourists, as well public regarding sustainable methods of protecting the marine environment in Maldives.

- *Blue Peace Maldives (NGO)*

Blue peace an environmental NGO, made up of concerned individuals who wish to ensure that the natural environment is used wisely and continues to be available for the benefit and enjoyment of future generations. This group of concerned people aimed at diverting some of their energy in conserving our common environment which is being misused and degraded due to lack of awareness, knowledge and understanding.

These are some examples of private and public groups who could be involved within the program of building knowledge regarding the importance and dynamic & fragile nature of environment, as well as showcase methods and solutions that would enable it to be sustained, and reduce the risk of damage in the future, though natural disasters.

- **Indigenous Knowledge for disaster risk reduction**

These lectures should be organized locally, to foster understanding and build knowledge amongst the younger population regarding the importance of indigenous knowledge used historically to identify weather patterns, as well as protect their livelihood and environment from natural hazards. Local elders could give historical accounts of experiences they had with natural disasters in the past, in their island.

These lectures will be conducted using M-learning platform (web conferencing service), provided by private or public telecommunication provides. M-learning or internet based conferencing would allow greater access to different schools within different islands, which would not only save cost of travel and time, but also enable greater knowledge sharing and idea exchange during the discussions and lectures, between islands and schools.

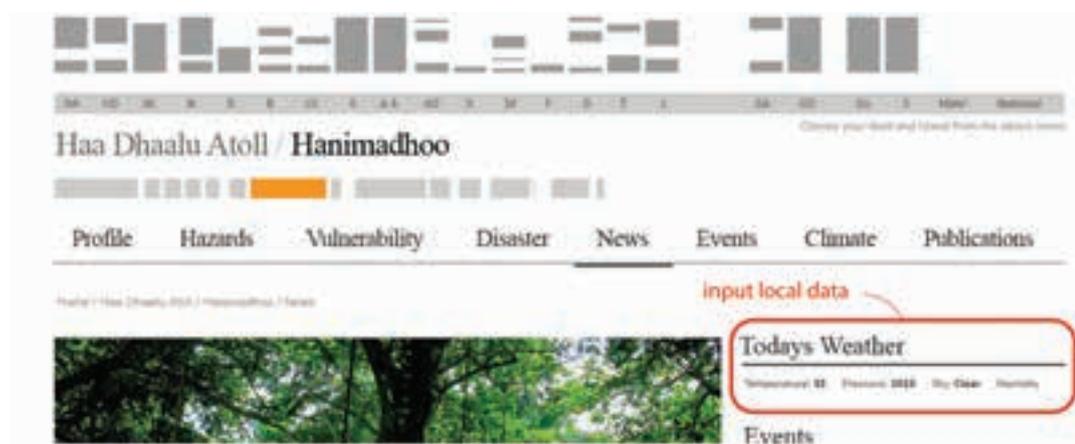
The workshops will be conducted in TRC (Teacher Resource Centers), which are in majority of schools, which has the relevant resource requirements, including conference facilities, projectors and internet connection, as well as space.

Large majority of lectures could be open to the wider public, who are interested. This would enable greater exposure and wider community participation in activities conducted by school students in the second part of the stage.

## Practical Sustained Activities.

### Continual Weather Monitoring by Students

Utilizing the existing tools developed as part of the communication campaign in previous phase (1), i.e. Nakaiy calendar Ical feed application, the circular calendar digital version, as well as the website, the students can use the digital weather station provided by UNICEF as part of the EER pack, to monitor weather directly within the environment, and share it within their community as well as with other students, and island communities. They will be able to input these data to the Ical feed application, which will be accessible to wider public to download, as well as input it using the campaign website, rakkaa.mv, as shown in the *figure 34*. As the website will have a local homepage for each island, the students from a particular region could have access to their respective homepage to input the relevant weather data.

