National Disaster Risk Management Communication Strategy

Department of Disaster Management Affairs

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National Disaster Risk Management Communication Strategy (2014 – 2018)

Department of Disaster Management Affairs

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Empowered lives.
Resilient nations.

Foreword

Malawi is exposed to many hazards that cause disasters every year, impacting thousands of people across the country. Recently, and as a result of population growth, rapid urbanization, climate change, environmental degradation and other factors, the magnitude, impact and frequency of these disasters has been on the increase. Overall, the hazards that are commonly experienced include floods, heavy storms, droughts, dry spells, epidemics, fires, landslides and HIV and AIDS. Nationally, although 15 districts are considered as disaster prone, experience has shown that other districts are also affected. The country has recently witnessed disasters of high magnitude in districts and areas that have not experience disasters. In addition, disasters, such as floods, have occurred in cities and urban areas, which have traditionally not been considered in national disaster risk management efforts. Malawi has established weather related early warning systems for floods, strong winds, and drought, among others. At present a range of dissemination methods for early warming are used. These include, but are not limited to, radio (national and local), email, television, print media, internet websites, regional and national workshops and mobile and fixed phones. There is, however, limited understanding of the effectiveness of these methods in terms of relevance, impact and appropriateness for vulnerable communities. In addition, although there exist a lot of indigenous early warning systems, practices and beliefs by the community, these have not been studied and documented in detail.

The Disaster Risk Management Communication Strategy has been developed as an important tool in the implementation of disaster risk management programmes in the country. The Government of Malawi recognizes the huge impact that disasters have in the socio-economic development of the country and in attaining the development aspirations of the country as outlined in the Malawi Growth and Development Strategy II (MGDS II). Apart from the potential loss of life, the main negative impacts of floods, for instance, are damage and destruction of property, agricultural and livestock systems, damage to infrastructure, disruption of social services, internal displacement, separation of children from caregivers and possible trauma and psychological distress. Unless measures are found to address these disaster risks, the Malawi Government, its development partners and other stakeholders will continue spending resources that would have otherwise been spent on productive sectors of the economy.

It is, therefore, the desire of the Malawi Government that information on disaster risk management be made accessible to everybody in a form that will be understood and enable people take positive actions to tackle the disaster risks they are exposed to. It is only when people are informed that they can take steps to adopt resilience enhanced practices.

The National Disaster Risk Management Communication Strategy (NDRMCS) has been developed to ensure that those exposed to disasters are informed about the risks

and are aware of the measures to prevent, mitigate, prepare for, respond to and recover from these hazards. Due to the importance of weather, climate and early warning systems in disaster risk management, the strategy has deliberately emphasized the need to integrate issues of weather, climate and early warning systems as a way of preparing communities for disasters.

This, importantly, means that we need to find channels of communication that are accessible to all people, particularly the most vulnerable, such as those that are illiterate, women and children, the elderly and people with disabilities. The NDRMCS targets many stakeholders nationwide. These include communities at large, local government, NGOs, private sector, politicians, government agencies, opinion formers, religious leaders, development partners and the general public. The strategy also targets policy makers that play a critical and strategic role in policy development and implementation of disaster risk management programmes. The Government further recognizes the media as an important partner in disaster risk management, particularly in promoting adoption of positive behaviors that contribute to attaining a disaster resilient Malawi.

It is therefore my expectation that the NDRMCS will provide a harmonized way of learning, information and knowledge management and communication on disaster risk management issues at all level. If implemented, the NDRMCS should lead to a well-informed nation on disaster risk management. In the long-term, the improved awareness and knowledge on disaster risk management will increase resilience of communities, which is in line with the draft Disaster Risk Management policy and the Hyogo Framework of Action.

Successful implementation of the strategy requires continued collaboration, consultation, engagement, participation, resourcing and coordination of all those concerned. Therefore, I would like to call upon all stakeholders to work together to implement this very important national strategy.

SAULOS KLAUS CHILIMA

VICE PRESIDENT AND MINISTER RESPONSIBLE FOR DISASTER MANAGEMENT AFFAIRS

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The drafting of the strategy was carried out by a taskforce that included: Department of Disaster Management Affairs, the office of the President and Cabinet Ministry of Information and Civic Education, Ministry of Economic Planning and Development, Ministry of Water Development and Irrigation, Ministry of local Government and Rural Development, Department of Climate Change and Meteorological Services, Department of Environmental Affairs, Lilongwe University of Agriculture and Natural Resources (LUANAR), UNICEF, UNDP, Association of Environmental Journalists (AEJ), DISCOVER Programme consortium (Concern Universal), World Vision Malawi (WVM), Catholic Development Commission (CADECOM), Evangelical Association of Malawi (EAM) and the Civil Society Network on Climate Change (CISONECC).

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On behalf of the department, I would like to acknowledge the roles played by all stakeholders mentioned above in the development of the strategy. It is my expectation and the expectation of everyone that this kind of coordination, cooperation and support from different stakeholders will continue during the implementation of the strategy.

Paul Chiunguzeni

SECRETARY AND COMMISSIONER FOR DISASTER MANAGEMENT AFFAIRS

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List of Acronyms

AEJ	Association of Environmental Journalist
BCC	Behavior Change Communication
CADECOM	Catholic Development Commission
CISONECC	Civil Society Network on Climate Change
CLSC	Community-led Social Change
COSOMA	Copyright Society of Malawi
CPC	Civil Protection Committee
CSOs,	Civil Society Organizations
DCCMS	Department of Climate Change and Meteorological Services
DCs	District Councils/Commissioners
DODMA	Department of Disaster Management Affairs
DRM	Disaster Risk Management
DRR	Disaster Risk Reduction
EAM	Evangelical Association of Malawi
ENRM	Environment and Natural Resources Management
FBOs	Faith Based Organizations
GEF	Global Environmental Facility
GDP	Gross Domestic Product
GoM	Government of Malawi
I&C-TSC	Information and Communication Technical Sub-Committee
MAWU	Malawi Writers Union
MDGs	Millennium Development Goals
MGDS	Malawi Growth and Development Strategy
MIE	Malawi Institute of Education
MoDEA	Ministry of Disability and Elderly Affairs
MoEST	Ministry of Education, Science and Technology
MoGCCSW	Ministry of Gender, Children and Social Welfare
NAPA	National Adaptation Program of Action
NDRMCS	National Disaster Risk Management Communication Strategy
NAMISA	National Media Institute of Southern Africa
NGOs	Non-governmental Organizations
NDPRC	National Disaster Preparedness and Relief Committee
NPDRM	National Platform for Disaster Risk Management

NSO   National Statistics Office

PCANR   Parliamentary Committee on Agriculture, Environment and Natural Resources
Management

SWG   Sector Working Group

UNDP   United Nation Development Programme

UNICEF   United Nations Children Fund

WVM   World Vision Malawi

Chapter 1: Introduction and Context

1.1 Country Profile

Malawi is located in the southern part of the East African Rift Valley and has a unique and varied natural resource base that includes fertile soils, fresh water and forest resources. The country has a total territorial area of approximately 118,000 km^2 of which about 25% consists of water bodies, Lake Malawi being the largest. Malawi is an agro-based economy with the agricultural sector contributing over 35% to the country's Gross Domestic Product (GDP). The 2013 Human Development Index report shows that Malawi is ranked at 170 out of 182. The country has a population of 13.1 million people, of which over 80% are rural-based and depend on subsistence farming as their main source of livelihood (NSO, 2008). Currently, 50.7% of the population lives below the poverty line (NSO, 2012).

The Malawi economy and people's livelihoods are very vulnerable to the most frequently occurring natural hazards such as droughts and floods due to over-reliance on rain-fed agriculture. The elderly, child-headed households, pregnant and lactating mothers and people living with disabilities are the most affected vulnerable groups. On the other hand, the vulnerability of the population to hazards has been accelerated by several factors such as environmental degradation, poverty, rapid urbanization, lack of access to information and knowledge, cultural beliefs and customs, limited food diversity, weak buildings/infrastructure, a lack of effective disaster risk reduction efforts and also the recent economic instability. In addition, climate change further exacerbates the frequency and severity of disasters in the country. These disasters also undermine the efforts towards the achievement of the Millennium Development Goals (MDGs) through the Malawi Growth and Development Strategy (MGDS).

1.2 Disaster Risk Management in Malawi

Malawi faces multiple hazards in both rural and urban areas. The most common ones include floods, heavy storms, droughts, dry spells, epidemics, fires, landslides, earthquakes and HIV and AIDS. From 1979 to 2010, natural disasters cumulatively affected nearly 21.7 million people and killed about 2,596 people. The nature and pattern of weather-related hazards is changing as a result of climate change. These are becoming more frequent and less predictable, with expected rise in intensity. For example, between 1970 and 2006 Malawi experienced 40 weather-related disasters, 16 of these occurred after 1990. Worse still, the number of people affected and the geographical coverage of these disasters have increased sharply since 1990. Apart from the potential loss of life, the main consequences from floods, for instance, are destruction of property, agricultural and livestock leading to food insecurity, damage to infrastructure (which can lead to inaccessibility to basic services, e.g. health clinics and schools), internal displacement, separation of children from caregivers and possible trauma and psychological distress. Before 2001, only nine districts in Malawi were classified as flood-prone. Currently, there are 15 districts that are considered disaster prone out of the 28 districts, which represent 58% of the districts. The most disaster prone districts in Malawi include Karonga, Salima, Nkhota-kota, Rumphi, Nkhata-bay, Mangochi, Dedza, Ntcheu, Balaka, Zomba, Phalombe, Machinga, Blantyre, Chikhwawa and Nsanje. However, annually, the number of districts affected by disasters varies and may include districts not in the list.

