



GUIDE FOR MEDIA



What is hazard and its types?

A dangerous phenomenon, substance, human activity or condition that may cause loss of life, injury or other health impacts, property damage, loss of livelihoods and services, social and economic disruption, or environmental damage. Hazards are of two types: -

Natural:

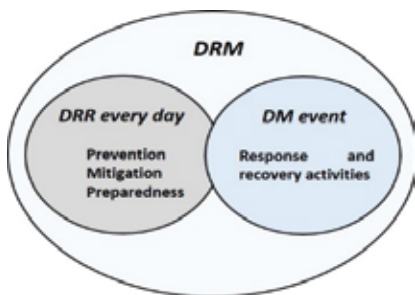
Earthquakes. Floods, tsunami, avalanches, landslides, cyclones/storms, droughts etc.

Human-induced:

Urban & forest fires, transport accidents internal displacements, industrial accidents and complex emergency.

What is disaster?

A serious disruption of the functioning of a community or a society involving widespread human, material, economic or environmental losses and impacts, which exceeds the ability of the affected community or society to cope using its own resources.



Difference between disaster management and disaster risk management



Disaster management cycle

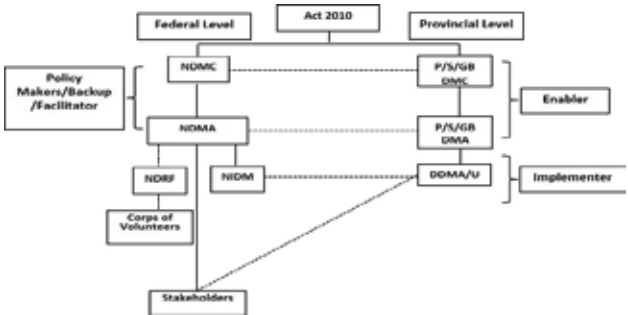
Evolution of disaster management system in Pakistan

In terms of provisions of the Calamity Act of 1958, a reactive emergency response approach has remained the predominant way of dealing with disasters in Pakistan till 2006.

Promulgation of National Disaster Management Ordinance in 2006, enable the Federal Government to put in place a comprehensive system of disaster management in the country.

The ordinance was later enacted as a National Disaster Management Act in 2010. The powers and function of all agencies are highlighted in the

ordinance/act. Following three tiered structure was established at the national, provincial and district levels.



<http://web.ndma.gov.pk/plans/NDMA-Act.pdf>

Disaster related policies and plans

National DRM Framework (NDRMF): Formulated by NDMA in 2007 to guide the DRM work align with the Hyogo Framework for Action (HFA). The five years' framework envisioned achieving sustainable social, economic, and environmental development in Pakistan through reducing risks and vulnerabilities, particularly those of the poor and marginalized groups, and by effectively responding to and recovering from disaster impact.

<http://web.ndma.gov.pk/plans/National%20Disaster%20Risk%20Management%20Framework-2007.pdf>

National Disaster Risk Reduction (DRR) Policy: The Policy provides an overall guiding framework for addressing the high levels of disaster risk permeating Pakistani society from both natural and human-induced hazards. The policy seeks to promote priority measures to ameliorate existing vulnerability to hazards, and equally important measures to ensure future development processes and programs strengthen resilience approach. The DRR policy therefore outlines a comprehensive national DRR agenda.

<http://web.ndma.gov.pk/plans/drrpolicy2013.pdf>

National Climate Change Policy:

Provides a framework for addressing the issues that Pakistan faces or will face in future due to the changing climate. As Pakistan is highly vulnerable to the adverse impacts of climate change, in particular extreme events, therefore adaptation effort is the focus of this policy document.

http://www.gcisc.org.pk/National_Climate_Change_Policy_2012.pdf

National Disaster Response Plan (NDRP). Formulated in 2010, with a purpose to enhance the country's ability to manage all disasters using a comprehensive national approach. The NDRP presents a framework for emergency response at different levels of government structures. It identifies the roles and responsibilities of various stakeholders. It lays down coordination mechanism for activities with the UN, INGOs, civil society, the news media, public and private sector, and local philanthropists to bring together a full range of national capabilities to manage any disaster. Owing to several changes/factors like past disaster experiences and alignment with global frameworks the plan was revised during 2019.

<http://web.ndma.gov.pk/publications/NDMA%20book%20complete.pdf>

National Disaster Management Plan (NDMP). The plan was formulated in 2012 with an aim to enhance the capacity of the country to prepare for and respond to disasters by defining the measures to be considered necessary

for DRM and risk reduction in line with the provision of the NDM Act.

<http://web.ndma.gov.pk/plans/NDMP-Main%20Vol.pdf>

Global and Regional obligations

Yokohama Strategy and Plan of Action for a Safer World: In 1994, the first world conference on natural disaster reduction was held in Yokohama, Japan. The conference adopted the Yokohama Strategy for a Safer World: guidelines for natural disaster prevention, preparedness and mitigation. It was a turning point in the history of DRR efforts, as the socio-economic aspects of vulnerable communities were taken into account. The word conference outlined Yokohama principles to prevent, mitigate and reduce disaster risks in developed and less developed countries.

