



Training on Development of Contents on Disaster Risk Reduction (DRR) for the Mass Media in Maldives (supported by UN ISDR) Summary Report

Over 80% of the land area in Maldives is less than 1 meter above sea level. All of the human settlement, industry and vital infrastructure of the Maldives lie very close to the shoreline, within 0.8 to 2 m of mean sea level. People's lives spread over many small islands have been vulnerable towards natural disasters and experienced lots of risks.

SEEDS Asia implemented the project focusing on capacity building of local media staff during the period July 2008 to March 2009 on site thinking that the role of mass media in disaster risk reduction is important and to be strengthened. The project aims at encouraging people in Maldives, who often watch TV and listen to the radio, to keep their own lives safe through sophistication of information transmission in ordinary media activities to the public.

The planning details, outputs of the project are described, in which various conditions such as geographical characteristics, life in Maldives, national strategy for disaster preparedness etc. are thoroughly considered.

Project structure

	Activities	Activities	Output
2008 Jul	⋮ ↓	⋮ ↓	
Aug	Consultative meeting with NDMC and local media stations	Needs assessment of Maldives' local media groups	Design of the training workshops and identification of local media
		Field survey on local community and media	Report on media and natural disasters
Sep	Consultative meetings with local media stations in Japan and India to study good practices on media and DRR	Study on existing materials on the role of media for natural disasters	List of existing materials and programs
Oct		Develop the training materials on DRR	Training materials on DRR for the mass for coming workshops
Nov		⋮ ↓	
Dec		⋮ ↓	
2009 Jan		⋮ ↓	
Feb		⋮ ↓	
Mar		Conduct training workshop in Male	Trained local media staff in local radio stations
		Broadcast pilot radio program	Overall awareness on DRR raised



Needs assessment of Maldives' local media groups

Needs assessment of local media members were conducted in the capital islands "Male" in order to make a handbook (see the next item) and trainings meet their necessities. Given that private media stations have launched since 2007 as well as the national TV station and radio station previously established, the project started from the basic survey of each media's size and the contents of existing programs to understand their needs for making disaster prevention programs and training staff in charge.



Development of training handbook



Aiming at useful handbook for training, practical training material had been developed, which is divided into three parts to meet each learner's current level, in order for media staff under busy situation to grab techniques and knowledge with less time.

In part 1 the concept of disaster risk reduction and media's role on DRR are described, tips for making DRR programs listed in part 2, and case studies in Japan and other parts of the world collected in part 3. The handbook was made in both local language, Dhivehi and English.

Training Workshop

Training Workshops were conducted for three consecutive days from 10 March, 2009 in the capital island Male' for media staff (TV, radio and newspaper) to raise awareness of DRR and make a pilot DRR program. The first day was for opening followed by lecture on concept of disaster preparedness and media's role on DRR cycle, the second day was allocated to lecture on several categories of DRR program (documentary, songs/music, experiences etc.) and to group work on making DRR program. Voting was held for awarding the best program on the last day where each group worked hard on contents and time schedule making of DRR program, and the training was closed after participation certificate distributed to all trainees.



Opening



Groupwork "analysis of issues"



Making program



Making pilot radio program

Working for two days with the national radio station “Voice of Maldives” and TV station “TV Maldives”, a pilot DRR programs was created based on the Cue sheet (detailed time scheduling sheet) which was made on the last day of the training workshop. Titled “Heylamma!” (means “wake up” in Dhivehi language), the program contained topics for disseminating DRR concept to the public. The 30-minute program, broadcasted in the national radio airtime from 8:30 PM on the second day, provided people with concept of DRR, telephone interviews for tsunami victims and the National Disaster Management Centre recorded beforehand which was combined with knowledge from the handbook and DRR song for the program.



Interview in the market



Recording of notice for
broadcasting the program



Recording the radio program
“Heylamma!”