Disasters undermine Government efforts towards the achievement of the Millennium Development Goals (MDGs) through the Malawi Growth and Development Strategy (MGDS). In an effort to understand the changes in the nature and pattern of the hazards, Malawi prepared the National Adaptation Program of Action (NAPA) that clarifies the impact of climate change on disasters. The Government of Malawi (GoM) realizes that any aspirations to reduce poverty in the country in a sustainable way will require strategic and proactive investment in disaster risk reduction. The NAPA was developed to enable Malawi to address urgent and immediate adaptation needs caused by climate change and extreme weather events. The draft Disaster Risk Management (DRM) policy has also been developed to address the highlighted issues.

There are a number of stakeholders in Malawi who are involved in the policy, program development and implementation of DRM initiatives, covering disaster prevention, mitigation, preparedness, response and recovery. These stakeholders include, but not limited to; government ministries and/or departments, private sector, Non-governmental Organizations (NGOs), Civil Society Organizations (CSOs), development partners, Faith Based Organizations (FBOs), academia, research institutions and the affected communities. Currently, the Department of Disaster

Management Affairs (DoDMA) is mandated to coordinate all DRM issues including dissemination of information as one of the core functions.

Stakeholder analysis in disaster risk management programmes shows that coordination is a major challenge. There is are a lot of haphazard and uncoordinated efforts by stakeholders in communicating DRM messages to various society groups such as policy makers, communities. The 'response' focused approach to disasters is another major challenge but there is need to address this by shifting from response to prevention particularly at planning level. Dissemination of information on climate, weather and early warning systems also face its own challenge, including insufficient coverage/targeting and inability of the target audience to take heed of the warning. There is need, therefore, for a coordinated and harmonized approach to communication on DRM policy and programmes in Malawi. Hence the development of the NDRMCS to guide and raise awareness of the public, community members the nation at large on Disaster Risk Management.

The Malawi Government expects that implementation of this strategy will lead to a well-informed nation on Disaster Risk Management issues, which will contribute to increased resilience of communities against disasters in the long-term. This is in line with the draft DRM policy and the Hyogo Framework of Action.

1.3 Rationale

Disasters play a significant role in defining household poverty and national economic growth trends through economic losses and shocks to livelihood systems. Given the wide range of hazards that Malawi is exposed to, both rural as well as urban households remain vulnerable to these hazards. Disasters also erode the ability of the national economy to invest in key social sectors for economic growth. The impact of disasters on economic growth and poverty in the country could be manifested through various types of losses. For example, the total loss due to damage caused by the December 2009 earthquake in Karonga district was estimated at MK748 million (about USD5.2 million). The high cost associated with the earthquake was largely due to poor construction of buildings and other infrastructure in the district.

Disaster losses are conventionally categorized as direct (or stock) losses, indirect losses and secondary effects. During the 2012/2013 rainy season a total of MWK 532 million (USD 1.4 million) was lost in infrastructure damages, agriculture inputs and equipment due to floods in Nsanje district only. Again, MWK 2.8 billion (USD 7.3 million) was used to respond to the disaster (DoDMA, 2013).

So far, most of the communication has focused only one part of the DRM cycle (response) and very little has been dedicated to the other components such as prevention, mitigation and preparedness which are equally important if the resilience of the nation is to be achieved.

In order to achieve the above purpose, there is need to shift mindsets at all levels from response focus to preparedness, mitigation and prevention. This 'response focused attitude' is a major challenge in DRM. Investment in prevention and preparedness can save a lot of resources that are invested in response on annual basis. This requires behavior change and capacity development.

1.4 Vision

An informed and educated disaster resilient nation.

1.5 Mission

To have a harmonised approach to providing information and education on disaster risk management among all stakeholders in Malawi.

1.6 Purpose

To have a well informed nation on disaster risk management issues, including issues of weather, climate and early warning, through effective and harmonized communication.

1.7 Objectives

  i.   To create awareness among stakeholders on disaster risk management
  ii.   To promote the adoption of positive DRM behaviors among stakeholders
  iii. To strengthen capacity of stakeholders in the development and communication of DRM information
  iv.   To improve coordination, collaboration and networking of DRM communication interventions

Chapter 2: Key Focus Areas and Guiding Principles

2.1   Approach

This Strategy provides a framework that seeks to deliver key messages and raise awareness on Disaster Risk Management with the aim of contributing to resilience building in Malawi. The Strategy targets many groups including communities at large, local government, media (e.g., print, TV, radio, internet), NGOs, private sector, government agencies, opinion formers, development partners and the general public. Implementation of the strategy be led and coordinated by the Government, in collaboration with key partners, in an effort to guide all stakeholders in delivering messages on DRM.

2.2   Key Focus Areas for Communication

2.2.1   Paradigm Shift at all Levels

What the situation is like now:

1. Information and decision-making flow in a top-down approach;
2. Information is generalized and not context-specific;
3. It takes time for information to reach targeted groups;
4. Communities are not sufficiently prepared, resulting in reduced community resilience.

What the strategy aims to achieve:

1. Information should flow in multiple directions and communities should feed into information sharing and decision-making processes;
2. Information should be more specific and relevant to different contexts, and relevant stakeholders should be prioritized in receiving information. Attention should be given to both slow-onset and fast-onset hazards;
3. Timely dissemination of information should happen in order to increase lead-time. Involving communities directly contributes to this;
4. More guidance should be provided on what actions should be taken in order to turn early warning into early action.

The country needs to migrate from a simply reactive approach to a combined reactive and proactive one.

2.2.2 Weather Information Accuracy and Accessibility

Improved spatial and temporal accuracy of weather information is necessary for community participation and timely response. There is need for area-specific forecasts and more targeted and recurrent information should reach the vulnerable areas when there is impending risk of disaster. Weather information should also be accessible (in form, style and source) to all groups, in order to be utilized by different stakeholders. Targeted audience should react appropriately whenever weather and other early warning information is disseminated to them.

2.2.3 Community Participation and Local Leadership

Greater community participation and leadership is key in ensuring that information reaches the relevant people. It will increase ownership of Disaster Risk Management, contribute to increasing lead-time by reducing the number of *"middle men"* involved, and guide the way to more effective preparedness and response. Communication should involve local leaders who, as key players, can contribute to creating a supportive environment for Disaster Risk Management.

2.2.4 Resilience Building

Messages about what is resilience and how it can be built should be disseminated, providing specific examples, such as growing drought tolerant crops, promoting irrigation, crop diversification, development of evacuation plans and practicing sustainable land use practices.

2.2.5 Coordinated Approach

There is need to strengthen coordination between stakeholders; collaboration for better information sharing, coordination for more effective action whereby all stakeholders are aware of their roles and responsibilities. Disaster Risk Management structures at the local level are pivotal in coordination and should be involved. Furthermore, linkages between stakeholders should be promoted in order to maximize efficiency, effectiveness and impact of DRM programmes.

2.2.6 Resource Mobilization

In order for this Strategy to be effective and bring impact, resources should be made available for each focus area. However resources should be placed and used efficiently so that they are only used for resilience activities.

2.2.7 Promotion of Indigenous Knowledge and Technologies

Indigenous knowledge is plentiful and should be valued and used to supplement scientific knowledge and technologies. Local knowledge is increasingly being lost with new generations, thus efforts should be made to document and share this knowledge in order for it to continue being passed on and used by the youth. It is essential that local knowledge on areas such as early warning be validated and complemented with scientific knowledge and methods, especially in order to turn early warning into early action. Combining knowledge and technologies ties in to the need to involve communities and more effectively adapt to climate change.

2.2.8 Responsible and Informed Media Reporting

Media should be unbiased and should not represent any political interest when it spreads messages and information. Focus should not be solely on response but also on prevention, preparedness, mitigation and recovery. Emotion ought to be used selectively, as it can aid in attracting audiences, yet emphasis should be placed on positive stories and best practices. The media could act as a vehicle for delivering community feedback on Disaster Risk Management interventions.

2.2.9 Capacity Building in Communicating Disaster Risk Management Information

Stakeholders who seek to communicate on Disaster Risk Management must ensure they have adequate capacity to report correct, accurate and accountable information. Where capacity is limited, measures should be taken to increase build the required capacity.

2.3 Guiding Principles

Implementation of the communication strategy will be guided by, but not limited to, the following principles:

2.3.1 Sense of Urgency

Issues of Disaster Risk Management, particularly early warning system information, should be communicated as relevant and contemporary matters that require urgent attention. Emphasis should be placed on the need to focus on Disaster Risk Management as a way of reducing the risk of hazards turning into disasters and the need to act *"now"* to improve the future.