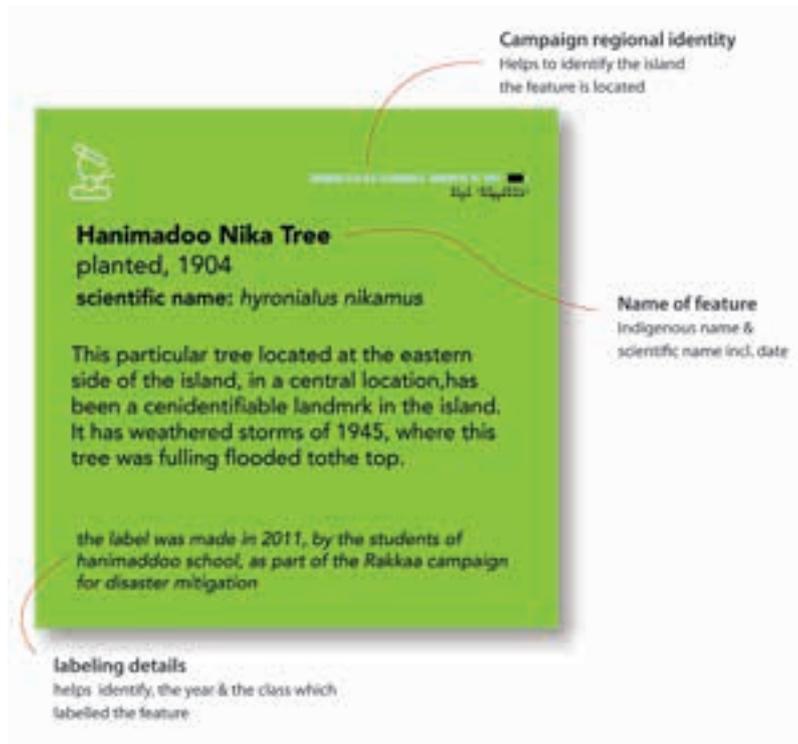


*Figure 34: Example from the current website rakkaa.mv, to show local weather data input.*

The diagram shows how the weather data collected from the students locally can be inputted to the rakkaa.mv, regional homepage for each specific island community.

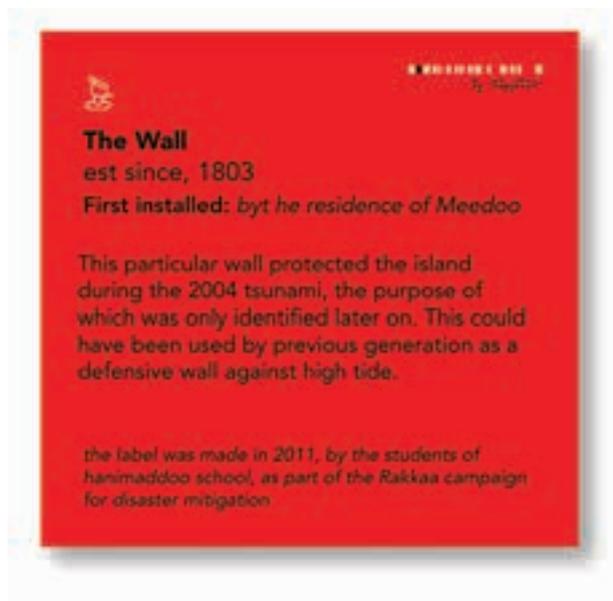
### Natural & Significant Features Identification and Labelling program

In collaboration with the community, the students will identify significant physical and natural features within the island which are important in the context of disaster risk mitigation. These features will be labelled within the format and templates provided under the campaign identity guidelines and the labelling program creative brief. This would enable the students to be educated and acquire knowledge regarding the importance of protecting natural features which help protect the island from hazards, as well as reduce the risk of disasters occurring on their island. The label will help to educate the wider public about the importance of such features, and act together to sustain these features. Also labelling will help to identify distinctiveness of the island physically, enabling the island to be more attractive to tourist, hence create economical sustainability, as well. *Figure 35* shows example of how the labelling could be implemented.



*Figure 35a: Example of label with description of sections within it.*

The example shows how the label could be layed out, to enable information regarding the individual features to be presented. The colour of the label will denote the type of feature described, i.e. a natural feature.



*Figure 35b: Example of a physical man made feature which is significant.*

The example shows label for a physical feature, which has significance within the disaster management context.



**Figure 35c: Example of label in actual environment**

The example shows how the label could be placed near the feature in question, to enable wider public and guests to take notice.



**Figure 35c: Example of label in actual physical object**

This is an example from R. Meedhoo, where this particular wall helped defend the island from wind storms, and Udhha frequently experienced on the island.

## HEALTH CENTERS

### *Establish First Aid & Emergency Response Training*

*(see appendix for creative brief)*

#### Objective

To develop the infrastructure for continual training and workshops for emergency response, First aid and disease control. This would include training staffs to communicate to the public regarding best practices in regards to diseases & pest control post disaster. as well as first aid training at different levels to the publics.

