

# Campaign Plan Transcarpathia

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Responsible:	<b>Izabella Grabowska-Lepczak, Barbara Szykuła-Piec</b>
Contributors:	<b>Monika Wojakowska, Oksana Telak, Joanna Kozioł, Beata Jańczak, Magdalena Murawska</b>
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## 1. History

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## Table of contents

1. [History](#)
2. [Table of contents](#)
3. [Background](#)
4. [Introduction](#)
5. [Types and forms of social campaigns](#)
6. [Methodology of designing a social campaign](#)
7. [The practical dimension of the social campaign](#)
8. [Final evaluation summit](#)
9. [List of tables](#)

## 1. Background

Transcarpathia (Закарпаття). A historical-geographic region in southwestern Ukraine. Its administrative centre is the city of Uzhhorod. Other major cities within the oblast include Mukachevo, Khust, Berehove and Chop. Situated in the Carpathian Mountains of western Ukraine, Zakarpattia Oblast is the only Ukrainian administrative division which borders upon four countries: Poland, Slovakia, Hungary and Romania.



source: IGS NASU

Transcarpathia is the only part of Ukraine located beyond the Carpathian Mountains that makes up part of the Pannonian Basin. Accessible to the main territory of Ukraine through numerous mountain passes, it joins Ukraine with that part of East-Central Europe. Moreover, along the southern rim of the Carpathians and the upper Tysa River (the Maramureş Basin) a route connects Transcarpathia with Slovakia to the west and with Transylvania and Moldova (within Romania) to the east. It covers the area: 12777 km<sup>2</sup> with population: 1 259 570 (data for 2015)

The Transcarpathia region borders on the north with the Polish Subcarpathian Voivodeship and the Lviv and Ivano-Frankivsk Oblasts, on the South - with the Romanian districts of Maramures and Satu Mare, from the southwest - with the Hungarian Szabolcs-Szatmár-Bereg commune, on the west - with the Slovak pre-

Silesia and Košice countries. It is the only region of Ukraine which borders directly with four countries.

The region is situated in the area where during many years the salt mine, the mining and the consequences of the extractive actions influence the people, environment and economy. This historically-determined issues contribute (also indirectly) to increasing disaster occurrence, which is strongly related also to regional hydrological, geological and hydro-geological conditions.

The ImProDiReT project aims to improve the reduction of disaster risk in the Transcarpathian region. It was assumed that the most effective form of implementing changes in this area is social dialogue, implemented through social campaigns. Skilful social communication implemented by way of a social campaign starts the process of shaping a culture of safety in the region of Transcarpathia. A composite approach to the social campaign will contribute to building cooperation between local decision makers and the society, which in effect will strengthen the sense of responsibility for jointly creating the safety of their local communities.

The plan prepared for a social campaign in a rational way:

- enriches the knowledge of decision-makers in the field of risk analysis methodology,
- indicates good practices for building social resilience by building social dialogue,
- raises public awareness of existing hazards,
- minimizes the level of anxiety and infirmity of residents, indicating specific remedial measures.

The information presented in this document is valuable from the point of view of development of safety by local decision makers in Transcarpathia and, of course, can serve as a reference point for safety research in other countries with similar environmental factors.

## **2. Introduction**

The scale of hazards and safety challenges that local decision-makers must face in Transcarpathia are very large and diverse. The risk of disasters and other local hazards is very high in the whole Transcarpathian region. The evidence based approach is based on data collected as part of WP1 teamwork and numerous discussions with project partners. The list of identified hazards is presented in the table:

Table 1. Identified hazards in Transcarpathia

Geological hazards:	Landslide, mudflow,
Hydrological hazards:	Heavy snowfalls, heavy rains, drought (problem with drinking water)
Hydro-geological hazards:	Flood and flooding,
Other kinds of hazards	Black ice, waste, Chemical Hazard, Fire and Explosion Risk

The identified list of hazards can't be just a set of data for use by local decision-makers. Information on the scale of hazards must be passed on to citizens. Of course, the art of skilful transmission of these data. The public is to be aware of hazards, but it can't be overwhelmed by their scale and range.

