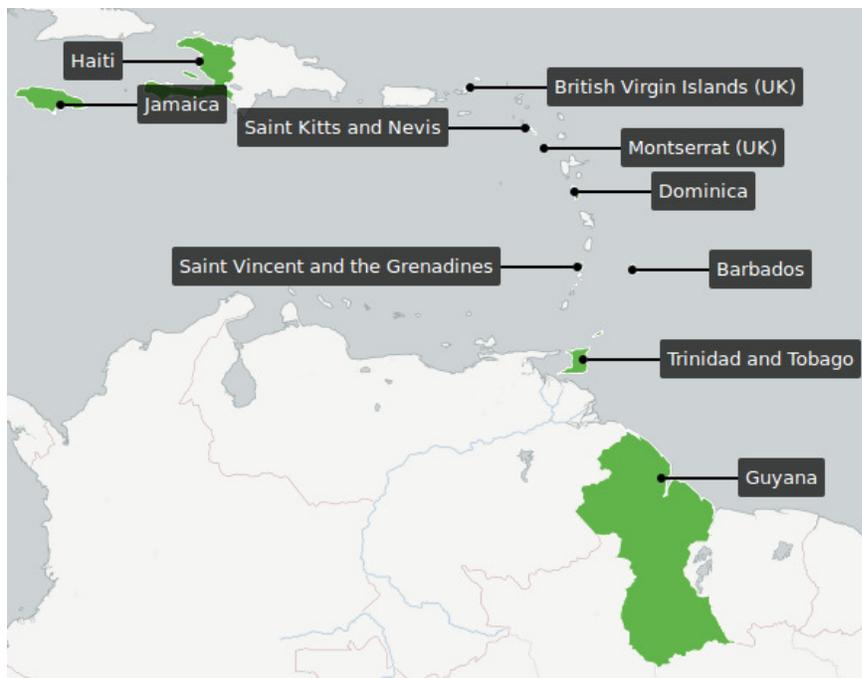


IDDR media coverage Caribbean



Introduction

2014 has been the final year in the four-year “Step-Up” Campaign on IDDR, which raises awareness and advocates for inclusive disaster risk reduction, each year focusing on the role of important actors such as – Children and Young People (2011), Women and Girls (2012), People living with Disability (2013) and Older Persons (2014). The vital need to acknowledge them as a resource for resilience and ensure their equal participation in resilience building needs to be recognised.

Global changes are increasing disaster risk and this is happening alongside rapid population growth and population ageing. Today, people aged over 60 constitute 11 per cent of the global population. By 2050, this proportion will have doubled to 22 per cent. This collision of increasing global disaster risk and increasing numbers of exposed older persons must be addressed at every level of disaster management planning to ensure that the impact of disaster does not continue to grow along with these trends.

To provide advice to the UN Special Representative for Disaster Risk Reduction on DRR, UNISDR has convened a group of older persons representing various regions of the world. The group provided feedback on the various activities proposed under the IDDR 2014, and will provide advice related to the preparations for the 3rd UN World Conference on DRR in Sendai, Japan.

HelpAge International, a network of organizations working for and with older persons in 70 low- and middle-income countries around the world, has been the main UNISDR partner in the IDDR 2014 celebrations.

The main activities proposed under IDDR 2014 are:

1. Global Campaign Strap Line “Resilience for Life”, IDDR 2014 Website (<http://www.unisdr.org/2014/iddr/>) and Media Pack.
2. Global and National Celebrations and Minimum Standards for Age Inclusive DRM “Pledge”. As part of IDDR, a number of events including the participation of national and local governments around the world have taken place. An international Conference was held in Jamaica on 13-14 October, organized by the USAID, UNISDR and HelpAge. In addition to the Conference, national celebrations have been an opportunity to highlight the importance of resilience and aging. Government ministers and senior civil servants responsible for disaster risk are encouraged to sign a pledge acknowledging the specific vulnerabilities and also the contributions older persons can make to disaster risk management and climate change adaptation.
3. Age inclusive disaster risk management survey. HelpAge and UNISDR have jointly developed and designed a survey and disseminated it to all of its regional offices, partners

and affiliates throughout its network. The objectives are to inform the pledge and to create data and opinion for media content.

