

communication between disaster prevention agencies and the media. This workshop was a positive attempt to improve the mutual understanding of journalists and disaster prevention experts.

## HUNGARY

In observance of the 1998 World Disaster Reduction Day, the North Atlantic Treaty Organisation (NATO) and the IDNDR Secretariat co-sponsored a seminar in Budapest from 12 to 14 October on "Public Information: Interaction between the Media and Government Administrations in Crisis Management and the Impact on the Public".

The meeting was organised by the Ministry for Civil Protection of Hungary and brought together policy makers from the countries of Central and Eastern Europe, Western Europe and the United States, public information specialists and representatives of the media. The meeting identified key areas for improving the exchange of information and professional linkages between the public sector and the media before, during and after crises such as natural disasters.

## ITALY

In 1998, Italian members from the International Task Force and Coordinating office of the "Servizio Volontario Giovanile - Unità Ausiliaria Protezione Civile" celebrated the World Disaster Reduction Day, on October, 14, by organising a round table on Natural Disaster Prevention and Media, at the University of Caserta. The following issues have been discussed: Landslide Region Campania, Province Salerno and Caserta.

### **Afflicted Areas:**

Sarno - Quindici - San Felice a Cancellò.

### **Members of the media invited included:**

Il Mattino, Corriere di Caserta, Il Giornale di Caserta, Roma, La Repubblica, Corriere del Mezzogiorno, Telealternativa, Telegiornale, Canale Dieci, Telecapri, Rai Tre and Canale Cinque Mediaset.

## MOLDOVA

In 1997, this country celebrated World Disaster Reduction Day with many lively events. The theme of the Day was highlighted in 8,297 classroom lectures, 492 lectures to medical personnel and patients, 10 articles published in national newspapers and magazines, and media publicity. A book entitled "Calamities in the Republic of Moldova" was published in 1997. A "Child Protection Day" was organized in 912 schools.

### **For more information contact:**

Ms. Ulrika Gustafson, Programme Officer, UNDP  
3 August 1989 St. 131  
MD 2012 Chisinau, Moldova  
Tel: (373-2) 548 771  
Fax: (373-2) 543 133  
Email: registry@office.un.md  
Internet homepage: <http://www.un.md>

Vice Director of the Department of Civil Protection and Calamities of the Republic of Moldova

Col Tudor Grama  
Tel: (373-3) 226 429  
Fax: (373-2) 233 430

## POLAND

On 23 November 1998, the Office of the President of Poland organised a seminar in Warsaw on "Media and Natural Disasters" in line with the IDNDR Disaster Reduction Campaign for 1998 Natural Disaster Prevention and the Media.

Following opening addresses by President Kwasniewski and the Director of the IDNDR Secretariat, the participants of the meeting, which included decision-makers from the governments of Poland, the Czech Republic and other countries, as well as representatives of local and international media, sought to begin a constructive dialogue on appropriate interaction between the media and government sanctioned sources of information in times of crises.

The floods in Poland, Czech Republic and Germany in 1997 and the devastating impact of mis-information disseminated by the media during the crisis prompted the government to organise this meeting. This represented the first in a series of meetings to address this important issue in Poland.

## PORTUGAL

Since 1992, the National Service for Civil Protection (SNPC) has been engaged with an intensive public awareness and information campaign on disaster prevention and civil protection objectives. This has focused on self-protection and safety measures to be adopted by the population before, during and after various emergency situations.

The SNPC and the National Water Institute ran a symposium with 200 experts (technical, political, communications) and issued a press

## "Media" são fundamentais para avisar as populações

A COMUNICAÇÃO social constitui e via mais rápida e eficaz no aviso das populações sobre a ocorrência de catástrofes naturais. Mas o papel dos "media" passa também por uma vertente didáctica quando mostram a realidade dos factos.

A opinião foi expressa pelo meteorologista Costa Alves, mas a prática, também o confirma, se foi a comunicação social que alertou os portugueses da proximidade do fenómeno tropical "Jovine" ou do furacão "Ivan" que levaram aos portugueses os acontecimentos que demonstraram os perigos da destruição de casas junto a linhas de costa na altura das tempestades de Dezembro de 1997.