Therefore, there is a need to develop system solutions that support the development of a safety culture. Existing good practices implemented by decision-makers responsible for individual and collective safety must be strengthened and new solutions should be promoted to the public in the form of social dialogue.

The first step in the preparation of the social campaign was the visit of research group from The Main School of Fire Service in Solotvyno, in October 2018. A meeting with a group of local decision-makers was organized in order to get to know potential partners and to get to know the problematic situation in the Transcarpathian region. The meeting took the form of workshops during which local decision-makers presented the main hazards and problems they face on a daily basis.

The main objective of the workshop was to show practical tools to help identify local hazards and consequences resulting from the lack of response to them. The methodology of risk analysis is presented, which is necessary when developing algorithms for minimizing hazards. Attention was also paid to the need to develop skills to build a culture of trust, social involvement and cooperation between decision-makers and citizens. Only then can one talk about the effective development and implementation of system solutions.

The participants of the workshop proved that they are very aware of the problem and formal and legal restrictions in the context of minimizing the risk of hazards.

The workshop leaders indicated the need to engage in a dialogue with the public by creating the idea of "local safety leaders". The role of decision-makers is to identify local social activists who have authority among local communities. As a result, with this group of people, decision-makers should promote the idea of shaping a culture of security. Decision-makers should initiate social campaigns that aim to raise public awareness, while local safety leaders should support local decision-makers in reaching this message to citizens. Without common public involvement in raising awareness of hazards, nothing will change.

### **3. Types and forms of social campaigns**

For the needs of the under way project, it was assumed that this social campaign will be informative and persuasive-convincing. The information dimension of the campaign will provide various activities, implemented in accordance with the campaign plan presented in Table 3 Deliverable D2.2 with adapting to the whole region.

It has been assumed that the social campaign will be implemented according to the following criteria:

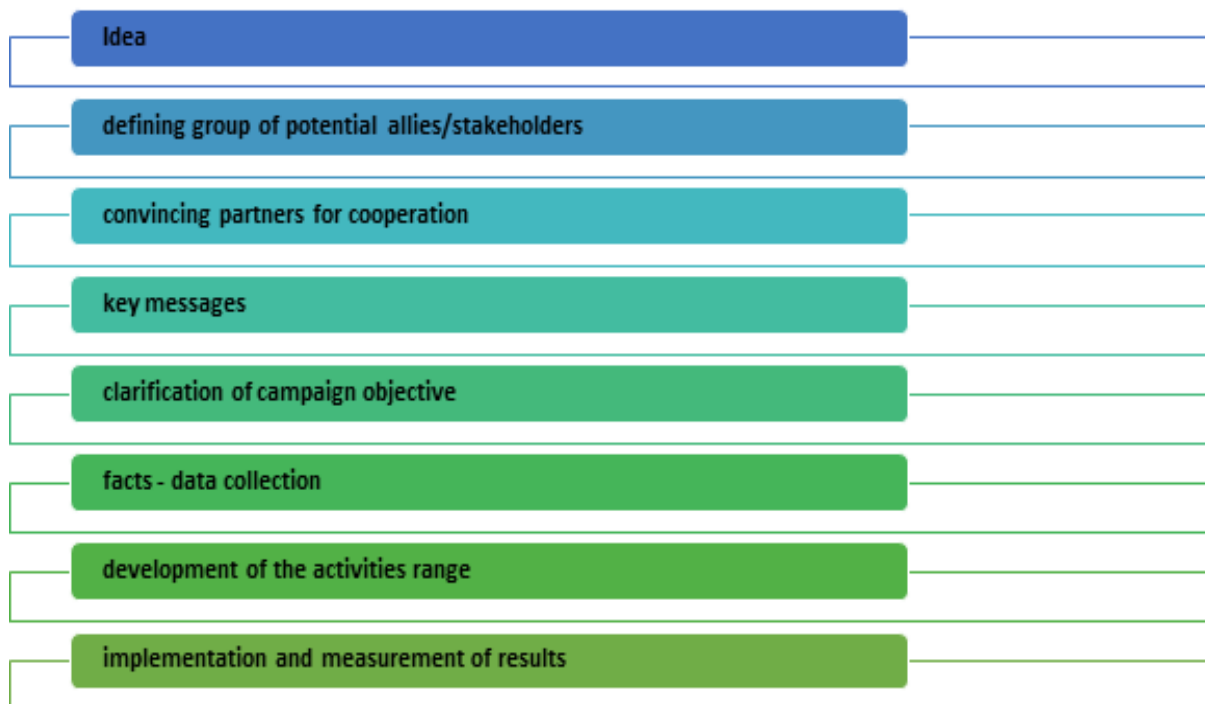
1. The territorial range
2. Target group
3. Objective
4. Character
5. Time
6. Ordering institution