2.3.2 Participatory Approach

In order to enhance ownership and multi-sectoral implementation of the strategy, it is important that a wide range of stakeholders are included in the implementation of the

Strategy. Participation creates ownership, trust and responsibility. It drives the point that humans can manage some of the elements of disasters and reduce their impacts.

2.3.3   Policy alignment

Communication messages on Disaster Risk Management should be in line with national policies and strategies relating to Disaster Risk Management.

2.3.4   Simplicity and appropriateness

Communication of Disaster Risk Management should be audience-appropriate, using simple, accessible language, terminology and representations. Where necessary, messages should be translated in local languages in order to facilitate community level engagement, participation and better understanding of Disaster Risk Management issues.

2.3.5   Multiplicity of Communication Approaches

A range of communication channels should be employed, which should be relevant to the message, context and audience.

2.3.6   Evidence-Based Communication

To reduce *"false alarms"*, messages should be evidence-based and use data from reliable sources in order to promote credibility, accountability and confidence in the system.

2.3.7   Learning from Others

Sharing and acting upon lessons learnt and best practices, which are relevant to the context and hazards in question.

2.3.8   Disasters Know No Boundaries

Messages should create a sense that Disaster Risk Management is a combined effort both in prevention and response. Disasters can spread beyond political boundaries and every community/society is potentially at risk. Therefore awareness should be raised regardless of risk level and across geographical boundaries.

2.3.9   Do No Harm

Messages on DRM should be used to unify people rather than cause or promote conflict between stakeholders.

Chapter 3: Target Audience and Communication Approaches

3.1   Major Disasters for Malawi

The table below provides a summary of the common disaster that the country is exposed to. Issues that require proper communication for redress are presented under each hazard.

S/n	Hazard Category	Hazard	Issues
1	Water-and-weather related	1.1 Floods	1.1.1 Resistance to adhere to government advice to relocate to avoid the negative impact of floods
			1.1.2 Inadequate flood early warning system
			1.1.3 Inadequate knowledge of waterborne disease outbreaks that arise as a result of flooding
			1.1.4 Poor urban planning resulting into flooding
			1.1.5 Public's negative perception towards weather warning information from climate change and meteorological services due low accuracy in time and space
			1.1.6 Lack of diversified means/channels of sharing disaster related messages from the climate change and meteorological department
			1.1.7 Lack of social amenities in proposed sites for relocation of flood victims
			1.1.8 Poor management of catchment areas, poor farming practices, deforestation, cultivating in river edges
			1.1.9 Inadequate utilization of indigenous knowledge on flood forecast

		1.2 Drought	1.2.1 Poor management of catchment areas, poor farming practices, deforestation, cultivating in river edges that reduces ground water storage
		1.3 Strong winds	1.3.1 Weak buildings and infrastructure that cannot withstand winds' strength
			1.3.2 Deforestation
			1.3.3 Clearing of areas and no trees planted close to housing structures
			1.3.4 Weak early warning on winds
		1.4 Hailstorms	1.4.1 Weak buildings and infrastructure that cannot withstand hail-storms
			1.4.2 Clearing of areas and no trees planted close to housing structures
			1.4.3 Weak early warning on winds
		1.5 Lightning/ Electrical storms	1.5.1 Inadequate knowledge of lightning causes and dangers
			1.5.2 Inadequate knowledge on safety from lightning strikes
			1.5.3 Cultural beliefs on lightning
			1.5.4 Weak lightning detection and protection systems
		1.6 Climate change	1.6.1 Inadequate dissemination means of climate change impacts, mitigation and adaptation
			1.6.2 Continued deforestation and environmental degradation
			1.6.3 Increasing population that is leading to increased natural resources depletion and environmental degradation
2	2.0 Accidents	2.1 Transport	2.1.1 Lack of sensitization on road safety education
			2.1.2 Lack of a bonafide system for issuing of driving licenses
		2.2 Industrial	2.2.1 Poor enforcement of construction regulations by city councils
			2.2.2 Lack of integrated disaster risk management into infrastructure construction- e.g. hydrants, emergency exits, fire extinguishers; assembly points
			2.2.3 Inadequate drills and simulation exercises by institutions or organizations
		2.3 Fires	2.3.1 Limited preparedness by the fire brigade to put out fire

			2.3.2 Inadequate capacity by fire brigade to respond to fire outbreaks
			2.3.3 Lack of knowledge by citizens on fire fighting mechanisms
			2.3.4 Abuse of public service/toll free numbers for police or fire department by citizens
			2.3.5 Weak ENRM policies' enforcement
3	3.0 Civil Strife	3.1 Election violence	3.1.1 Lack of preparedness by medical personnel to support people injured during civil strife
			3.1.2 Poor collaboration between government, civil society organizations and security forces prior to and during civil strife
			3.1.3 Lack of civic education to demonstrators and manner it should be undertaken
		3.2 Refugees/illegal immigrants	3.2.1 Xenophobic feelings and perceptions
4	4.0 Disease outbreaks and pest infestations	4.1 Human disease (cholera, measles, typhoid)	4.1.1 Poor hygiene and sanitation practices
			4.1.2 Poor water handling practices
			4.1.3 Open defecation as opposed to use of pit latrines
			4.1.4 Poor hand washing practices
		4.2 Pest and disease outbreaks	4.2.1 Failure to vaccinate animals
			4.2.2 Lack of health knowledge
			4.2.3 Lack of safe drinking water sources
			4.2.4 Poorly designed and constructed houses
			4.2.5 Poor sanitation
			4.2.6 Poor agricultural practices
			4.2.7 Climate variability
			4.2.8 Poor animal/livestock management
			4.2.9 Poverty
			4.2.10 Immunodeficiency
			4.2.11 Cultural and religious beliefs
			4.2.12 Lack of appropriate monitoring and dissemination of early warning information

3.2   Audience analysis

In the design and dissemination of DRM information, it is critical to understand the audience that DRM communication aims to reach out. The audience exists at different levels, from those that are directly affected by disasters at the community level to those that have the powers to make decisions that can positively or negatively affect the vulnerable population. The table below provides an analysis of the audience that the communication strategy intends to reach.

Audience level	Potential audiences (based on targeting)	Demographic Issues (e.g. age, gender, education, marital status)	Geographic or Structural (e.g. urban or rural, workplace or community, risk settings)	Economic and Socio-cultural (e.g. role in society, religion, ethnicity)	Psychosocial or other(e.g. knowledge, attitudes, readiness for change, beliefs, lifestyle)
Primary target audience	Households	All age ranges could be male or female, married and unmarried, widowed or divorced, illiterate and literate.	National and includes cities, municipals, towns, districts, communities	All ethnic and religious groups (male and female); both high and low socio-economic status.	Misconceptions, low knowledge, appreciation, value and negative perceptions
	Community Leaders (chiefs, religious)	Male or female	Both rural and urban based	Custodians of knowledge in communities through positive mentoring can promote positive social norms	Have limited knowledge on DRM, but are very influential as opinion leaders
	Civil Protection Committees	Male and female, have volunteered to support communities in disaster risk reduction	Both Rural and urban based	All income levels; male and female, and have knowledge of the communities	Most have been trained in disaster risk reduction and early warning systems; knowledgeable on disasters;
					In need of support to execute contingency plans;
Secondary target audience	Political leaders	Both male and female	Both urban and rural based	All income levels	Low knowledge due to limited access to information about disasters;

	Stakeholders V(DEC, Civil Society, , NGOs)	Male and female	Rural and Urban	All	Indirectly affected but are in a position to support communities respond to disasters;
Tertiary target audience	Media, development partners, private sector	Male and female who have a social responsibility	Both rural and urban based	Provide support to all (financial, human and materials)	They may not have realized the role they can play in promoting disaster risk reduction as a social responsibility to their customers;
					They do not have information on the challenges disaster risk reduction in Malawi to appreciate the role they can play to support government efforts. They may also not be aware of ongoing initiatives to support disaster risk reduction

3.3   Strategic considerations

3.3.1 Communication for Development and its relevance the Communication Strategy

To enable a fundamental understanding of the methodologies to be applied in this strategy, definitions are provided below.

What is Communication for Development (C4D)

The global understanding of Communication for development is:

> "A systematic, planned and evidence-based process to promote positive and measurable individual behavior and social change that are integral to development programs, policy advocacy, humanitarian work and the creation of a culture that respects and helps realize human rights. It uses research and consultative processes to promote human rights, mobilize leadership and societies, influence attitudes and support the behaviors of those who have an impact on the well-being of individuals, households and communities."

DoDMA and different partners in disaster risk reduction use a combination of strategies including advocacy and social mobilization focused particularly at households, communities, cities, municipals, towns and district councils, to facilitate the process of behavior and social change as far as disaster risk management is concerned. A review of reports from the field indicates that communication for development and disaster risk management help in the following areas:

a) Lobby for political support to shape and implement policies and ensure adequate allocation of resources, by amplifying community voices and connecting them to upstream policy advocacy; b) Motivate and mobilize civil society, community and faith-based organizations and social networks to help traditionally excluded groups to claim their rights; and c) Actively empower households and communities by raising awareness and fostering positive attitudes and practices for decision-making in the best interests of households and communities to improve their resilience for their survival, growth and optimal development."