Avenir em caso de ocorrência e divulgar para "ensinar a prevenir" são dois papéis fundamentais dos órgãos de comunicação social. Na abordagem

desta questão, tema que estará em debate na tarde-feira no Serviço Nacional de Protecção Civil (SNPC) por ocasião do Dia Internacional para a Prevenção das Catástrofes Naturais.

O dia designado pelas Nações Unidas refere-se à segunda quarta-feira do mês de Outubro, mas as celebrações em Portugal foram antecipadas um dia devido ao programa de actividades previsto.

Para combater "a atitude fatalista de que os seres humanos nada podem fazer contra as catástrofes", a ONU lançou o Decénio Internacional para a Prevenção das Catástrofes Naturais (1990-2000), definido um tema em cada ano. 1998 é dedicado à "Prevenção das Catástrofes e os Órgãos de Comunicação Social", tendo o seminario organizado pelo SNPC adoptado a temática "A Prevenção começa com a Informação".

Apesar da "eficiência, rapidez e facilidade" dos "media", há ainda muitas a lutar no que respecta ao aproveitamento das suas virtualidades, defende Costa Alves.

Para o meteorologista, que trabalha permanentemente no SNPC, as rádios locais são ainda pouco exploradas na divulgação de informação necessária nos casos de emergências.

Necessário também, segundo Costa Alves, é promover um debate entre os vários serviços envolvidos nas situações de crise — Protecção Civil, Instituto de Meteorologia, Instituto Nacional de Águas e Espírito de Comunicação Social — no sentido de fazer "um encontro entre profissões" e dialogar sobre as relações entre as mesmas. "Os jornalistas não são nossos criados", salientou o meteorologista. ■

Lusa

release. On October 1, 1997 the National Information System on Hydrological Resources (SNIRH) was connected to Internet at <http://www.inag.pt/snirh>

In 1998, it was agreed that the role played by the national, regional and local media - TV, radio and press - must be encouraged to disseminate press releases and articles on civil protection events and programmes. A Seminar on the theme Natural Disaster Prevention and the Media took place in Lisbon on October 13, 1998, under the presidency of the Secretary of State for the Interior, responsible for safety politics in Portugal

### The seminar was articulated in two sessions:

- Session I: Public Information - Expectations and Requirements
- Session II: Public Information - Disaster Management and the Media

The presentations in each session were made by top press managers and journalists from the main national media. During the public debates following the sessions, suggestions were made for follow up events 150 people participated.

## UKRAINE

The Ministry of Emergencies and Affairs of Population Protection (from the Consequences of the Chernobyl Catastrophe) requested the IDNDR to send material on Natural Disaster Reduction and early warning systems for use with other events planned for 1998 World Disaster Reduction Day.

A video and a radio programme were sent to the Ministry of Emergencies and Affairs of Population Protection, and this material was used by mass media for the commemoration of the Chernobyl Disaster.