4. Global Age Watch Index – Index for aging and disaster exposure and vulnerability. HelpAge each year produces a global age index of where the vulnerabilities and exposure are highest for older persons, due to a number of factors and a report is produced. As a special feature this year's index is the inclusion of a rank on older person's vulnerability and also countries' exposure to hazards to create a ranking and map of aging and exposure and vulnerability to disasters.
5. Media Products. Films utilising interviews and some of HelpAge's and UNISDR's existing materials, and one animation to depict the vital role older persons can play in community risk assessments have been produced.
6. “Disaster resilience in an ageing world” Publication¹. This publication aims to promote age-inclusive resilience-building among practitioners and policy-makers.

Preliminary Survey results

The Age inclusive disaster risk management survey was administered 15 August and in 2 weeks gathered 226 responses from older persons (first part of the survey) and 141 responses from policy makers and government officials (second part of the survey).

The preliminary results² outline the following findings from the first part of the survey:

1. According to the older persons that undertook the survey, climate induced hazards are the most recurrent, namely floods, cyclones, typhoons and heat waves.
2. Older persons have capabilities to prepare for disasters, but they need social support systems.
3. Ageing population prefers to receive Early Warnings through TV and radio. Sirens are the less preferred system.
4. The older people that responded to the survey have strong interest in advising decision makers in disaster risk reduction about their specific needs, but they have limited knowledge of who is the responsible agency in their community. Participation of the older

1 <http://www.unisdr.org/2014/iddr/documents/DisasterResilienceAgeingWorld.pdf>

2 http://www.unisdr.org/2014/iddr/documents/IDDR14_DraftSurveyReport.pdf

people in disaster preparedness planning is low. Mobility constrains, lack of information and gender inequality are some of the causes for this low level of participation.

Findings from the decision makers and government officials part:

1. The types of hazards most affecting older people according to decision makers are floods, earthquakes and landslides. This varies from the perception of older people, who selected mostly climate related hazards.
2. Most of the policy makers consider that older persons are more affected by hazards due to poor mobility, poor eyesight and hearing, lack of access to information, and low income.
3. Most of the policy makers believe that older persons should be given special considerations to include their specific vulnerabilities to disasters and to capitalize on their special knowledge and experience.
4. There is the need to improve understanding of older persons and their communities among policy makers.
5. Provision of specific support for older persons should be a priority in DRR policies and programmes.
6. DRR policy making process should be more inclusive and accessible.

Charter 14 for Older People in DRR – Resilience for Life

The Charter 14 on Older People in Disaster Risk Reduction (DRR)³ has been developed through consultations with governments, NGOs, DRR and ageing experts as well as older men and women.

The Charter focuses on the adoption of three key principles of an inclusive approach to DRR. It calls for stronger commitment from governments, donors and organisations to act on the shortcomings in DRR policies, strategies and practices that often insufficiently respond to older people's disaster risks. They must acknowledge and fulfill older people's rights and engage older people's capacities and contributions.

The Charter 14 calls for inclusive approach, taking into consideration that:

1. older persons have specific requirements that must be understood and responded to,
2. older people's vulnerabilities and capacities are often overlooked,

³ <http://www.unisdr.org/2014/iddr/documents/Charter14.pdf>

3. and that older people's knowledge, skills and wisdom need to be acknowledged and valued.

The Charter 14 also proposes fourteen minimum standards underpinning the three key principles. Those signing up to Charter 14 are asked to identify how they are already reaching some of these standards and to commit working towards others.

Events and activities undertaken to commemorate the IDDR 2014

In addition to the global celebration, national celebrations will be encouraged across the world. These national celebrations have been an opportunity to highlight the importance of resilience and aging, and the engagement of various stakeholders in the process of building resilience.