Communication for Development uses a mix of four key approaches

- **Behavior Change Communication** (BCC) – this is a combination of approaches, including social marketing and participatory communication, to help inform, influence and support households and individuals to adopt, practice and sustain a set of desired behaviors. In general, BCC is considered more data-driven, based on empirical evidence and able to demonstrate measurable results, sometimes in relatively shorter time frames.
- **Community-led Social Change** (CLSC) – seeks to engage and empower communities and networks to influence or reinforce social norms and cultural practices to create an environment that supports long-term

sustainable change. It is human resource intensive and often requires investment over longer periods of time. Its results are usually measured in terms of processes and shifts in social norms or power relationships.

- **Social Mobilization** – engages and motivates civil society (NGOs, community- and faith-based organizations, networks and the private sector, etc.) for their good will and resource to a common cause; contributions are made in the form of human, material, financial and social support.
- **Social Advocacy** – helps to mobilize local level leadership to endorse and develop mechanisms to ensure that the perspectives, concerns and voices of affected households and communities from the community (especially the marginalized), are reflected in upstream policy dialogue and decision-making.

Behavior and normative change is a life-long process. Strategies must therefore be sustained over a long period of time. It involves making society aware of situations that hinder progress; motivate them to participate in finding solutions that will change the individual and community.

3.3.2   Linkages between communication and DRM

For the disaster management sector, results of communication for behavior and social change interventions can be measured by:

- Increased public awareness and knowledge of disaster risk management issues
- Increased community resolve to enforce actions (or behaviors) they agree on
- Increased collaboration among various players in disaster risk management
- Increased preparedness and resilience in disaster risk management
- Increased participation in disaster risk reduction

Communication is a cross-cutting approach. It is a process that advocates for partnerships; socially mobilize the public and private sectors. It uses multi-media approaches to reach individuals, households and build capacity of key players to achieve a common vision in disaster risk management.

3.3.3   An Integrated Program Framework for Disaster Risk Management

The communication strategy for Disaster Risk Management builds upon and implements existing policies and programmes that support disaster risk management in the country.

The strategy acknowledges the existence of technologies that are utilized to address capacity gaps in disaster risk management. These gaps may be related to communication or not. Through its advocacy component, the strategy is a potential instrument for resource mobilization to support implementation of DRM programmes in the country. Such resources may include technical assistance through provision of human, financial and physical resources.

Communication for development can facilitate change in attitudes and values that are specifically related to disaster risk management. However, communication cannot work in isolation; it needs to be aligned with the context in which it is being implemented. It has to take into consideration barriers that exist in service delivery.

3.4   Planned Communication Activities

The matrix below shows specific communication activities that will be implemented under each of the communication approaches outlined in the strategy.

S/N	Communication Approach	Activities
1	Social Advocacy	1.1 Lobbying meetings with the executive, legislature, partners etc. for an increased funding towards cash transfer (minister of finance)
		1.2 Television and radio documentaries
		1.3 Information pack (fact sheets)
		1.4 Ministerial visits (covered by media)
		1.5 Media orientation
		1.6 Media tours
		1.7 Sensitization meetings with DEC, district stakeholders consultative committee and ADC
		1.8 Produce posters, flyers, leaflets
		1.9 Donor tours
2	Behavior Change and Communication	2.1 Face to face or one on one discussion/interaction by extension workers
		2.2 Interactive or participatory drama
		2.3 Theatre for development (TFD)
		2.4 Dedicated radio programs
		2.5 Production of IEC materials (catering donors, beneficiaries, communities)
		2.6 Jingles
3	Social Mobilization	3.1 Community meetings
		3.2 Public hearings
		3.3 Theatre for Development

		3.4 Focus Group Discussions
		3.5 Debates and community social dialogue
		3.6 Open days
		3.7 Mobile community cinema
		3.8 Road shows
4	Community led social change	As in 1, 2 and 3

3.5 Communication Channels and tools

- **Print media**: newspapers, magazines, newsletters, leaflets, brochures, pamphlets, road banners, roll-up banners, posters, bill boards, Tactile-Braille, Large print

- **Electronic media/broadcast**: radio, TV, documentary, interactive website, social media

- **Direct stakeholder engagement**: meetings, workshops, symposia, drama, dances, songs, storytelling, poetry, exhibits/displays, road shows, school clubs

- **Social marketing and advertising**: newspapers, radio, TV

- **Sign language/ video clips**

3.6 Communication channels approaches matrix

Target Audience	Communication channels	Other approaches	Advantages	Disadvantages
Rural communities	Radios, phones, posters television, leaf lets, brochures, meetings, dances and drama, Storytelling, school clubs, helpline,	Megaphones (mobile van)	Radio-reaches higher mass,	Radio-seasonality usage, not everyone has access to radios

	community radio stations, music and comedies		Phones-fast and reaches many at a time	Phones-not all can be able to read and operate phones, it could be expensive and challenged by lack of electricity for phone charging
			Posters- easy to distribute messages	Posters-prone to vandalism
Urban communities	Radios, phones, posters, television, leaf lets, brochures, meetings, dances and drama, Storytelling, school clubs, helpline, social marketing and advertising: newspapers, radio, TV	Megaphones (mobile van)	Radio/TV- wide coverage	Radio & TV- electricity (frequent blackouts)
				Not many watch television,
			Social media- used by many	Requires use of sophisticated gadgets
Policy makers and development partners	Newspapers, television, radios, workshops/meetings, leaflets, brochures, policy briefs	Lobbying	Newspapers- Easily accessed by many	Negative attitude on the content of news papers as perceived by some politicians
				Political influence (radios, TV too)
The media	Capacity building, press conferences, workshops, interactive website and social media	Meetings and press briefings	Effective informed reporting	Requires adequate financial resources and time management

Drivers of agenda	Newspapers, television, radios, workshops/meetings, leaflets, brochures, trainings	Meetings	Proper coordination of capacities	Financial resources
Development partners and the international community	Newspapers, websites, meetings, reports	Meetings	Strengthened partnership between Government and International community	Procedural requirement in responding
			Prompt response	

3.7 Messages for Disaster Risk Management

To communicate properly, there is need to develop messages that are simple, clear and can be easily understood by the targeted audience. The table below provides a summary of key messages that would be promoted to address specific issues in DRM for different audience.

Issue/problems	Barrier/ contributing factors	Desired behavior	Communication objective	Target audience	Messages	Communication channels
Floods: **1) Resistance to adhere to government advice to relocate to avoid the negative impact of floods;**	Lack of social amenities Cultural beliefs Flood plains offer fertile soils which are an attractive source of livelihoods Population boom forcing occupation of flood plains	Adequate and correct information on the benefits of relocation Willingness to relocate Improve infrastructure standards in flood plains Local artisans have knowledge in appropriate building codes / standards to ensure safety of community residents	To provide adequate and correct information that motivate people to relocate; or improve infrastructure standards	Households Communities Local leaders Local government Local artisans	Atsogoleri, limbikitsani anthu anu kusamukira malo a kumtunda kuti tipewe ngozi za madzi odza mwadzidzidzi; Ndi zotheka kusamukira kumtunda ndi kulima minda yomwe ili mmadera osefukira madzi Mukamva uthenga wa madzi osefukira, samukirani msanga ku malo okwera kuti mupulumutse moyo ndi katundu	Theatre for Development (drama) Jingles Radio programs (community radios) Billboards Newspaper (boma lathu) Brochures

					Ndi udindo wa aliyense kuthandiza kupulumutsa moyo pamene madzi asefukira	
2) Inadequate flood early warning system	Inadequate capacity in terms of equipment/resources Use of inappropriate communication channels; Lack of clarity of the messages Inadequate Weather and climate infrastructure	Communities supported with flood early warning infrastructure and equipment Use of appropriate communication channels to target households and community members Communities trained in the use, interpretation and response to early warning messages	To make full use of effective and efficient early warning communication mechanisms; Encourage community participation in flood early warning system	Households, Communities, CPCs Officials	It is government duty to provide an effective and flood early warning systems boma ndi mabungwe adziwitseni anthu ngati madzi asefukire ku dera kwawo mu nthawi yabwino, Mabungwe owulutsa mawu, ndi udindo wanu kuthandiza boma kufalitsa uthenga wa ngozi	Advocacy pack/brochure Documentary Lobbying workshops

					zokudzana ndi madzi osefukira	
					AMalawi dziwani kuti ndi ufulu wanu kulandira uthenga wokutetezani ku ngozi zogwa mwadzidzidzi	
					Tiphunzitse anzathu njira zamakolo zoziwira mmene nyengo ikhalire	
					Dziwitsani anzanu mwamsanga madzi akasefukira	

3) Inadequate knowledge of waterborne disease outbreaks that arise as a result of flooding	Inadequate knowledge of causes for waterborne diseases Cultural beliefs	Adoption of proper hygiene and sanitation practices Change of cultural belief that are not in line with proper hygiene practices	To motivate individuals, households and communities in the uptake behaviors that help them prevent water-borne diseases	Individuals Households Communities	Titsire kolorini mmadzi ogwiritsa ntchito pakhomo kuti tipewe Kolera; Gwiritsani ntchito water-guard m'madzi okumwa pakhomo kuti mupewe kolera Ukhondo ndi kumwa madzi osamalidwa bwino kumaiteteza ku matenda otsegula mmimba monga a Kolera Tisambe mmanja ndi sopo nthawi zonse : Tikachoka kuchimbudzi; Tikatha kusintha thewera la mwana;	Theatre for Development (drama) Jingles Radio programs (community radios) Billboards Newspaper (boma lathu) Brochures