PROTEÇÃO CIVIL  
PORTUGAL

PRESIDÊNCIA DO CONSELHO DE MINISTROS  
MINISTÉRIO DA ADMINISTRAÇÃO INTERNA  
SERVIÇO NACIONAL DE PROTEÇÃO CIVIL

**SEMINÁRIO**


**A PREVENÇÃO DAS CATÁSTROFES  
E OS ÓRGÃOS DE COMUNICAÇÃO SOCIAL**

Camaxide, 13 de Outubro de 1998



**1990 - 2000**

Dia Internacional para a Prevenção das Catástrofes Naturais



Предотвращение Стихийных Бедствий и  
Средства Массовой Информации

Организация Объединенных Наций

**ИНФОРМИРОВАТЬ  
ЧТОБЫ  
ПРЕДОТВРАЩАТЬ**

**МДУОСБ**



Материнская Организация Объединенных Наций  
**МДУОСБ**  
1990 - 2000

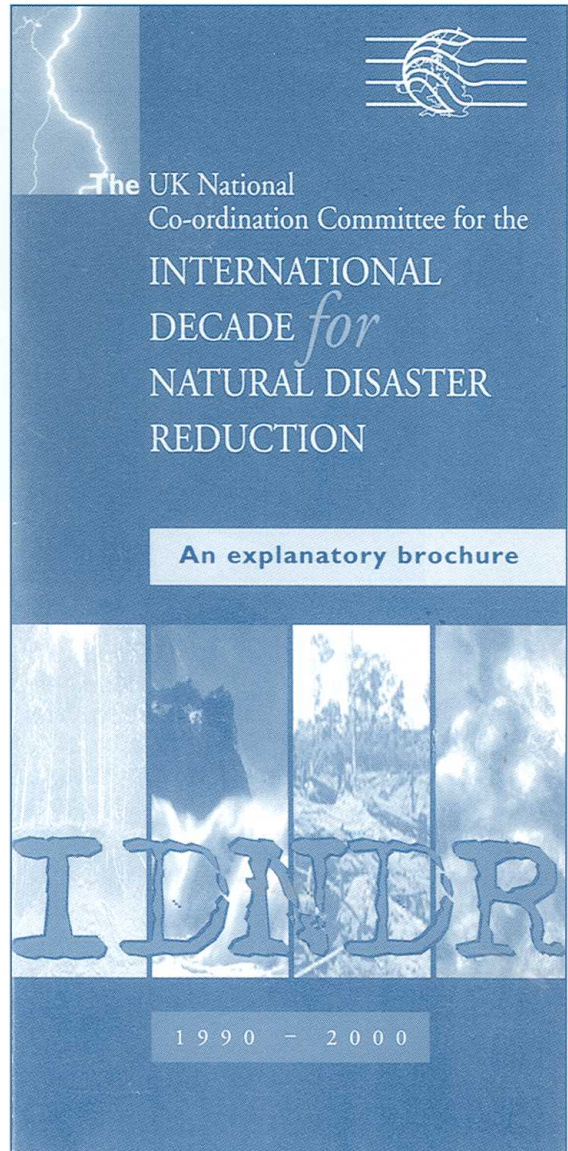
Международная Кампания 1998 г. по Уменьшению  
Опасности Стихийных Бедствий

## UNITED KINGDOM

On the 1997 theme of 'Water...too little ...too much', five presentations were made for schools in London, Manchester, Cardiff, Glasgow and Belfast. The speakers addressed a number of issues based on the theme, for example: in Cardiff, Professor Geoffrey Petts spoke on 'Environmental Impacts of Water Resources Schemes: Green Solutions for a Dry World?'; in Belfast, Mr. Duncan Faulkner spoke on 'River Floods: Where Do We Put the Water'; in Glasgow, Dr. Andrew Black and Miss Helen Houghton-Carr spoke on 'Flood Hazards-New Ways of Coping with an Old Enemy'; in Manchester, Dr Kevin Tilford spoke on 'The Flood Hazard: Control, Forecast, Warn'; and in London Professor Scott Steedman spoke on 'Disasters Unlimited.' Attendance was good with nearly 1,000 attendees, and some good press and local radio coverage.

In 1998, the second Exeter Seminar on "Communicating Technologies" took place at the University of Exeter on 17 November. Organised by the Housing and Hazards Group, a Non-Governmental Organisation (NGO), it gathered academics from the University of Bangladesh, Oxford and Exeter, representatives of NGOs, professional engineers and builders. In line with the 1998 campaign theme, the debate centred around hazard-resistant building information and ways in which the message could be effectively disseminated.

UK National Co-ordination Committee for the IDNDR  
Tony Eades  
The Royal Academy of Engineering  
29 Great Peter St.  
London, SW1P 3LW, UK  
Tel: (44) 171 222 2688  
Email: eadesa@raeng.co.uk





*The presentation of the 1998 Sasakawa Award in Geneva.  
From left to right: Prof. Wang Ang-Sheng from the Chinese Academy of Science, Mr. Duo Ji Cai Rang, Minister of Civil Affairs, China, winners of the award, Mr. Sergio Vieira de Mello, Under-Secretary General for Humanitarian Affairs, Mr. Philippe Boullé, Director IDNDR.*