

# Public Awareness Program

NSET Information Kit | 006 | 2011



## BACKGROUND

NSET believes that raising earthquake awareness is a major component for bridging the knowledge gap. Awareness helps to eradicate myths and fallacies and communities can be convinced of the impending seismic risk and the ways to reduce damage. NSET has developed innovative ideas to make people aware. Some key programs aiming to raise awareness are:

## EARTHQUAKE SAFETY DAY

Nepal observes Annual Earthquake Safety Day on 2nd of Magh (10th month in Nepali Calendar) (either 15 or 16 of January) to commemorate the Great Nepal-Bihar Earthquake of 1934. Many public awareness activities such as annual symposium, earthquake safety rally, exhibition, various competitions are organized on ESD.

## RADIO/TV PROGRAMS

NSET has established partnerships with a number of FM radio stations to spread awareness about the risks associated with earthquakes. The programs target home-owners and convince them on the possibility and affordability of making their homes earthquake-resistant. NSET provides expert knowledge to the programs by deliberating on aspects of earthquake risk and its mitigation.

NSET's radio program began on Radio Sagarmatha, a community FM Radio Station in Kathmandu. NSET supported another program on the Do's and Don'ts during earthquakes daily on Capital FM, Kathmandu. Outside the Kathmandu Valley, NSET supports a weekly program on Annapurna FM in Pokhara. The central message on all radio programs is focused on promoting earthquake safety & enhancing preparedness.

- 1) Radio Sagarmatha (FM 102.4) at 7.30 PM, every Tuesday
- 2) Radio Annapurna (FM 91.8) at 7.30 AM, every Wednesday
- 3) Capital FM (FM 92.4) at 8.00 AM, every Morning

Also television programs have been continuing for raising public awareness on earthquake safety.

- 1) Janachaso (Nepal Television) at 9:25 am, every Saturday
- 2) Talk of the Town (Image Channel Television) at 8:30 pm every Saturday



## SHAKE TABLE DEMONSTRATION PROGRAM

NSET's Shake Table Demonstration Program helps take research directly to vulnerable communities, while also helping adapt the research technology with the local situation. The Shake Table demonstrations help show and convince people in a simple and cost-effective way how their residences can be secured to reduce damage during earthquakes.

## ORIENTATION LECTURES

NSET organizes orientation lectures on earthquake safety upon request. The content usually covers basic information about earthquakes and the situation in Nepal, what to do before, during and after earthquakes, etc. Occasionally, the lectures also include earthquake drills.

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## CONSULTATIONS FOR HOME OWNERS

NSET organizes free consultations for home owners and potential house owners in Kathmandu Valley. This weekly consultation program focuses on how to construct buildings that are earthquake-resistant, and discusses the main vulnerabilities in the house plans and how to avoid those.

## MOBILE EARTHQUAKE CLINICS

“Mobile Earthquake Clinic” was started by NSET to provide on-site consultation in aspects of earthquake-resistant building construction. It is an innovative initiative of NSET where a team of earthquake engineer / structural engineer, technician and masons visit different locations / building construction sites in and

around Kathmandu valley and provide advice on safe construction methods.

## EARTHQUAKE VULNERABILITY TOURS

Vulnerability Tour is one of the several efforts of NSET towards enhancing level of awareness and also for educating people on the need of investing in earthquake vulnerability reduction initiatives in Nepal. It is a guided tour in a defined route or a defined location to observe different vulnerability factors. The tour aims to point out how vulnerable the city's buildings and critical facilities such as the schools and the fire stations are to earthquakes.

## COMMUNITY BASED DISASTER RISK MANAGEMENT PROGRAM:



Several communities of Kathmandu Valley have started community based disaster risk management programs in their localities and NSET is providing technical assistance to such communities in implementing earthquake risk management initiatives. Some wards of Kathmandu city have begun the CBDM efforts by forming Ward Level Disaster Management Committees, recruiting community volunteers and providing training and capacity building opportunities for them. Ward No. 34 and Ward 17 of Kathmandu Metropolitan City have put tremendous efforts in making these initiatives sustainable. These CBDM initiatives are also supported by KVEPI and PERS initiatives of NSET and recently launched CBDM project with support from UNDP.