					Tisanadye chakudya chiri chonse; Tisanadyetse mwana	
4) Poor urban planning resulting into flooding	Poor drainage system Inadequate enforcement of town by-laws and building regulations	Councils should enforce laws and building regulations to ensure proper urban planning Building inspectors in Councils should have knowledge in the appropriate building codes/standards to ensure safety of council residents	To promote proper urban planning	City, municipal and town councils/authorities	Proper implementation of urban planning can help reduce disasters	Advocacy pack/brochure Documentary Lobbying workshops

4) People have negative perception on weather information from climate change and meteorological services due to inexact/unclear messages in the past	More generalized weather forecasts Inability to capture extreme weather events In ability to clearly communicate extreme weather events	People adhere to actions proposed by department of climate change and meteorological services Met need to produce forecasts that are space and time specific Warnings from Met services should find way to the grass-root in good time and packaged in a manner that will be easily understood	To promote a positive attitude/ behavior towards expert information from climate change and meteorological services	Households and communities Local government	Atsogoleri, musanyozere uthenga wokamba za kusintha kwa nyengo kuchokera ku boma ndi akatswiri a zanyengo, kuti tipewe zotsatira za ngozi zogwa mwadzidzidzi. Tengani ndi kugwiritsani ntchito uthenga wa zanyengo mmoyo wanu tsiku ndi tsiku	Theatre for Development (drama) Jingles Radio programs (community radios) Billboards Newspaper (boma lathu/Fuko) Brochures

5) Lack of diversified means/channels of sharing disaster related messages by the climate change and meteorological department	Limited access to TV, radio weather warnings Many offices to pass on messages	Institutions use community participatory methods to disseminate messages to communities	To increase channels through which communities could be reached with expert information on climate and disasters	Local government Officials	Mverani alangizi a zanyengo pa wayilesi kuti mudziwe mmene nyengo isinthire ku dera kwanu Mvula ikagwa mowirikiza pemphani atsogoleri anu kuti afufuze ku boma ngati madzi asefukire kuti mukonzeke nthawi yabwino; Community participation and engagement is an effective way of informing communities on issues that affect them	Advocacy pack/brochure Documentary Lobbying workshops Community Radios Drama Groups
6) Lack of social amenities in proposed sites for relocation	Inadequate use of diverse and participatory means of engaging communities Conflicting policies	Relocation sites are developed with social amenities to support people that	To improve preparedness levels of government and key stakeholders in supporting the relocation of	Officials	Make social and development amenities available in designated places for relocation of	Advocacy pack/brochure Documentary Lobbying workshops

of flood victims;		are affected by disasters	people affected by disasters.		people affected by disasters;	
7) Poor management of catchment areas-poor farming practices, deforestation, cultivating in river banks	Lack of / limited livelihoods alternatives Inadequate preparation of relocation sites for people affected by disasters				Dzalani mitengo ndikusamala chilengedwe kuti muchepetse kuchuluka ndi kuopsa kwa madzi osefukira Kulima m'mbali mwa mtsinje kumawonjezera katundu yemwe angatayike madzi osefukira akafika. Provision of social and other development amenities in relocation places is good motivation for affected	

					populations to move;	
Drought: **Lack of sensitization on farming practices that are adaptable to droughts**	Inadequate knowledge on new farming techniques; Poor farming practices including cultivating along river banks and deforestation	Individuals, households and communities have the knowledge on new farming techniques; Stop deforestation and siltation; Individuals, households and communities adopt good farming practice Improve drought early warning	To sensitize households and communities to adopt appropriate farming techniques and practices;	Households Communities	Atsogoleri, dziwitsani anthu anu za kuyipa kwa mchitidwe woononga nkhalango kuti tipewe chilala; Kudula mitengo mwachisawawa kumawononga nthaka, tisamalire zachilengedwe zathu kuti tikhale ndi mvula yokwanira. mitengo chimathandiza kusunga madzi munthaka Gwiritsani njira zaulimi	Theatre for Development (drama) Jingles Radio programs (community radios) Billboards Newspaper (boma lathu) Brochures

					zamakono kuti mutetezedwe kumavuto akuchepa kwa mvula Limani mbeu zolimbika ku ng'amba Ulimi wanthirira umathandiza munthawi yomwe mvula yavuta. Gwiritsani ntchito madzi mosamala! Crop weather insurance	

Inefficient drought early warning system;	Poor equipment and inappropriate communication mechanisms; Ineffective coordination between Met and agricultural services; Outdated drought monitoring system	Improve capacity of drought monitoring system; Improve Met/ Agriculture/ Water services coordination; Households and communities with knowledge on early warning systems should have appropriate communication mechanism;	To improve knowledge levels on early warning systems;		Ndi udindo wa boma kuyika ndondomeko zodziwitsa anthu ngati mvula ivute m'madera mwawo	Drama Jingles Billboards Radio programs Brochures
Strong winds	Sub-standard infrastructure and poor workmanship; Bare open ground due to deforestation	Improved infrastructure and good workmanship; Reforestation	To prevent buildings/infrastructure from being demolished by strong winds	Households Communities	Mitengo imathandiza kuchepetsa mphamvu ya mphepo ya nkutho. Tiyeni tisamale mitengo	Drama Jingles Billboards Radio programs Brochures
Hailstorms	Poor building standards;	Afforestation	To prevent/reduce destruction of	Households Communities	Mitengo ndi chilengedwe zimathandiza	Drama Jingles Billboards

	Bare open ground due to deforestation and environmental degradation	Avoid wanton cutting down of trees; Sustainable land management practices	crops and infrastructure		kuchepetsa mphamvu ya mvula ya matalala ndi mphepo Chilengedwe chimateteza nthaka kuti isakokoloke mvula ndi mphepo zikachukula	Radio programs brochures
Electrical storms/ Rains accompanied with lightning	Inadequate knowledge about lightning's causes and dangers Inadequate knowledge on prevention of lightning strikes Cultural beliefs	Infrastructure should have lighting arrestor; Knowledge of lightning's causes, dangers and safety from its impacts	To prevent damages by electrical storms	Households Communities; Industries	Makolo onetsetsani kuti ana sakusewera pa mvula ya ziphaliwali; Kudikira mvula pansi pa mtengo ndi koopsa, ziphakiwali zimatsata mitengo	Drama Jingles Billboards Radio programs Brochures
Climate change	Inadequate knowledge of climate change issues and impacts Environmental degradation Population boom	Knowledge of climate change issues Sustainable environment and natural resource management	Lessen the impact of climate change (improve climate change mitigation and adaptation)	Households Communities;	Nyengo yasinthadi. Mvula ya nkuntho ndi yowononga ikuchuluka ndi kusintha kwa nyengo. Tiyeni	Drama Jingles Billboards Radio programs Brochures Maximising the use of district climate

	No proper packaging of climate change impacts and responses on what communities can do to address the impacts of climate change Opportunity arising from climate change not utilized	Control population growth rate			tisamale chilengedwe kuti tichepetse vutoli Mvula ikuyembekezeka kusowa mmadera ena ndi kusintha kwa nyengo. Tiyeni tisamale madzi amunthaka posamala chilengedwe ndi mitengo	information centres in Karonga, Kasungu, Salima Zomba,Mulanje, Chikwawa, Nsanje
Transport **Lack of sensitization on road safety education;** **Lack of a bonafide system for issuing of driving licenses;**	Limited knowledge on road safety rules and signs; Very low practice of proper road safety rules Corruptible license awarding mechanism;	A population with high levels of knowledge on road safety rules, and follows them; Corrupt free issuing and awarding of vehicle driving licenses;	To improve knowledge levels of citizens on appropriate road safety rules; To motive individuals to contribute to reduction of road accidents comply and practice proper road safety rules;	Individuals Households Communities Institutions	Kodi galimoto yanu ilibwino kukafika komwe mukupita? A polisi gwirani ntchito motsatira malamulo kuti titeteze miyoyo ya oyenda pamsewu	Training/works hops Jingles Posters Boma lathu Comedians (radio programs)