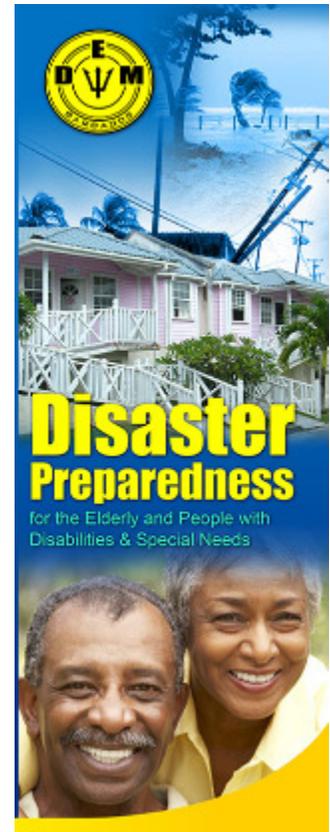
Barbados

This year to commemorate the International Day for Disaster Reduction (IDDR), the Department of Emergency Management (DEM) have added to its existing suite of public information, the brochure, *“Disaster Preparedness for the Elderly and People with Disabilities & Special Needs”*.

Additionally, the DEM will take part in an IDDR Forum at the National Assistance Board (NAB) operated Vauxhall Senior Citizens Village. This forum was conceptualized by University of the West Indies Social Science Programme intern with at the NAB, Mrs. Audene Lorde.

At this Forum the brochure, *“Disaster Preparedness for the Elderly and People with Disabilities & Special Needs”* was launched and copies given to staff and residents of the Village. After the launch the brochure has been posted on the DEM’s website. Additionally there a presentation to the staff and residents of the Village was provided by Mr. Clive Lorde, Disaster Risk Management Specialist with the Office of U.S. Foreign Disaster Assistance (OFDA).

Articles were published before the event in the Government Information Service BGISMEDIA⁴, and in the Barbados Advocate⁵ and compiled by the news aggregator EINnews⁶.



4 http://gisbarbados.gov.bb/index.php?categoryid=8&p2_articleid=13085

http://gisbarbados.gov.bb/index.php?categoryid=9&p2_articleid=6713

British Virgin Islands

The British Virgin Islands have celebrated the IDDR 2014 with several initiatives. His Excellence Governor John S. Duncan, OBE delivered a message in observance of the day, broadcasted on radio and TV.

The British Virgin Islands Department of Disaster Management (DDM) disseminated on its facebook website five posters⁷ portraying past experiences of older persons, aged 60 to 80, dealing with emergencies. These posters provide an overview of the perceptions, knowledge and attitudes towards disasters, the impacts on population and assets, the specific vulnerabilities and coping mechanisms of older people, and tips for preparedness and response.



5 <http://www.barbadosadvocate.com/newsitem.asp?more=3dlocal&NewsID=39351>

6 http://world.einnews.com/article_detail/228778763?lcode=qQfWtBwcN84rtMiqnHLFqYfo_wurPEX_d0aNO1ddD3qI%3D

7 https://www.facebook.com/bvi.ddm/photos/a.147217438816912.1073741826.147213335483989/313338942204760/?type=1&relevant_count=1
https://www.facebook.com/bvi.ddm/photos/a.147217438816912.1073741826.147213335483989/313496028855718/?type=1&relevant_count=1
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Guyana

The Civil Defence Commission (CDC) and the CDC Volunteer Corps, in collaboration with the United Nations Children's Fund (UNICEF), the Ministry of Education and the Ministry of Human Services and Social Security, joined the celebration of the IDDR 2014 with a 3-day program that included the following events:

1. Observance Ceremony, dramatic performance, and Experiential Sharing Platform between the older persons and the children. Sign-language translation service was provided.
2. Capacity building and awareness raising sessions with school environmental groups and caretakers.
3. Equipment of elderly homes with emergency kits for disaster preparedness.



Guyana Times published an opinion article⁸ and a report article⁹ about the IDDR 2014, and a column about the launching ceremony¹⁰. Stabroek News covered the launching ceremony and experiential sharing platform¹¹. Guyana Chronicle published a report¹² providing an insight on how disasters affect older people and reviewing the IDDR 2014.