#### Design Development

The workshops and training will be designed in collaboration with Maldivian Red Crescent and other institutions including community diseases control center, to implement public workshops in different islands, as well as provide relevant materials required to guide these workshops and advocacy in relation to emergency response and hygiene during recovery stage.

## WOMEN DEVELOPMENT COMMITTEE

### *Establish Counsellor Training*

*(see appendix for creative brief)*

#### Objective

To train the community in post disaster counselling as well as establish relevant resources necessary to enable sustained training for the public to become counsellors.

#### Design Development

In collaboration different ministerial departments who are involved in social work and counselling at different fields of expertise, to implement the training of counsellors, predominately initiated by the WDC

members.

## PHASE 2/ STAGE E

### ***Establish Internal Communication Networks***

#### **OBJECTIVE**

The aim of stage (e) is to establish a internal communication infrastructure which would enable the development of a collaborative network between different capacity groups within each community. The idea is at the stage to enable information and knowledge sharing between different capacity groups to develop a disaster resilient, and proactive community with each island.

#### **TARGET AUDIENCE**

The target for this particular stage will include the participation and involvement of all identified capacity groups, to contribute to the sustainable implementation of the products developed within the phase. The main Stakeholder or individual group who would be responsible with the overall implementation of the communication infrastructure would be the youth association of each island community, although students will also play a major role in providing the relevant resources and knowledge.

#### **THE PRODUCTS**

The product developed at this stage will strive to create a disaster resilient community, by developing products that would enable the community to work as a cohesive whole at every stage of disaster management. Most of the products within this stage will be pre-designed, and templates will be given to the Youth association in order to implement it locally.

#### **NEWSLETTER**

##### ***by Youth Associations***

*(see appendix for creative brief)*

#### **Objective**

The objective is to develop a locally distributed newsletter encompassing the different scopes within the disaster management, developed and managed by all 4 capacity groups within the island. The newsletter will encompass all activities conducted by these different capacity groups within the context disaster management, and as part of the programs conducted in the name of the campaign. The newsletter will act as medium to consolidate all the knowledge and activities conducted by different capacity groups, within the umbrella of disaster management.

#### **Design Development**

Each Capacity groups will be designated a section to document and present activities, and events conducted by them, within the campaign. Each newsletter will also have a feature section which would be provided by NDMC or the national level, to educate and create awareness of current issues related to disaster management and risk reduction. The Newsletter will be managed, published locally with the assistance from Youth

Association, which will be their main activity within the campaign scope. The newsletter will have the scope to include advertising required to sustain the newsletter independently within the community. it could be a function as a source of income for the community as well as activities conducted within the community within the campaign scope.

### The Newsletter

The newsletter will be pre designed and templates will be given to the Youth Association of each island. These templates will be standardised to all island, and each island community will use the campaign identity package to customise it to their specific regional campaign identity. The newsletter will be called Rakkaa, with each island name to be included as subtext, with the island specific campaign identity symbol. Example of Newsletter template is shown in *figure 36*.



Figure 36: Example of Newsletter

Front cover example of the island rakkaa newspaper, which, shows the campaign identity incorporated as part of the newsletter design and name.



Figure 36: Example of Newsletter content (inside)

Shows the example of the inside structure of the newsletter incorporating the works of different capacity groups within the campaign.

## HOUSEHOLD SIGNAGES

(see appendix for creative brief)

### Objective

The objective of the household signage is to visualise capacities that exists within the household. This would enable the whole island community to be visualized within the context of the capacities that exists within the community.

### Design Development

The signages and symbols created for the campaign in phase 1 stage (c), “Become responsible”, will be used to identify and create signage on the front of each household, where the individuals who have acquired different capacities, through workshop and training can be identified, and located. this is essential to create motivation and increase involvement amongst the population in the community to take part in the workshops and training to acquire the capacities required to make the community resilient to disasters. Example of how these signages could be incorporated for household signs is illustrated in *figure 37*.



*Figure 36: Example of signages on houses*

*Shows the example of the inside structure of the newsletter incorporating the works of different capacity groups within the campaign*

## DISASTER RESILIENT COMMUNITY MAP

(see appendix for creative brief)

### Objective

To identify the different capacity groups, as well as physical and social capacities identified and visually signed for easy reference for every stage of disaster management. The map will help identify the whole community within the scope of disaster management.

