

Report on Products as part of campaigns

Report on the work package 2 activities; Preparation and implementation of 5 products in according GA assumptions

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I. HISTORY

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Table of contents

1. History	1
2. Introduction	3
3. Information about five products	4
4. Workshops as platform for using the products	7
5. Summary	7

II. INTRODUCTION

The main objective of the Work Package 2 is the public awareness campaign, its design with stakeholders, and implementation with existing structures (MTSs). While we were working on the project, We realized that a key aspect is information. Preparing of the form of information, way of message etc. was be based on the work and input data collected in other work packages.

According principles of project, We prepared 5 products as ones of the tools for stakeholders / decision makers / end users. It was focus on best practices and innovative ideas as well as forms of education. Given that at stake the multicultural region, We prepared products in 4 languages: Ukrainian, Romanian, Hungarian, English. These products are proposition for implementation in real.

Prepared products are: **a handbook, guide, brochures, leaflets and posters**. According to the Ukrainian census of 2016, Transcarpathia has 1,259 million inhabitants, representing 76 nationalities:

1. Ukrainians, including Rusyns - 1010.1 thous. - 80.5%,
2. Hungarians - 151.5 thous. - 12.1%,
3. Romanians - 32.1 thous. - 2.6%[1]



Source: <https://upload.wikimedia.org/wikipedia/commons/3/3a/Carpathians-satellite.jpg>

Why is this needed? If we want to reach people, we need to prepare educational materials in an easy way, understandable and readable form. We prepared all these products so that the interested parties could use them in their further work. Our products form the basis of the campaign.

We give them a fishing pole, not fish.

III. INFORMATION ABOUT FIVE PRODUCTS

Description of products prepared for the public awareness raising campaign

During the ImProDiRet project the public awareness campaign was created with regard to specific several products. As has already been mentioned population of Solotvyno and Transcarpathia is of different nationalities, therefore all the products of campaign were prepared in 4 languages: English, Hungarian, Romanian and Ukrainian, to be understandable and approachable for every reader.

THE PRODUCTS ARE:

1. Guide "How to prepare an awareness campaign"
2. Handbook "Public awareness campaign"
3. Leaflets "Landslides in Solotvyno" and "Ukrainian Solotvyno at risk", "Water and environmental pollution"
4. Leaflet for the youngest "The little ecologist"
5. Poster "You can create your space"

<https://drive.google.com/drive/folders/1Ft9w2SUmV5jiPHbVey5a94cJkJzU9yJg>

1. Guide "How to prepare an awareness campaign" is a guide directing an interested reader how to prepare the activity of awareness campaign in generally. Authors, step by step, are showing what kind of activities need to input for building of engagement.

It has been designed for the local community of Transcarpathia and Solotvyno but it's possible to use in different areas, because it has been prepared while maintaining the highest standards. The guide includes:

- the concept of the awareness campaign,
- stages of the effective social campaign,
- methods and ideas concerning finding different age audience,
- where and how to look for the campaign supporters.

The work is divided into 4 main parts:

Here one can find the definition of the awareness campaign and the phases good of them:

- B. research,
- C. preparation,
- D. implementation,
- E. evaluation.

A. Research

The first step is research. Important to do: the problem analysis, defining of community's needs. We should define the aim of the project, identify beneficiaries, planning of the main parts of campaign, defining the tasks for the campaign designers and methods how to

implement them. There are also tips how to make a group work successful and the same goals and expected results for all.

B. Preparation

The procedure of preparatory phase of the campaign is described. Preparation of content, materials, distribution channels, etc. The necessity should be emphasized organizers have also to think about the supporters, sponsors, volunteers during the campaign to help them.

SMART analysis method has been presented to concretize a given action and its goal which should be: S-specific, M-measurable, A-achievable, R- relevant, T-time-bound.

C. Implementation

This is the stage of campaign implementation. At that phase one has got not only a precise plan how we want to provide the information, but also people who will carry out specific tasks, timing, places, exact activities to be realized. This part of our work is "online" in real.

D. Evaluation

Always we need to know that our activities are good and correct. For check and for to understand if your campaign is successful or not, it should be evaluated by means of different methods. This part of preparation the campaign is the most important because we can compare plan with results, we can include new ideas, adapting for change, etc.

Further steps

It contains the reflection of the organizers whether they are going to organize similar campaigns.

Step by step

There has been presented a guide/instruction, which precisely shows the steps how to organize an awareness campaign.

2. **Handbook “Public awareness campaign”** is a comprehensive approach to issues related to the broadly understood social campaign. This study presents focused on the Transcarpathian region, on the hazards -related aspects, trust culture, building a relationship, innovative concept shaping the safety of local communities-local leaders of safety and social communication and a family emergency plan.

1. Description of hazards and the consequences. Hazards were selected based on data collected during a data survey and frequency of occurrence in the Transcarpathian region in cooperation with other partners of project (among other IGS NASU).
2. In this part of handbook we have written about trust culture. That is crucial in safety culture. Without trust we cannot have sense of safety. We emphasize the establishing mutual trust there should be concentration on creating an identity with the goal, taking into account all defined needs, starting cooperation and creating a sense of mutual support. Additionally is showing elements of a good team were presented here, problems that could be faced during the process and solutions how to deal with them.
3. The third part: Innovative concept shaping the safety of local communities – local leaders of safety and social communication. The chapter includes information about safety management and the idea of local safety leaders was introduced
4. Fourth part: Family emergency plan. Propositions of helpful formula for family in case of disasters. Should contain the key elements of preparing and responding. Family emergency plan should be regularly practiced, modified and maintained.

3 & 4. Leaflet “Landslides in Solotvyno” , “Ukrainian Solotvyno at risk”, Leaflet “Water and environmental pollution”, for the youngest “The little ecologist”.

These products are only examples has been developed to pay attention of the recipient to the problems in the area. Team of project want to show how can to prepare leaflets for using in awareness campaign.

5. Poster “You can create your space”

The same example of education material. It's proposition the slogan and using real photos. During the campaign be can creating more inspires slogans.

IV. WORKSHOPS AS PLATFORM FOR USING THE PRODUCTS

On May 9-10, 2019 international How to prepare Public Awareness Campaign Workshop was organized as a part of the ImProDiRet project, Improving Disaster Risk Reduction in Transcarpathian Region, Ukraine.

The participants were teachers from Transcarpathia region as the best persons to transfer knowledge and skills to children. Education of children and education adults by children, in generally opinion, is the best way. All participants of workshop received a guide and handbook, examples of brochures and leaflets so that they could prepare similar ones as part of their campaigns. The participants were able to ask questions and comment on the adaptation of these products in their communities knowing the realities.

V. SUMMARY

We are pleased to deliver products translated into the languages spoken in the region. It is important to provide educational material so that no one feels excluded and can benefit from it on an equal footing with everyone.

The ImProDiret project is an important support for the region, but without cooperation with representatives of regions we could not be so successful.

[1] Number and composition population of ZAKARPATTIA REGION by data All-Ukrainian population census '2001