Industrial **Lack of integrated disaster risk management into infrastructure construction- e.g. hydrants, emergency exits, fire extinguishers; assembly points;** **Inadequate drills and simulation exercises by institutions or organizations;**	Poor electrical installations Sub-standard infrastructure Poor safety management Poor enforcement of construction regulations by city councils;	Proper electrical installations Standard infrastructure Reinforced safety management	To reduce industrial accidents	Industries Vendors in the markets	Osayandikira pamene pachitika ngozi ya mafuta ndi mankhwala owopsa amadzi	Radio and Television Programs Mystery Shoppers Posters Billboards Flyers Trainings/work shops and Focus groups Open days (drama) Paydays/payp oints Newsletter Website Boma lathu newspaper
Accidents: **Lack of sensitization on road safety education;** **Lack of a bonafide**	Limited knowledge on road safety rules and signs; Very low practice of proper road safety rules	A population with high levels of knowledge on road safety rules, and follows them;	To improve knowledge levels of citizens on appropriate road safety rules;	Individuals Households Communities Institutions		Training/works hops Jingles Posters Boma lathu Comedians (radio programs)

system for issuing of driving licenses;	Corruptible license awarding mechanism;	Corrupt free issuing and awarding of vehicle driving licenses;	To motive individuals to contribute to reduction of road accidents comply and practice proper road safety rules;			
Fires: **Limited preparedness by the fire brigade to put out fire;** **Inadequate capacity by fire brigade to respond to fire outbreaks;** **Lack of knowledge by citizens on fire fighting mechanisms;** **Abuse of public service/toll**	Lack of information on basic actions to stop a fire; Limited opportunities for simulation of fire fighting methods. Lack of management will in organizations/instituti ons to have fire fighting simulations and gadgets	People that are able to conduct basic fire fighting techniques; People with knowledge on whom to contact in case of fire outbreak Institutions embracing a fire outbreak prevention policy.	to build capacity of citizens/workers /households in detecting and combating fire outbreaks; to promote engagement between fire brigade institution and households/inst itutions	House holds Communities Work places Fire Brigade		Radio and Television Programs Drama Jingles Posters Boma Lathu Flyers Billboards

free numbers for police or fire department by citizens; Civil Strife; **Lack of preparedness by medical personnel to support people injured during civil strife; Lack of civic education to demonstrators and manner it should be undertaken;** Refugees/illegal immigrants	Differences in political ideologies Credibility of results/rigging Poor collaboration by government, civil society organizations and security forces prior or during civil strife;	Political tolerance	Promote political tolerance	Households Communities Politicians Political party leadership		Drama Jingles Billboards Radio programs Flyers Posters
Disease Outbreaks: Poor hygiene and sanitation practices;	Cultural beliefs; Lack of knowledge on the benefits of proper hygiene and sanitation practices;	A population that practices proper behaviors and are aware of	To promote uptake of positive behaviors that promote hygiene and		Titsire kolorini mmadzi ogwiritsa ntchito pakhomo kuti tipewe Kolera;	Radio and Television Programs Mystery Shoppers Posters

Poor water handling practices; **Open defecation as opposed to use of pit latrines;** **Poor hand washing practices**		the effects of poor hygiene and sanitation practices;	sanitation with aim of reducing incidences of disease outbreaks		kumwa madzi osamalidwa bwino kumatiteteza ku matenda otsegula mmimba a Kolera Tisambe mmanja ndi sopo nthawi zonse : Tikachoka kuchimbudzi; Tikatha kusintha thewera la mwana; Tisanadye chakudya chiri chonse; Tisanadyetse mwana	Billboards Flyers Trainings/work shops and Focus groups Open days (drama) Paydays/payp oints Newsletter Website Boma lathu newspaper

Chapter 4: Implementation Arrangements of NDRMCS

4.1   Introduction

mplementation of the communication strategy will utilize already existing structures for the implementation of disaster risk management programs and activities in the country at all levels. The overriding objective is deepening understanding and knowledge on issues concerning DRM to stimulate positive response actions. In order to achieve this objective, DoDMA will strengthen coordination at local and nation levels.

4.2   Coordination

The implementation of the strategy will use existing coordination arrangements at various levels in the country as outlined in the Operational Guidelines for DRM.

4.2.1   National Level Coordination

At national level, the following are the coordination arrangements will be used :

4.2.1.1   Cabinet Committee on Social Development and HIV and Aids

This is the highest DRM policy and decision making body. Its mandate is to advise the Cabinet on DRM and on the direction the country should take to improve resilience to disasters. The committee discusses DRM issues before they are presented to the Cabinet. In addition, the Committee should also advise and communicate with the Cabinet on DRM issues to enable them to better understand DRM and how the country can adapt to its impacts.

4.2.1.2   Parliamentary Committee on Agriculture, Environment and Natural Resources Management (PCANR)

This is a forum for discussing DRM issues at the legislative level. Its role is to promote the participation of local communities especially women and youth in DRM based on principles of democracy and good governance. The role of PCANR should be extended to promoting relevant information on DRM issues to the local communities, resource mobilization, and facilitation of political will on DRM.

4.2.1.3 National Disaster Preparedness and Relief Committee

Principal Secretaries of all line ministries comprise the membership of the National Disaster Preparedness and Relief Committee (NDPRC), chaired by the Chief Secretary. It is comprised of no less than three and no more than five representatives of non-governmental organizations, appointed by the minister. The NDPRC is responsible for matters of policy and resource mobilization on DRM issues in general.

In relation to the communication strategy, the NDPRC will be responsible for providing guidance and direction to DoDMA and the NDPR Technical Committee in line with implementation of the DRM communication strategy. It will also play a critical role in resource mobilization for the implementation of the strategy as well as undertaking higher-level advocacy.

4.2.1.4 National Disaster Preparedness and Relief Technical Committee (National DRM Platform)

The National Disaster Preparedness and Relief Technical Committee (NDPR TC) is a multi-stakeholder committee. It serves as an advocate of DRM; provides advice and technical support; and is the coordinating mechanism for mainstreaming DRM into sustainable development policies, planning and programs. It aims to contribute to the establishment and development of a comprehensive Disaster Risk Management System for Malawi.

The NDPR TC is chaired by the Secretary and Commissioner of the Department of Disaster Risk Management Affairs, and functions in accordance with terms of reference, stipulated in the Operational Guidelines for DRM. The NDPR TC is composed of designated senior representatives who are formally appointed to serve on the NDPR TC as the disaster risk management focal points for their government line ministries and departments, civil society organizations, scientific and academic institutions, the private sector, UN agencies, donor community and the mass media. The NDPR TC will serve as the National Platform for Disaster Risk Management.

With regards to the NDRMCS, the Platform will provide technical direction on the Communication Strategy, formulate operational plans, mobilize resources, build capacity of district structures, communicate DRM issues to district structures and generate and disseminate DRM information

4.2.1.5 Information and Communication Technical Subcommittee

The Information and Communication Technical Subcommittee will be the custodian and lead in issues concerning communication among stakeholders and communities, as well as media relations. The Technical Committee shall execute tasks according to the hazard phase and its mandate. Other technical subcommittees will also have functions to perform in terms of communication and it is critical that information sharing is encouraged among all technical subcommittees. The technical subcommittees are: Agriculture and food security; Health and nutrition; Water and sanitation; Early

warning; Search and rescue; Education; Protection; Coordination and assessment; Media and publicity; Transport and logistics; and Spatial planning, shelter and camp management.

The following are the major roles of the Technical Sub-Committee on Information and Communication:

- Facilitate public awareness and outreach programs in order to ensure that communities at all levels are informed on hazards

- Assist in conducting capacity building for communities and district councils on early warnings and interpretation of early warning signs

- Conduct post disaster information dissemination

- Facilitate innovation and education to build a culture of safety and resilience at all levels

- Facilitate media training and reporting on disaster risk management

- Work closely with other Technical Committees to bridge information gap among stakeholders

- Ensure that District Information Officers (DIOs) have the capacity to respond effectively and efficiently to issues of disaster by creating an informative environment for all communities and stakeholders

- Facilitate dialogue, coordination and information exchange between disaster risk management stakeholders, communities and development partners

- Facilitate the production and dissemination of DRM Information, Education and Communication (IEC) materials

4.2.2   Department of Disaster Management Affairs

The Department of Disaster Management Affairs in the Office of President and Cabinet has the mandate to coordinate DRM programmes in the country in order to improve and safeguard the quality of life of the Malawians, especially those vulnerable to and affected by disasters. DoDMA has the primary responsibility for managing and coordinating the implementation process of DRM programs in the country. DoDMA serves as the Secretariat for the NDPRC, NDPR TC, and chairs the NDPR TC.

In terms of the NDRMCS, DoDMA will coordinate communication activities, providing linkages between platform and local structures in implementation of communication activities provide secretarial services on the Communication Strategy and capacity building. DoDMA will play a key role in monitoring and evaluation of implementation of the Communication Strategy.

It is, therefore, critically important to ensure that it has adequate and suitably qualified human resources as well as the necessary infrastructure and equipment to enable it to fulfill its communication responsibilities.

4.2.3   Decentralized DRM Structures

Disaster Risk Management Committees known as Civil Protection Committees (CPCs) will be responsible for coordinating the implementation of the NDRMCS at City, Municipal, District, Area and Village levels. Decentralized DRM structures are key in the implementation of the NDRMCS as they directly interact with the primary audience. It is essential that they have sufficient capacities, including human, material and financial resources to ensure that the NDRMCS is implemented.

Key functions of the decentralized DRM structures will include:

- Planning and coordinating implementation of NDRMCS
- Information generation and dissemination
- Planning and implementing capacity-building initiatives related to NDRMCS
- Providing a mechanism for effective management of DRM information
- Implement a monitoring and evaluation framework for DRMCS at their level

4.2.4   Development partners, CSOs, the media, academic and research institutions

Civil Society Organizations, private sector, development partners, media and academia and research institutions are some of the critical partners in a disaster risk management system that already play an important role in the country's development and in building sustainable livelihoods. Disasters affect the public and private sector alike and partnerships between government and the private sector can contribute measurably to reducing disaster losses through the sharing of skills and resources and engaging in joint developmental initiatives that build resilience. Development partners will assist in funding disaster risk management programs at all levels, as well as in providing technical support. The media will play an important role in public awareness, early warning information dissemination as well as the promotion of disaster risk management programs in the country. The academia and research institutions will play an important role in training, knowledge management and sharing and research in DRM. They all have important roles to play in the implementation of the NDRMCS.