8 <http://www.guyanatimesgy.com/2014/10/16/disaster-risk-reduction-2014/>

9 <http://www.guyanatimesgy.com/2014/10/15/international-day-for-disaster-reduction-resilience-is-for-life/>

10 <http://www.guyanatimesgy.com/2014/10/13/disaster-risk-reduction-is-everybodys-business/>

11 <http://www.stabroeknews.com/2014/news/stories/10/17/elderly-focus-disaster-risk-management-discussed/>

12 <http://guyanachronicle.com/international-day-for-disaster-risk-reduction-2014/>

The CDC Volunteer Corps facebook site reported on the distribution of emergency kits¹³ to elderly homes in Guyana.

Haiti

The Direction de la Protection Civile (DPC), in collaboration with HelpAge, organized a round table on the “Roles and concerns of the older persons in regards to disasters and risk management”. HPN Haiti¹⁴ covered this information.

Representatives from the DPC and HelpAge and a geriatrician had a round table discussion in Tele Metropole on the occasion of the IDDR 2014, which was uploaded to YouTube¹⁵, and posted to the DPC Facebook website¹⁶.



The NGO Care International, in collaboration with Cordaid, Architectes de l'Urgence, the European Union, the French Development Agency and the City Council of Carrefour, commemorated the IDDR 2014 with a program that included drawing competitions for amateur and professional artists, games, dances, and songs in the city of Carrefour. The key message of the event was “the participation of the older people is important for understanding the community and in disaster risk management planning”. Haiti Actualites¹⁷ covered

this information.

The community of Caradeux, in the framework of the activities on DRR implemented by Cordaid, observed the IDDR 2014 with the dissemination of a community risk map¹⁸ to be



13 <https://www.facebook.com/CivilDefenceCommissionVolunteerCorps/posts/873107329380781>

14 http://www.hpnhaiti.com/site/index.php?option=com_content&view=article&id=14171:haiti-risques-et-desastres-la-dpc-pense-aux-personnes-agees&catid=8:societe&Itemid=14

15 <https://www.youtube.com/watch?v=QemzH2PY-70>

16 <https://www.facebook.com/pajpwoteksyonsivil/posts/745860828813771>

17 <http://haitiactualites.com/actualites/haiti/4640-care-international-a-commemore-la-journee-internationale-de-la-prevention-des-catastrophes-naturelles-a-carrefour.html>

18 <http://lenouvelliste.com/lenouvelliste/article/136935/Caradeux-fait-de-la-prevention-en-matiere-de-catastrophe.html>

used in risk analysis and action planning, under the initiative Roseau. AityNews¹⁹ covered this event with brief article.

Jamaica

The Office for Disaster Preparedness and Emergency Management (ODPEM), HelpAge International, the United Nations Office for Disaster Risk Reduction (UNISDR), and the US Agency for International Development (USAID), organized an international conference²⁰ in Kingston (Jamaica), 13-14 October, 2014.



The opening ceremony of the conference was the official Caribbean launch of the IDDR 2014, and it was chaired by Cheryl Nichols, Director of Information and Training (Acting) of ODPEM.

Further, the conference analyzed the DRR framework in Jamaica in regards to older people, and discussed the situation of older peoples and DRR in regards to gender issues, living arrangements and livelihoods, health and social protection, relief and recovery, and tools to build resilience. It also portrayed the experience of older persons in past experiences, such as Hurricane Sandy and the Haiti Earthquake.

The event was covered by What's Up Caribbean²¹, Jamaica Observer²², and Jamaican Times²³. UNISRD published the press release²⁴, and the Caribbean Disaster Emergency Management Agency

19 <http://ayitinews.com/comment-protoger-les-personnes-agees-lors-des-catastrophes-naturelles/>

20 http://www.preventionweb.net/files/39774_programmeiddr14jamaica.pdf

21 <http://www.whatsupcaribbean.com/index.php/general/23221-a-call-to-acknowledge-contributions-of-older-persons-to-disaster-risk-reduction>

22 http://www.jamaicaobserver.com/news/Seniors-critical-to-disaster-risk-reduction--says-acting-ODPEM-head_17741561

(CDEMA) published an article²⁵ and the Feature Address²⁶ of Ron Johnson, the Executive Director of CDEMA, at the launch of IDDR 2014.