### Design Development

The map of the island identifying the location of different capacity groups, as well as social and physical capacity infrastructure. The Map will be developed in a manner that would be versatile and include dynamic information. The map will show a snap shot of how the island has progressed, in its achievement of the campaign objective, as well as help guide individuals during emergency situations. The map will be placed in the information bureau, "Holhuashi" as a main feature, and the Youth Association will be responsible for the management and update of the information within the map. The figure 37 shows an example of type of map that would be developed in each island.



Figure 37: Example of Disaster Resilient Map (Feydhoo)

Shows the example of disaster resilient map of Feydhoo, with the capacities identified with their location within the island, using the symbols and signages design for the campaign.



Communication plan

**PHASE 3**

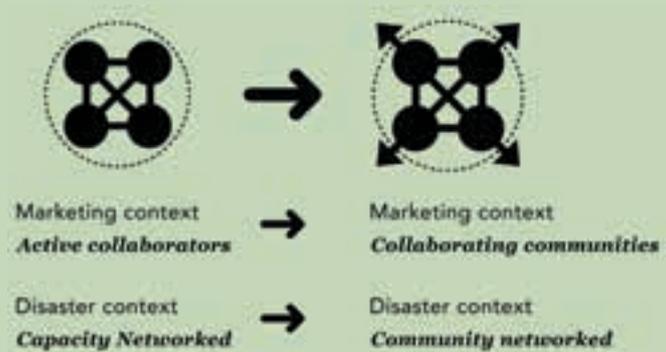
***Enhance***



## PHASE 3: *Enhance*

### OBJECTIVE

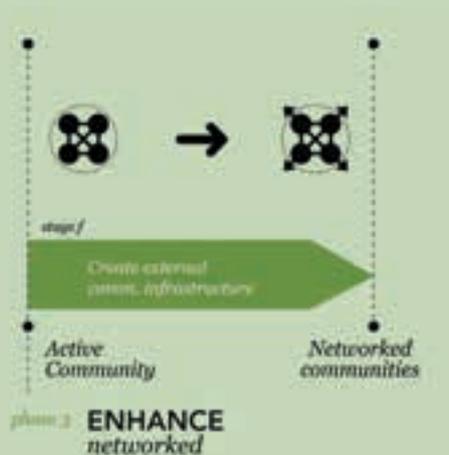
The objective of this phase to enhance the internal capacity groups developed with the local level to reach further than their immediate communities, to other communities. To develop ways for the internal capacities to reach out and collaborate with other communities, to share information, knowledge and help between islands.



**Figure 38: Communication plan, phase 3: Transformation model**

*The model shows transformation of the individual capacity groups into a cohesive whole, a network.*

In the previous phase communities internal capacities were developed to enable them to become active participants and collaborators in an effort to build an independent disaster resilient communities. The last phase of the communication plan, is to enable these independent communities to reach outside their internal communities to build a network of communities that would be able to share and collaborate in an effort to create disaster resilient country.



**Figure 39: Communication plan, phase 2: Stages**

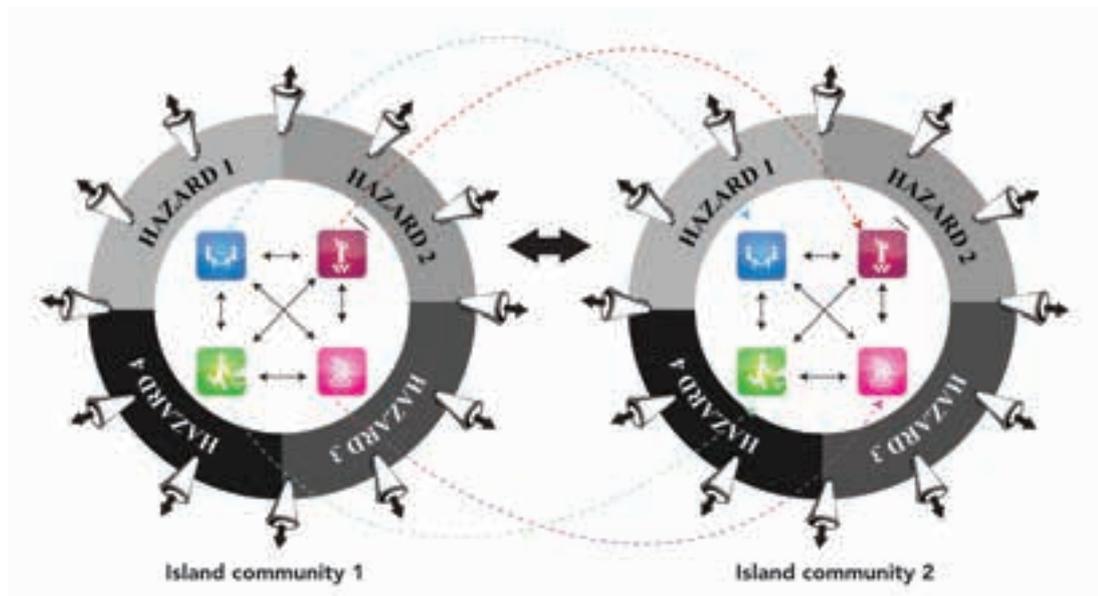
*The model shows the 2 distinctive stages, which will enable the transformation.*