4.3   Resources Required

The effective and efficient implementation of this Communication Strategy will require adequate resources in the following areas:

4.3.1   Human Resources

The implementation process will require sufficient and well trained human resources. . DoDMA will therefore play a key role in ensuring that there is adequate capacity, among different stakeholders at different levels for the successful implementation of the Communication Strategy.

4.3.2   Financial Resources

Adequate and timely financial resources will be required to operationalize the NDRMCS. The implementation plan provides approximate financial requirements for carrying out of the planned activities. While appropriate resources might be provided for from the national allocation, a resource mobilization initiative will need to be developed in order to solicit additional funds from development partners, private sector, civil society organizations and other stakeholders. In addition, stakeholders will be encouraged to incorporate DRM information and awareness initiatives into their various programs.

4.3.3   Material Resources

Effective dissemination of the information will require utilization of different tools and channels of communication. Availability of necessary materials and communication equipment is essential for the successful generation and dissemination of DRM information. Therefore, it is important to ensure the identification and acquisition of appropriate tools and equipment to achieve the desired goal.

4.4   Implementation Plan

The implementation of the NDRMCS requires the involvement of all key stakeholders, including those that the message is being targeted at. However, the Information and Communication Technical Sub-Committee (I&C – TSC), which is chaired by the Ministry of Information and Civic Education, will take a joint leading role with DoDMA in ensuring that the communication strategy is implemented. Key to this will be to ensure that as many stakeholders as possible are aware about the communication strategy to promote ownership and facilitate its smooth implementation. Critical to the implementation of the strategy will be the availability of resources (human, financial and material). As such, deliberate efforts will be made to engage development partners, private sector, government and civil society. The strategies and activities outlined under the implementation plan will utilize different tools and channels of communication as outlined in chapter 3.

NDRMCS Implementation Plan

Objectives	Outputs	Activities	Period					Responsible	Funds	
			Yr 1	Yr 2	Yr 3	Yr 4	Yr 5		MWK	US$
1. To create awareness among stakeholders on disaster risk management	1.1. Communication channels for disseminating DRM information established and strengthened	1.1.1. Establish DRM clubs in secondary, primary and tertiary education institutions	X	X	X	X	X	DoDMA, MoEST, CSOs	37,472,500	120,879
		1.1.2. Develop and implement DRM competitions targeting specific groups of people, such as the media, learners, artists and general public	X	X	X	X	X	DoDMA, MoICE, MoEST, COSOMA, MAWU, CSOs, media, DCs	43,225,000	139,435
		1.1.3. Develop IEC materials on DRM tailored for different segments of the society	X	X				I&C-TSC, DoDMA, CSOs	9,750,000	31,452
		1.1.4. Utilize social media to disseminate DRM information	X	X	X	X	X	I&C-TSC, DoDMA, CSOs	3,250,000	10,484

		1.1.5. Conduct debates and community social dialogue on DRM	X	X	X	X	X	I&C-TSC, DoDMA, CSOs, DCs	21,450,000	69,194
		1.1.6. Engage institutions with resource centres to own and artistically display information on DRM	X	X	X	X	X	I&C-TSC, DoDMA, CSOs	4,550,000	14,677
	1.2. Stakeholders sensitized on DRM	1.2.1. Disseminate IEC materials on DRM tailored for different segments of the society	X	X	X	X	X	I&C-TSC, DoDMA, CSOs, DCs, CPCs	69,225,000	223,306
		1.2.2. Conduct visits for ministers, Parliamentarians to disaster risk reduction project areas	X	X	X	X	X	I&C-TSC, DoDMA, CSOs, DCs	32,500,000	104,839
		1.2.3. Conduct visits for media and development partners to disaster risk reduction project areas	X	X	X	X	X	I&C-TSC, DoDMA, CSOs, DCs	16,250,000	52,419
		1.2.4. Hold community meetings on DRM	X	X	X	X	X	I&C-TSC, DoDMA, CSOs, DCs, CPCs	18,492,500	59,653

	1.3. DRM information tailor-made towards vulnerable groups promoted and developed	1.3.1. Engage the media in generation and dissemination of DRM information	X	X	X	X	X	I&C – TSC, DoDMA, NAMISA, AEJ, media	18,525,000	59,758
		1.3.2. Develop and disseminate DRM information for special needs groups	X	X	X	X	X	I&C-TSC, DoDMA, MoDEA, MoGCCSW, CSOs, DCs	20,800,000	67,097
		1.3.3. Promote the development and utilization of indigenous means of communicating	X	X	X	X	X	I&C-TSC, DoDMA, DCCMS, MoGCCSW, CSOs, DCs		
2. To promote the adoption of positive DRM behaviors among stakeholders	2.1. Lessons and knowledge on DRM produced and shared	2.1.1. Establish and timely update a national DRM website	X	X	X	X	X	DISTMIS, DoDMA, I&C – TSC	16,250,000	52,419
		2.1.2. Conduct quarterly lessons learnt workshops and campaigns	X	X	X	X	X	DoDMA, SWG, NPDRM	39,975,000	128,952
	2.2. DRM mainstreamed in education and	2.2.1. Engage the media in generation and dissemination of DRM information	X	X	X	X	X	I&C – TSC, DoDMA, NAMISA, AEJ, media	27,300,000	88,065

	information programs	2.2.2. Hold DRM open days and DRM weeks	X	X	X	X	X	DoDMA, I&C – TSC, SWG, NPDRM, media, DCs	49,985,000	161,242
		2.2.3. Integrate DRM in school curricula	X	X	X	X	X	DoDMA, MoEST, MIE, Universities, CSOs	61,750,000	199,194
		2.2.4. Conduct training for organizations involved in communication on integration of DRM issues in their activities	X	X	X	X	X	I&C – TSC, DoDMA, DCs	19,500,000	62,903
3. To strengthen the capacity of stakeholders in the development and communication of DRM information	Different stakeholders involved in the generation and dissemination of DRM information	Disseminate information using local means like traditional dances, drama, sporting events	X	X	X	X	X	DoDMA, District Councils	195,000,000	629,032
		Produce and broadcast DRM dedicated radio and TV programs	X	X	X	X	X	DoDMA, Ministry of Information and Civic Education	190,000,000	612,903
		Establish and train a team of DRM trainers	X	X				DoDMA, CSOs	21,000,000	67,742

		Activity						Responsible	Budget (MWK)	Budget (USD)
		Conduct stakeholder training workshops on DRM						DoDMA, CSOs	60,000,000	193,548
		Conduct exchange visits and study tours for decentralized DRM structures						CSOs, DoDMA, Development Partners	31,000,000	100,000
	Capacity building activities targeting various stakeholders implemented	Develop a national DRM training manual						DoDMA, I&C TC, DCs, CSOs	10,000,000	32,258
		Train extension workers to integrate DRM information generation and dissemination in their day-to-day activities	X	X	X			District Councils, CSOs, DoDMA	75,000,000	241,935
		Train communities and vulnerable groups (women, children, disabled, aged) to play key roles in DRM information generation and dissemination	X	X	X	X	X	CSOs, DoDMA	63,000,000	203,226
		Train civil protection committees at all levels to champion DRM	X	X	X	X	X	CSOs, DoDMA	75,000,000	241,935

		information generation and dissemination								
4. To improve coordination, collaboration and networking of DRM communication interventions	Coordination between DRM stakeholders improved	Facilitate the establishment of DRM forums and networks for information generation and sharing	X	X				District Councils, CSOs, DoDMA	9,000,000	29,032
		Hold quarterly coordination meetings for the NDPR-TC	X	X	X	X	X	DoDMA	16,000,000	51,613
		Hold bi-annual meetings for the NDPRC	X	X	X	X	X	DoDMA	14,000,000	45,161
	A conducive environment that will ensure DRM practitioners have a level playing field is created	Involve a wider range of stakeholders in information dissemination during DRM days such as the International Day for Disaster Reduction and World Humanitarian Day	X	X	X	X	X	DoDMA, Development Partners, CSOs	23,000,000	74,194
		Conduct period symposium for information and lessons sharing on DRM good practices	X			X		Development Partners, DoDMA	120,000,000	387,097

Total Budget Estimate	1,412,250,000	4,555,645

Chapter 5: Monitoring and Evaluation

5.1   Introduction

To track progress in the implementation of the communication strategy and also ensure that any key challenges are identified and resolved during its implementation, a monitoring system for the implementation of the NDRMCS will be in place. A monitoring and evaluation framework has been developed for the implementation of the NDRMCS.

The baseline for most of the outputs is at a lower level but through the implementation of the NDRMCS, the nation envisages reaching out to a wider range of stakeholders with information that will promote behavioral change, adoption of positive practices and change negative attitudes that are increasing the nation's vulnerability to disasters.