## 4. Methodology of designing a social campaign

In the design of social campaigns it is extremely important to have a methodical approach that ensures the overall arrangement of activities and organizational order in a complex process implementation of a social campaign.

The stages of designing the social campaign for whole region Transcarpathia are the same as for Sotvyno.

Figure 1. 8 steps of designing the social awareness campaign.



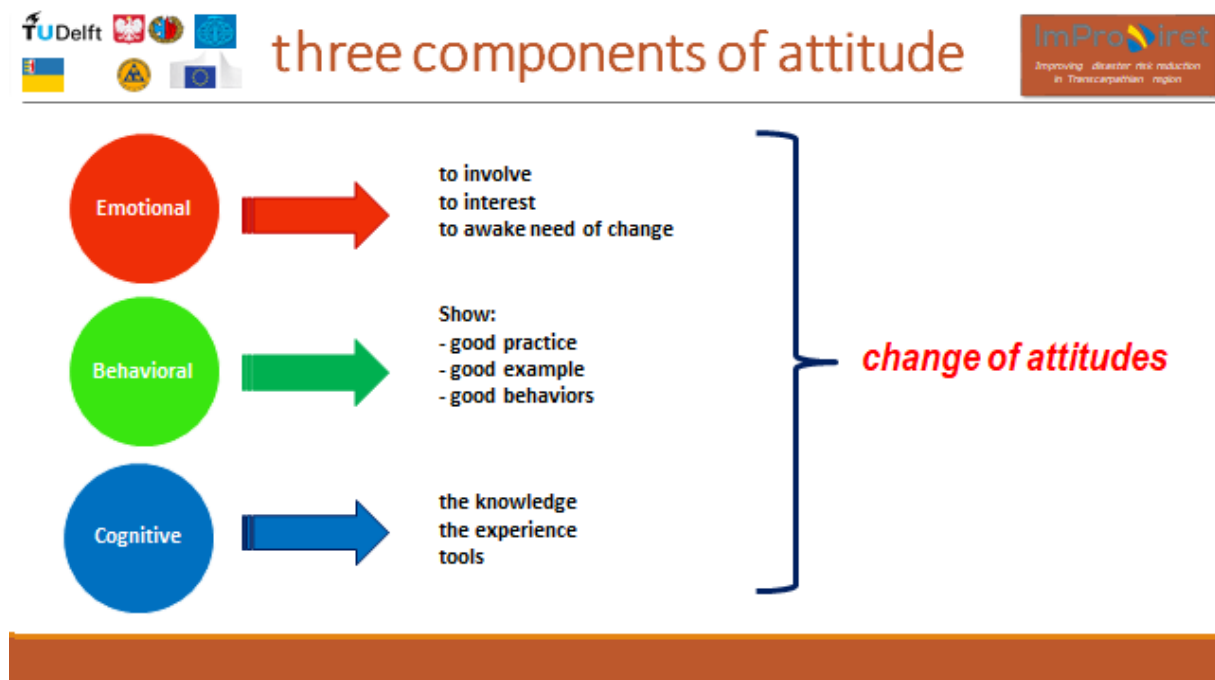


## 5. The practical dimension of the social campaign

The social campaign we offer has a utilitarian purpose in the form of help in identifying problems, raising awareness and speeding up the anticipation of hazards through effective reactions to them. An effective response is possible thanks to the implementation of the risk analysis practice.