Saint Kitts and Nevis

Nevis Premier (Prime Minister) Mr. Vance Amory feature address for IDDR 2014 was published in YouTube²⁷, posted on the Nevis Disaster Management Department (NDMD) twitter²⁸, disseminated on the Nevis Island Administration Website²⁹ and covered by Saint Kitts and Nevis Vibes³⁰. The speech highlights the influence of climate change on disasters, and strengthens the need of lessening vulnerability of the older people.

The NDMD mobile app added a page on IDDR 2014.



Trinidad and Tobago

The Office for Disaster Preparedness and Management (ODPM) of Trinidad and Tobago observed the IDDR 2014 visiting³¹ the Aged Home caregivers who participated in the IDDR 2013 Special

23 <http://www.jamaicantimes.com/index.php/sid/226714151>

24 <http://www.eird.org/news/experts-of-the-caribbean-call-to-acknowledge-and-broaden-contributions-of-older-persons-to-disaster-risk-reduction.html>

25 <http://www.eird.org/news/experts-of-the-caribbean-call-to-acknowledge-and-broaden-contributions-of-older-persons-to-disaster-risk-reduction.html>

26 http://www.cdema.org/index.php?option=com_content&view=article&id=1391:feature-address-of-the-executive-director-of-the-caribbean-disaster-emergency-management-agency-cdema-at-the-caribbean-launch-of-iddr-2014-in-kingston-jamaica&catid=38:speeches&Itemid=116

27 <https://www.youtube.com/watch?v=gbk4Vvp06Bs&feature=youtu.be>

28 <https://twitter.com/nevisdm/status/521746282474262528>

29 <http://www.nia.gov.kn/index.php/news-4/news-articles-3/2166-nevis-premier-delivers-address-for-international-day-of-disaster-reduction>

30 <http://www.sknvibes.com/news/newsdetails.cfm/89219>

31 <http://www.odpm.gov.tt/node/792>

Needs Workshop to assess the implementation of the lessons learned in the 2013 workshop, such as emergency plans, muster points, and disaster supplies.



The visits were also aimed at raising disaster preparedness awareness amongst the Aged home-takers and population. First aid kits, mosquito nets, torchlights and other relief supplies were distributed.

The ODPM inaugurated its Instagram profile with a competition³². The first 100 followers and those users who posted a picture of themselves and an elderly person under certain rules were awarded a price.

The ODPM Facebook³³, Twitter³⁴ and Instagram³⁵ spread the word on the IDDR 2014³⁶, shared quick facts about disasters and the older adults³⁷, documented the activities³⁸ undertaken and provided tips³⁹ for disaster preparedness to older persons and caretakers.

32 <https://www.facebook.com/ODPMTT/posts/10152821392989359>

33 <https://www.facebook.com/ODPMTT>

34 https://twitter.com/ODPM_TT

35 <http://instagram.com/odpmttofficial/>

36 https://twitter.com/ODPM_TT/status/521631480259162113

37 https://twitter.com/ODPM_TT/status/521691881021784064

38 http://instagram.com/p/uGp0-FNU_5/?modal=true

39 <https://www.facebook.com/ODPMTT/photos/p.10152821307349359/10152821307349359/?type=1&theater>

Other DRR awareness raising events undertaken in the Caribbean in October 2014

Dominica, Saint Vincent and the Grenadines, and Montserrat

The Volcanic risk management Think Tank is a group created to discuss and exchange experiences in order to provide recommendations and materials aiming at reducing volcanic risk in the Lesser Antilles.

The third Think Tank (TT) meeting⁴⁰ was held in Dominica on 8th and 9th of October 2014 and included national stakeholders from Dominica, Saint Vincent and the Grenadines, Montserrat as well as regional stakeholders (scientists, international agencies, disaster management authorities and civil societies). Its objectives were to share experiences on volcanic risk management, identify priorities and develop a sustainable future for the Think Tank.



During this meeting, the Charter 14 for Older People in DRR “Resilience for Life” was distributed to the attendees.

40 <http://eird.org/news/third-think-tank-meet-addresses-volcanic-risk-in-the-lesser-antilles.html>