HFA 2005-2015:

In 2005, 168 states attending the UN World Conference on Disaster Reduction held in Kobe, Hyogo, Japan adopted HFA 2005-2015. Endorsed by the UN General Assembly, HFA is a non-binding but politically authoritative obligation to building the resilience of the nations and communities to disasters by 2015. This was the first internationally accepted framework for DRR, which outlines three strategic goals and five broad priority areas for action plus general considerations, key activities under each priority area and role of states and other stakeholders involved in the implementation. Incorporation of risk reduction approaches into the design and implementation of emergency preparedness, response, and recovery programs in the reconstruction of affected communities.

Sendai Framework 2015-2030:

The Sendai Framework for DRR 2015-2030 was adopted at the third UN World Conference in Sendai, Japan, in March, 2015. The Sendai Framework is the successor instrument to the HFA 2005-2015: Building the Resilience of Nations and Communities to Disasters. The Sendai Framework is built on elements which ensure continuity with the work done by States and other stakeholders under the HFA and introduces a number of innovations as called for during the consultations and negotiations. The Sendai Framework also articulates the need for improved understanding of disaster, vulnerability and hazard characteristics; the strengthening of disaster risk governance, accountability for DRM; preparedness to "Build Back Better"; recognition of stakeholders and their roles; mobilization of risk-sensitive investment to avoid the creation of new risk; resilience of health infrastructure, cultural heritage and work-places; strengthening of international cooperation and global partnership, and risk-informed donor policies and programs, including financial support and loans from international financial institutions.

UNFCCC:

Is the first intergovernmental treaty on climate change developed to address the problem of climate change. The convention, which sets out an agreed framework for dealing with the issue, was opened for signature at the June 1992 UN conference on environment and development also known as the Rio Earth Summit. The UNFCCC entered into force on 21 March 1994, and by December 2007, it had been ratified by 192 countries. Parties to the convention continue to meet regularly to take stock of progress in implementing their obligations under the treaty, and to consider further actions to address the climate change threat. They have also negotiated a protocol to the convention. Yearly conference is held in the framework of the UNFCCC. They serve as the formal meeting of the UNFCCC Parties (conferences of the parties - COP) to assess progress in dealing with climate change. The purpose is to review the activities with regards to climate change.

Sustainable Development Goals (SDG):

The SDGs or Global Goals are a collection of 17 interlinked goals designed to be a "blueprint to achieve a better and more sustainable future for all. The SDGs, set in 2015 by the UN General Assembly and intended to be achieved by the year 2030, are part of a UN Resolution called the "2030 Agenda". Though the goals are broad and interdependent, the SDGs were made more actionable by a UN Resolution adopted by the General Assembly in 2017. The resolution identifies specific targets for each goal, along with indicators that are being used to measure progress toward each target. The year by which the target is meant to be achieved is usually between 2020 and 2030. For some of the targets, no end date is given. The SDGs pay attention to multiple cross-cutting issues, like gender equity, education, and culture cut across all of the SDGs.

How can media support humanitarian actors?

Pre-Disaster Phase:

- Highlight issues pertaining to disaster related policy and legislation and emphasize the importance of DRR and preparedness.
- Inform public about the measures being taken by the government with regard to disaster risk management and identify gaps.
- Raising awareness on early warning which includes informing public about precautionary measures to avoid loss.
- Encourage people's participation in risk mitigation.

During Disaster (Crisis Phase):

- Inform the public with timely and factual information and advice about actions to be taken.
- Inform on actions being taken by authorities and aid groups.
- Relay messages concerning the welfare of isolated or trapped groups.
- Facilitate communication among affected people and their relatives.
- Highlight the needs of survivors.
- Highlight the need for application of minimum standards.
- Communicate potential secondary risks to minimize further disaster or damage.

Post Disaster Phase:

- Appeal for assistance from all parties
- Communicate about rehabilitation and reconstruction plans
- Encourage survivor participation in recovery
- Influence for integrating risk reduction and prevention

Basics of Disaster Reporting

- What: The event.
- Who: Victims, survivors, damaged physical structures.
- Where: Location of an event and scope of impact.
- When: Time and duration of event and its expected aftermath.
- Why: Why the event occurred, the causal factors that led to disaster.
- How: How government and communities preparing to cope with the disaster?
- Relevance to Readers: How will this information affect your readers?
- Impact: Who has been affected by the news? What has been and will be the impact?
- Recommended Actions: What do people need to do when a threatening event occurs? What precautions should they take?

Ethical Guidelines for the Media in Disaster Reporting:

Ethical media practice can be realized by keeping in mind few key principles:

- Truthfulness.
- Serving Public Interest.
- Humanitarian approach.
- Respect for privacy.
- Integrity.
- Honoring the Sources.
- Accountability.

Dos and Don'ts for reporter

• Dos

- Take different angles of the disaster.
- Take all necessary equipment.
- Acquire all details of the event.
- Make sure you have effective communication system to send stories/packages back to your organization.
- You must know whom to be contacted for getting information.
- Contact numbers of relevant officials.
- Better sources.
- Opinion of common people.
- Stay at a safe place.

• Don'ts

- Safety first.
- Avoid going near ramshackle buildings, fissured rock.
- Respect the cultural norms.
- Be very careful about gender sensitivity.
- Avoid sensational tone.
- Avoid the breaking news race.