The goal of the campaign is to change attitudes and, consequently, behaviors. We emphasize that changes must be made in the emotional, cognitive and behavioral areas so that we can talk about the success of the ongoing process of change in attitudes.

Figure 2. Three components of attitude.



An important aspect of the campaign: get people to think about safety and raise their responsibility in creating their communities and places where they live.

A properly conducted social campaign uses various tools depending on the recipient, needs, financial possibilities and the law. We must be careful not to lose the commitment and trust of people. The social campaign is a factor in creating social changes of a completely conscious and planned nature, not accidental and chaotic.

When planning the process of creating and implementing the campaign, first of all, the awareness and conviction of local decision-makers for the rightness of building cooperation and public trust are important. The determination of the authorities in searching for the latest tools of communication with the society is also important.

As part of the prepared products that will be presented during the social campaign in the Transcarpathian region, we constantly emphasize the added value of cooperation between decision-makers and citizens. It is possible by establishing a social dialogue.

One of the products of the research team is a guide containing information on building social dialogue. The basic components are:

- good team,
- trust environment,
- sense of safety,
- commitment to joint activities.

The research group decided that it will implement the public campaign in two groups of recipients. A group of teachers was chosen because education for children is very effective. With this group we cooperate in Solotvyno level, however in the realities of the Transcarpathia region the group of decision makers is important because of the need to implement system solutions based on organizational and legal aspects.

Therefore, the Research Team have decided to prepare social campaigns addressed to the following groups, namely:

- local authorities / decision makers;
- local services
- local social activists who as "local safety leaders" will reach a wider community of local people.

Table 2. Plan of campaigns in the Transcarpathia region

<b>Criteria</b>	<b>Descriptions</b>
Creators	Research Team from The Main School of Fire Service
Principal	Consortium
The type of campaign	Campaign adopting the form of social communication, consisting in making the decision makers of the Transcarpathia region aware of the level of risk to connect with hazards occurring in their area and necessity of cooperation and building culture of trust and safety.

Category	Sharing experience and knowledge in the field of safety and providing the necessary information in the aspect of risk management of local hazards (but without causing panic) and raising the level of knowledge about structure of culture of trust
Idea	Promoting the idea of safety culture by building a trust in local decision-makers and promoting safe behaviors and attitudes, creating local safety leaders, cooperation, wake up of involvement.
Key idea/ advertising slogan	Dialogue for safety
Range	central
Addressees	<ul style="list-style-type: none"> <li>• local authorities / decision-makers;</li> <li>• local services</li> <li>• local social activists who as "local safety leaders" will reach a wider community</li> </ul>
Stakeholders/partners	<p>The assumption of the Research Team is that the senders of the social campaign in question are all kinds of public, private, governmental institutions, various associations, but also educational institutions, churches, religious organizations, and charitable foundations:</p> <ul style="list-style-type: none"> <li>• Regional Development Agency of Transcarpathia</li> <li>• Tourist industry</li> <li>• State Emergency Services (SES)</li> <li>• Village council</li> <li>• District administration</li> <li>• State ecological inspection in Transcarpathia</li> <li>• University in Uzhgorod</li> </ul>
Delivery time	1 editions: Dialogue for safety, cooperation for Transcarpathia

