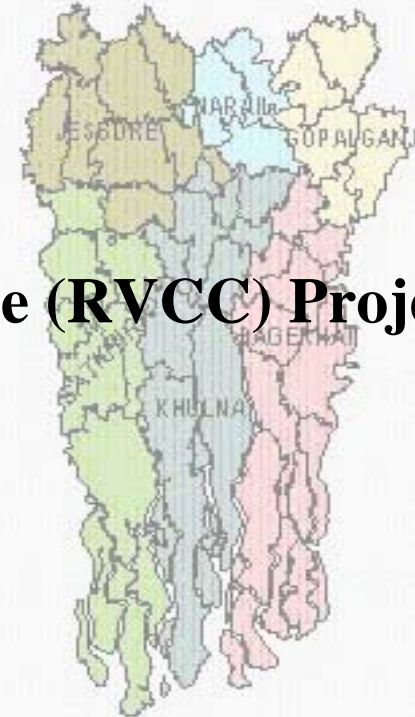


# Awareness to Reduce Vulnerability to Climate Change :

## The Reducing Vulnerability to Climate Change (RVCC) Project

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**International workshop on community-level adaptation to climate change**  
**Dhaka, Bangladesh**  
*16-18 January 2005*



# **Knowledge, Attitude and Behavior (KAB) and Media Surveys conducted to identify most effective media/tools to reach target audience**

**Surveys conducted through 294 Individual Interviews and 24 Focus Group Discussions with Villagers, UP Members, CBO Members, NGO Staff, Journalists, School Teachers and Students**

## **Findings:**

§Radio is the most commonly owned media appliance in villages

§Television is most popular media though many people do not have it at home. Many people watch TV at their neighbour's house.

§Radio and drama/jatra are the 2nd and 3rd most popular media.

§Newspaper is the main source of information for the educated class (NGO workers, school teachers, journalists, etc)

## Objectives of the Awareness Campaign:

- To raise the awareness of 1 million people about climate change causes, effects and adaptation strategies; and
- To increase the capacity of campaign partners in developing awareness tools and information collection and dissemination.

## The target audiences for the campaign are:

- Mass population of southwest Bangladesh
- Direct beneficiaries of the RVCC Project
- Students, teachers, School Management Committee members
- Eco-club members
- PNGO staff
- Journalists, local newspaper editors
- Community people of 6 districts where RVCC is working
- GO, NGO, UP representatives and community leaders

**Key messages were identified for each of the target audiences**

## *Pot Song and Drama*

100 performances of the pot song and drama have been performed around the region

Performances have drawn audiences as large as 2000 people

Very popular tool, we have received many requests for more performances



## *School Program*

Curriculum developed  
and piloted in 65 schools  
and madrasas

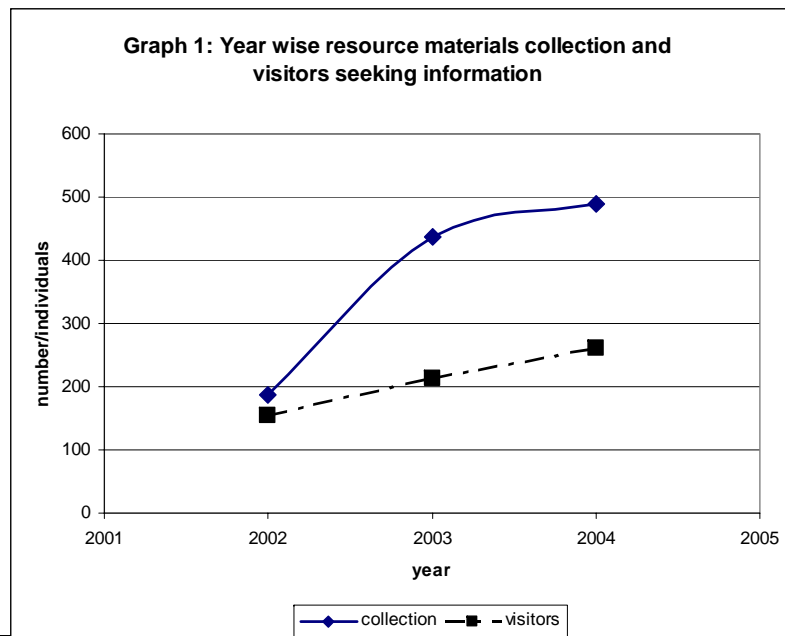
Over 14 000 students  
participated in climate  
change sessions at school

Evaluation of program is ongoing



# Central Information Center Development

Availability of climate change information to various stakeholders in the southwest region of Bangladesh ensured



The information seeking rate has increased sharply



## **Bridging between experts and the grassroots**

Publications on climate change issues are disseminated to the target audiences

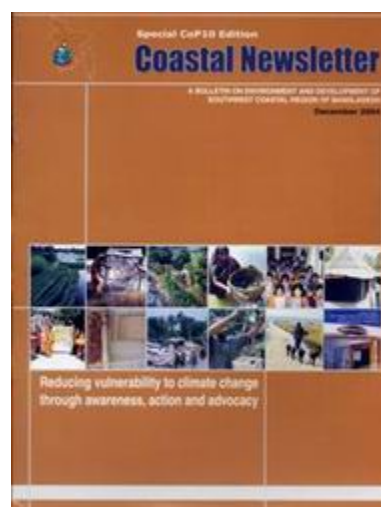
Number of copies of each issue of the Coastal Newsletter has been increased from 1000 to 1500 due to increased demand



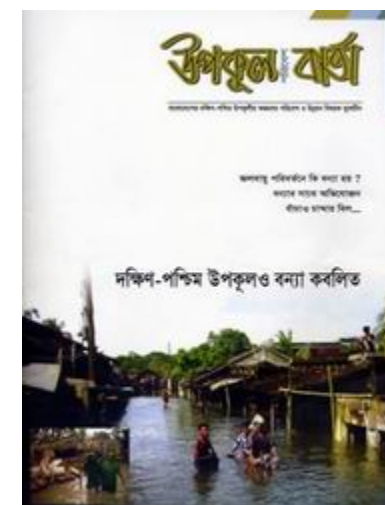
**Information Package on Climate Change in easy reading Bangla**



**Issue-based booklet**



**Special CoP10 edition of the Coastal Newsletter**



**Quarterly Coastal Newsletter in Bangla**

## *Eco-Club Activities*

- **30 Eco-clubs have been established with 19 members in each.**
- **Eco-clubs are outreaching to their communities to raise awareness**
- **Over 7000 people have been reached through village-level sharing sessions**



## *Radio Program*

- 10 programs of 10 minutes each have been developed
- Broadcast every Saturday
- Programs include a short drama, a folk song, and an interview, all pertaining to some aspect of climate change and adaptation



# Lessons learned

Awareness activities are targeted to areas where we are working on household and community level activities and this has resulted in better integration and reinforcement of ideas

As climate change is a scientific issue, it has been challenging to communicate at the grassroots level in an non-technical way – field testing of awareness tools is important

Involving members of the target audience in the development of communication tools can improve the relevance of the materials and the messages