



Comprehensive Disaster Management Programme (CDMP)

Management Support Unit (MSU)

Disaster Management and Relief Bhaban (6th Floor), 92-93 Mohakhali C/A, Dhaka-1212, Bangladesh

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Media Brief for Observing International Day for Disaster Reduction 2011

13 October 2011

This year the theme of International Day for Disaster Reduction **“Making Youth Partners for Disaster Risk Reduction”** focuses the unique perspectives of children and young people in disaster risk reduction. In addition to the international effort, the Comprehensive Disaster Management Programme is supporting the Disaster Management and Relief Division of the Ministry of Food and Disaster Management and other stakeholders to effectively communicate the theme and observe IDDR with enthusiasm and encourage a wider participation by all stakeholders.

THE INTERNATIONAL DAY FOR DISASTER REDUCTION:

The International Day for Disaster Reduction is organized annually on October 13. The goal is to be the most widely celebrated global day for raising awareness on disaster risk reduction.

This year, for its primary activity of the Day, Disaster Management Bureau and Comprehensive Disaster Management Programme calls on children and youth of the world to **“Step Up for Disaster Risk Reduction”** by **“We’re partners in disaster risk reduction - we’re stepping up to do our thing”**. The 13 October is a call for a singular global action that will highlight an important issue, DRR and begin a process that defines DRR as a wider community issue that requires the participation of all and particularly the most vulnerable.

Focus the Five-point Children’s Charter. The Charter states among other things that:

- Schools must be safe and education must be uninterrupted;
- Child protection must be a priority, before, during and after a disaster;
- Children have the right to participate and to access the information they need;
- Community infrastructure must be safe, and relief and reconstruction must help reduce future risk;
- Disaster risk reduction must reach the most vulnerable.

Youth are tomorrow’s decision makers

- It is essential to include the unique perspectives of children and young people in disaster risk reduction and encourage their active participation in decision making process.
- Children and youth are the potential disaster risk reduction (DRR) enablers and provide them with all the support and information they need to become participants and implementers in the DRR process.
- Strengthen networks and partnerships among governments, youth-led organizations, academia, civil society organizations, the private sector, the media and the UN system, to enhance commitment and support for youth inputs to DRR.
- Increase intercultural understanding among children and youth. Empower and support youth as agents of social inclusion and safety.

SLOGAN: Step Up! For Disaster Risk Reduction

The slogan is a basic call for action to all children and youth to step up to the challenge and lead others in the efforts, involvement, and participation for disaster risk reduction. The intent or framing behind this call seeks to remove youth from victim scenario and position them firmly as doers within a solution.



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CDMP lead Activities to observe the IDDR 2011

Given the importance of this year's theme, CDMP II has taken a number of initiatives at national and local level and envisage to provide innovative and technical support in communications using multiple, customized forms of outreach.

INTERNATIONAL DAY FOR DISASTER REDUCTION MEDIA UPDATE

SlNo	Event	Date	Remarks
01	IDDR Day National Program	October 13, 2011, Dhaka: Rally from Central Shahid Minar at 9.00 am Seminar at Osmani Memorial Hall at 10.00 am	Confirmed Chief Guest: Minister MoFDM. UNRC is the guest of honor in the opening session. Display of various publication and stall on DRR in the exhibition hall. Children Art Competition exhibition. Photo Exhibition
02	Newspaper supplements	October 13, four principal national newspapers	Messages from the President, PM, Minister and Secretary, and a feature article
03	Community – based Cyclone Early Warning simulation at Khulna	October 18, 2011 3:00pm Place: Koira Upazilla of Khulna	Purpose: Create awareness among the community on cyclone preparedness. Expected Chief Guest: Secretary, Disaster Management and Relief Division (DMRD). Confirm Special Guest: National Project Director, CDMP. Chair: Chairman, Koira Upazilla Disaster Management Committee
04	National workshop on Disaster Coordinated Assessment	October 27, 2011 9:00am – 4:00pm Place: Dhaka Expected venue: SPECTRA Convention Centre, Gulshan	Purpose: Government of Bangladesh and stakeholders will have an agreed tools and methodologies for disaster coordinated assessment Expected Chief Guest: Secretary, DMRD. Expected Guest of Honor: UN RC Confirm Special Guest: NPD, CDMP. Chair: DG, DRR

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