Forms of activities	<ol style="list-style-type: none"> <li>1. using products prepared as part of campaign (WP2 deliverable 2.4) - <b>September 2019</b></li> <li>2. Message board for the community of Transcarpathian region - THE SMART MANAGEMENT OF THE FUTURE, THE SMART SAFETY during the use of local media, websites, adding banners and mail links - between <b>May and October 2019</b></li> <li>3. Workshop for decision - makers - <b>September 2019</b></li> </ol>
<p>Result indicators (at least 2 implementation) September 2019 to January 2020</p>	<ul style="list-style-type: none"> <li>• initiate a minimum of 2 meetings with representatives of local institutions in the region (local officials, entrepreneurs, teachers, decision-makers, representatives of churches, local activists, etc);</li> <li>• establish a list of concluded cooperation agreements with these institutions;</li> <li>• undertaking activities to identify local social activists in order to create the idea of “local safety leaders”;</li> <li>• establishment a minimum of 5 teams of local social dialogue, part of which include representatives of local authorities, local safety leaders and representatives of the security services responsible for the safety of local communities;</li> <li>• organize a minimum of 1 meeting (in the form of workshops) during which local decision-makers will be practical training risk analysis;</li> <li>• preparation a minimum of 2 social campaign plans in each area of the Transcarpathian region.</li> </ul>

As a research team, we are convinced that the social campaign, will significantly contribute to the constructive solution the problems in the Transcarpathia region.

## 6. Final evaluation summit

FINAL EVALUATION SUMMIT as a part of the project  
" Improving Disaster Risk Reduction in Transcarpathian Region, Ukraine;  
783232"  
Campaign Plan for Transcarpathia

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Date of completing the survey: .....

Sex: F M

The survey concerns the following issues:

Please, answer the following questions:

1. To what extent has the information campaign for Transcarpathia met your expectations?

- a. To a very large extent
- b. to a large extent
- c. to medium degree
- d. to a small extent
- e. I can't tell you.

2. Will you use the knowledge of the campaign in practice?

- a. Yes
- b. No
- c. It is difficult to say

Please, justify the answer

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4. When are you planning to take the first steps in implementing a social campaign? significant?

- a. during a month
- b. during the quarter
- c. during the year
- d. never
- e. It is difficult to say

Please, justify the answer

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5. Were the issues presented during the entire duration of the campaign helpful to deepen the knowledge about safety?

- a. Yes
- b. No
- c. It is difficult to say

Please, justify the answer

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6. Which elements do you think were the most useful? Please, motivate.

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7. The degree of information transfer during the campaign can be evaluated as:

- a. Extremely useful
- b. Right
- c. Not very useful
- d. It's difficult to say

8. What is your general assessment of the information campaign for Transcarpathia?

- a. Very high
- b. I am happy to participate in the campaign
- c. No opinion
- d. the campaign did not meet my expectations.

9. How do you rate the organization of the campaign?

- a. very high
- b. high
- c. average
- d. low
- e. very low

Please, justify the answer

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10. How do you rate the materials received during the campaign?

- a. They were very helpful and prepared at a high level
- b. I rate them as useful
- c. they do not constitute a substantive value

11. Do you think that the materials received were in line with the campaign profile?

- YES
- NO

Please, justify the answer

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12. Please list the issues that you think should be broadened during the campaign:

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13. Please list issues that should be eliminated from the campaign program?

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14. Do you think that the results in terms of the knowledge provided significant increase in any field?

(please select "X" - you can select a few):

- Significant increase of knowledge in the field of the campaign subject
- Slight increase of knowledge regarding the subject of the campaign
- Minimal increase of knowledge in the field of the campaign subject
- I believe that the acquired knowledge can not be applied in practice
- The acquired knowledge is of little use in conditions of prevailing reality.

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16. Please assess how far your expectations for participation in the campaign have been met:

- a. To a very large extent
- b. to a large extent
- c. to medium degree
- d. to a small extent

17. What do you think are the strengths and weaknesses of the Campaign?

strengths of the training:

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weaknesses of the training:

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Thank you for completing the survey



## **7. List of tables**

Table 1. Identified hazards in Transcarpathia

Table 2. Plan of social campaigns in the Transcarpathia region