As shown in *Figure 38*, the transformation is from active internal communities to networked and linked communities, hence all communities will be linked and interconnected to enable the creation of disaster resilient nation.

## PHASE 3/ STAGE E

*Enhance existing capacities to reach further***OBJECTIVE**

There is only one stage within this phase, and the objective is to create linkages between communities and capacity groups within each community, with the intention of creating a natural disaster resilient nation, (see figure 40) The idea is to enable the communities to share knowledge and capacities at every stage of disaster management including mitigation, response and recovery. This would enable the communities to do what they naturally are inclined to and historically had done in the past, which is to help each other, during times of distress, such as natural disasters.



**Figure 40: Showing the linkages created between capacity groups within independent communities**

*The model shows how the capacity groups will be linked as part of the phase to enhance the capacity internally as well as nationally*

**THE PRODUCTS**

The products developed for this particular phase will predominately be extensions of previously developed products and mediums. These extensions will help to create wider access, between islands and capacities within those island, as well as wider exposure of the strengths and knowledge developed and sustained within each communities. Thus enabling other communities to take advantage and enhance their own capacities, in their own effort to mitigate, respond and recover from natural disasters.

## SIGNAGE ON FERRY ISLAND BOATS

(see appendix for creative brief)

### Objective

The objective is to create awareness about individual islands progress in developing their own capacity, to other neighboring islands. The reason is to enable communities to understand the capacities and resources available from their neighboring communities, so that they can help each other during every stage of disaster.

### Design Development

The Signages and symbols developed and implemented internally within the islands to identify and visually expose the capacities within each household in the community, will be extended to identify the capacity available on the island as a whole. Meaning the island will have a summary of their major capacities and strengths displayed using the same symbols. These collection of symbols will be displayed on island boats, including atolls ferry as well as island specific supply boat. This will enable wider exposure regarding specific island capacities to reach other neighboring island. This would also enable islands to become differentiated and distinctive from other island, helping the island to gain a distinctive image within the context of disaster management as well as resource wise in general. Example of how the symbols could be displayed on the island boats are shown in *figure 41*.



**Figure 41: Example of Ferry boat signages**

The image shows example of how the signages could be implemented on the boats describing the capacities of the island the ferry is from. The name of the island is displayed within the campaign logo..

## NEWSLETTER DISTRIBUTION ON FERRIES

(see appendix for creative brief)

### Objective

The objective is to exchange knowledge and ideas between communities, to enhance the capacities of individual communities as well as individual capacities that exists within those communities.

### Design Development

The Newsletter which is distributed locally will within this particular phase be distributed via province level ferry service to communities on other islands. The ferry will carry newsletters of different communities, so that the commuters on the ferries will be able to view and acquire knowledge and ideas from activities undertaken on other islands.

This would also create more sustainable and access to critical mass, for potential advertiser locally, hence enabling the newsletter to be self sustained, as well as increase the chances of acquiring economical viability for the medium.



**Figure 42: two different newsletters from different islands**

Newsletters will be distributed on the ferry which will create wider exposure and interactions of ideas and knowledge between island communities and capacity groups.