Since monitoring is a continuous process, it is imperative that stakeholders that will be implementing the NDRMCS should factor in monitoring as a core activity in their programmes. The M&E framework will be used by those implementing the strategy but will also assist those providing financial resources, the target audience and other interested groups in measuring progress towards achieving the overall objective of the NDRMCS.

5.2   M & E Framework

Output	Performance Indicator	Target	Baseline	Frequency	Means of Verification	Assumptions / Risks
Objective 1: To create awareness among stakeholders on disaster risk management **Strategic Output 1.1: Communication channels for disseminating DRM information established and strengthened**						
1.1.1 **DRM clubs in secondary, primary and tertiary education institutions established and strengthened**	No. of DRM clubs established No. of active DRM clubs	Primary: 5 per districts Secondary: 3 per district Tertiary: 1 national	 0	Annual	Annual reports	Willingness of schools to establish clubs Interest of students to participate in the clubs
1.1.2 **DRM competitions targeting specific groups of people, such as the media, learners, artists and general public implemented**	No. of competitions conducted No. of stakeholders participating in the competitions	Media: 1 Schools: 1 Artists: 2 over 5 years Public: 3 over 5 years	0 0 0 0	Annual Annual	Annual reports Media publications	Availability of funds Willingness of stakeholders to participate
1.1.3 **IEC materials on DRM tailored for different**	No. of tailor-made IEC materials produced	Brochures: 1000 Leaflets: 1000		Annual	IEC materials	Availability of financial resources

	segments of the society developed		Newsletters: 1000 Calendars: 1000 Jingles: 1				
1.1.4	**Social media utilized to disseminate DRM information**	No. of social media accounts created No. of likes/members on social media page	FACEBOOK: 1 2000 members Twitter: 1 500 followers You-tube: 1 200 viewers	0 0 0	Annual	Social media accounts created Page-traffic reports	Target stakeholders have access to social media
1.1.5	**Debates and community social dialogue on DRM conducted**	No. of debates conducted No. of community social dialogues conducted	Debates: 5 Community social dialogues: 5	0 0	Annual	Annual reports	Availability of funds Active participation of stakeholders
1.1.6	**Institutions with resource centres engaged to**	No. of institutions engaged No. of resource centres provided	NICE resource centres: 8	0	Annual	DRM material distribution reports	Availability of adequate DRM materials

artistically display information on DRM	with materials on DRM	District climate change information centres: 7	0				Availability of resources Each District has a CC and Community information centre
		National Library 3	0				
		School library: 1000	0				
		Community Resource Centres: 10	0				
Strategic Output 1.2: Stakeholders sensitized on DRM							
1.2.1 **IEC materials on DRM tailored for different segments of the society disseminated**	No. IEC materials disseminated	Brochures: 1000		Annual	DRM material dissemination reports	Availability of DRM materials	
		Leaflets: 1000	0				
		Newsletters: 1000	0				
		Calendars: 1000	0				
		Jingles: 1	0				
1.2.2 **Visits for ministers,**	No. of visits conducted	Ministerial visits: 1	0	Annual	Field reports	Availability of funds	

	Parliamentarians to disaster risk reduction project areas conducted	No. of participants by category	Ministers: 5 MPs Visits: 1 MPs: 15	0	Annual		Schedule of Ministers is free
1.2.3	**Visits for media and development partners to disaster risk reduction project areas conducted**	No. of visits conducted No. of media productions on the visit No. of media houses	Media Visits: 1 Development Partners Visits: 1 Media productions: 6 Media Houses: 6	0	Annual Annual	Field reports Media productions	Availability of funds Willingness to participate
1.2.4	**Community meetings on DRM held**	No. of community meetings held	Community Meetings: 5 per district	0	Annual	Annual reports	Willingness to participate
Strategic Output 1.3: Promote the development and dissemination of DRM information tailor-made towards vulnerable group							
1.3.1	**The media engaged in generation and dissemination**	No. of media houses engaged in generation of DRM information No. of media houses engaged in	Media Houses: 6	0	Annual	Reports Publications Programmes	Availability of funds Willingness of media houses to participate

	of DRM information	DRM information dissemination					
1.3.2	**DRM information materials for special needs groups developed and disseminated**	No. of DRM information materials developed No. of DRM information materials disseminated	DRM materials in Braille: 1000	0	Annual	DRM materials in Braille	Availability and willingness of personnel to develop the materials

Objective 2: To promote the adoption of positive DRM behaviors among stakeholders
Strategic Output 2.1 Encourage sharing of lessons, best practices on DRM

2.1.1	**DRM website created and timely updated**	Functional website in place	1	0	Quarterly	Website Web-traffic reports	Dedicated personnel to periodically update website
2.1.2	**Annual lessons learnt workshops and campaigns conducted**	No. of workshops	1	0	Annual	Annual activity reports	Willingness of stakeholders to share experiences

Strategic Output 2.2: Create synergies and mainstream DRM in education and information programs

2.2.1	**Engage the media in generation and dissemination**						

	of DRM information						
2.2.2	**DRM open day held**	No. of DRM open days held	1	0	Annual	Annual reports	Availability of adequate resource
2.2.3	**DRM integrated in school curricula**	No. of subjects with DRM elements	Primary school: 3 Tertiary: 4		Dependent on parent institutions	Syllabuses and textbooks	Curriculum will be reviewed
2.2.4	**Institutions involved in communication trained on integration of DRM issues in their activities**	No. of institutions trained No. of institutions adopting DRM issues in their activities	Institutions: 5	1	Annual	Reports	Willingness of Institutions to integrate DRM
Objective 3: To strengthen the capacity of stakeholders in the development and communication of DRM information **Strategic Output 3.1: Involvement of different stakeholders in the generation and dissemination of DRM information promoted**							
3.1.1	**Information disseminated through events using local means like traditional**	No. of events	15	0	Annual	Reports	Willingness of stakeholders to participate Availability of resources

		dances, drama, sporting events						
3.1.2	**DRM dedicated radio and TV programs produced and broadcasted**	No. of radio programs produced No. of TV programs produced No. of Radio programs broadcasted No. of TV programs broadcasted	Radio productions: 1 TV productions: 1 Radio broadcasts: 13 TV broadcasts: 13	0	Annual	Radio and TV productions Radio and TV broadcasts	Availability of funds
3.1.3	**A team of DRM trainers established and trained**	Team of Trainers established No. of DRM trainers trained	Establishment: 1 over 5 years Trainers: 15		Annual	Training Reports	Availability of resources Commitment to participate
3.1.4	**Stakeholders trained in DRM through workshops**	No. of stakeholders trained	Stakeholders trained: 30		Bi-annual	Workshop Reports	Availability of resources Commitment to participate

3.1.5	**Exchange visits and study tours for decentralized DRM structures conducted**	No. of exchange visits No. of study tours	Exchange visits: 1 Study Tours: 1		Annual	Reports	Funds availability
Strategic Output 3.2: Conduct capacity building activities targeting various stakeholders							
3.2.1	**A national DRM training manual developed**	No. of training manual developed	Training Manual: 1	0	Annual	Training Manual	Adequate Resources availability
3.2.2	**Extension workers trained to integrate DRM information generation and dissemination in their day-to-day activities**	No. of extension workers trained	Extension Workers: 30 per district	0	Annual	Training Report	Availability of adequate resources
3.2.3	**Community and vulnerable groups leaders trained (women, children, disabled, aged)**	No. of community leaders trained No. of vulnerable groups leaders trained	Communities trained: 10 per district Vulnerable groups: 10 per district	0 0	Annual	Training Reports	Availability of adequate resources

	to play key roles in DRM information generation and dissemination						
3.2.4	**Civil protection committees trained at all levels to champion DRM information generation and dissemination**	No. of CPCs trained	CPCs trained: 8 per district		Annual	Training Reports	Availability of adequate resources Willingness to participate

5. Objective 4: **To improve coordination, collaboration and networking of DRM communication interventions**

Strategic Output 4.1: Coordination mechanisms that engage all DRM stakeholders created

4.1.1	**Establishment of DRM forums and networks for information generation and sharing**	No. of DRM forums established	DRM Forums: 3		Annual	Reports	Availability of resources
4.1.2	**Quarterly coordination meetings for**	No. of NDPR-TC coordination meetings	Coordination Meetings: 4	0	Annual	Quarterly reports	Availability of adequate resources

	the NDPR-TC held						
4.1.3	Bi-annual meetings for the NDPRC held	No. of NDPRC meetings	Meetings: 2	0	Annual	Bi-Annual Reports	Availability of adequate resources
Strategic Output 4.2: Creating a conducive environment that will ensure DRM practitioners have a level playing field							
4.2.1	A wider range of stakeholder involved in information dissemination during DRM days such as the International Day for Disaster Reduction and World Humanitarian Day	No. of stakeholders involved	Media Houses: 6 Development Partners: 10 CSOs: 30 Private Sector: 5 Government Ministries and Departments: 12 DCs: 15	0	Annual	Reports	Availability of adequate resources Stakeholders' willingness
4.2.2	Periodic symposium for information	No. of periodic symposiums	Symposium: 2 for 5 year period	0	Every 2.5 years	Symposium Report	Adequate resources availability

and lessons sharing on DRM good practices conducted						Stakeholders' willingness

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