## SMS INFORMATION ABOUT ISLAND

(see appendix for creative brief)

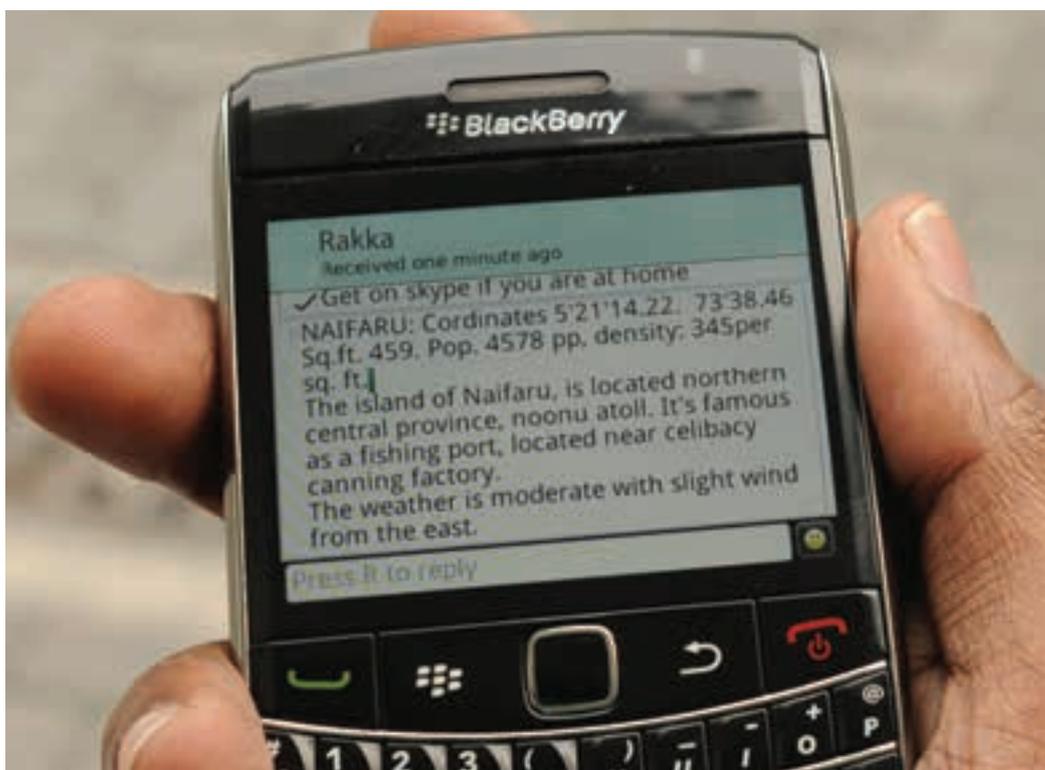
### Objective

The objective is to disseminate essential information regarding each island to foreigners and visitors to enable them to be more prepared and knowledgeable about the community they are visiting. This would mean that visitor will be less vulnerable during a natural disaster which might occur on the island while they are visiting.

### Design Development

Through GPS, mobile service providers are able to pin point the mobile users location, hence in collaboration with the service providers, it is possible to transmit information regarding the island, when the user comes into proximity to the specific location. This means essential informations, like hazard profiles as well as weather and specific capacity locations can be given to the visitors through SMS straight to their mobile. Mobiles are widely used, hence will enable wider exposure through this medium.

The service providers will also be attracted to the prospect of being able to send SMS in the form of a welcome message, hence enabling the customer to have the brand and service providers on top of mind, at the instance they come to the island. A potentially attractive advertising opportunity, as well as socially responsible service, which will only enhance their brand name and their standing in the eyes of their customers



**Figure 42: SMS profile through GPS**

An SMS of the island profile within the context of disaster management and awareness campaign will be transmitted to mobile customers when they reach near proximity to the specific location or community.

## CAMPAIGN COMMUNITY RADIO SERVICE

*(see appendix for creative brief)*

### Objective

The objective is to use local frequency radio service as an extension of the newsletter to disseminate and share information within the island community itself, as well between capacity groups within neighboring islands.

### Design Development

Community radio is a cheap and effective communication medium to enable local empowerment, and bottom-up approach to campaign implementation and communication. This will enable the communities to foster greater confidence regarding their own capacity to mitigate and respond and recover from disaster.

Initially the radio service could be provided as podcasts by different capacity groups regarding daily updates or weekly updates about activities and programs conducted by them, as well as disseminates local as well as national level information which is of relevance in regards to disaster management.

The radio service when implemented would share air-time between each of the capacity groups to disseminate information specific to their field and scope within the campaign.



**Figure 43: Radio service**

*Radio service would be called, "Rakkaa Radio", with the name of the specific community, similar to the newsletter*



# APPENDIX