

## 1. THE SENDAI SEVEN CAMPAIGN - 7 Targets, 7 Years (2016-2022)

The United Nations General Assembly has designated 13 October as the date to celebrate International Day for Disaster Reduction (IDDR) to promote a global culture of disaster reduction, including disaster prevention, mitigation and preparedness. Since it began 25 years ago, the day has grown in a major global awareness event celebrated in many ways to encourage efforts to build more disaster-resilient communities and nations.

Following the **Step Up Campaign**, which started in 2011 and was dedicated each year to a particular group of vulnerable people exposed to disasters – Children and Youth (2011), Women and Girls (2012), People Living with Disabilities (2013), Older Persons (2014), and Indigenous People (2015) – UNISDR is now launching the **Sendai Seven Campaign** to promote each of the seven targets of the Sendai Framework for Disaster Risk reduction adopted in Sendai, Japan in March 2015.

As was the case throughout the Step Up Campaign, the success of the Sendai Seven Campaign depends on engaging and connecting with a wide range of stakeholders to promote awareness of the Sendai Framework and actions required to implement it, and to achieve its targets.

The Sendai Seven Campaign is an opportunity for all including governments, local governments, community groups, civil society organisations, the private sector, international organisations and the UN family, to promote best practice at international, regional and national level across all sectors, to reduce disaster risk and disaster losses.

Gender is a critical issue in reducing mortality. Worldwide, women and children are up to 14 times more likely than men to die in a disaster and roughly 60% of preventable maternal deaths and 53% of preventable under-5 deaths take place in conflict and disaster settings. Other groups affected disproportionately include persons living with disabilities, older persons and indigenous people.

The best examples we can find globally or from each region will be considered for nomination as a **Sendai Target Champion for Reducing Mortality**. Send your submissions to [iddr2016@un.org](mailto:iddr2016@un.org) by September 1 and the length should not exceed 500 words.

2016 – Target 1: Substantially reduce global disaster mortality by 2030, aiming to lower the average per 100,000 global mortality rate in the decade 2020-2030 compared to the period 2005-2015;

2017 – Target 2: Substantially reduce the number of people affected globally by 2030, aiming to lower the average global figure per 100,000 in the decade 2020-2030 compared to the period 2005-2015;

2018 – Target 3: Reduce direct disaster economic loss in relation to global gross domestic product (GDP) by 2030;

2019 – Target 4: Substantially reduce disaster damage to critical infrastructure and disruption of basic services, among them health and educational facilities, including through developing their resilience by 2030;

2020 – Target 5: Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020;

2021 – Target 6: Substantially enhance international cooperation to developing countries through adequate and sustainable support to complement their national actions for implementation of the present Framework by 2030;

2022 – Target 7: Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessments to people by 2030.

## **2. INTERNATIONAL DAY FOR DISASTER RISK REDUCTION 2016 –**

### **LIVE TO TELL CAMPAIGN: RAISING AWARENESS, REDUCING MORTALITY**

***#switch2sendai #IDDR2016***

***"Everything can be rebuilt, but lives cannot be recovered, and that's what hurts the most,"*** - President Rafael Correa, Ecuador, after the April 2016 earthquake that killed 661 people.

**Goal:** Use International Day for Disaster Reduction on 13 October 2016 to:

Provide an advocacy platform to all governments, local governments, disaster management agencies, UN agencies, NGOs, Red Cross and Red Crescent societies, civil society groups, businesses, academic and scientific institutions, and other interested groups to demonstrate support for implementation of the Sendai Framework and to highlight achievements and challenges in so doing with a particular focus on life-saving measures in 2016;

The 2016 campaign will seek to create a wave of awareness about actions taken to reduce mortality around the world.

UNISDR wants you to use the opportunity of October 13 to tell the world what you are doing to implement the Sendai Framework in order to reduce mortality and improve health outcomes from disasters.

Are you improving how people are becoming more risk informed? How are you doing it? Have you become more inclusive in your outreach with early warnings?

*EXAMPLE: The Metropolitan Manila Development Authority held its second Metro Manila Shake Drill on June 22, 2016. According to one study a 7.2 magnitude earthquake in Metro Manila may destroy 40% of residential buildings, cause 34,000 deaths, injure 114,000 individuals, and the ensuing fires may also result in 18,000 additional fatalities.*

*EXAMPLE: Following what may be Canada's costliest disaster, the Fort McMurray fires earlier this year, the Canadian Forest Service proved the case for generating fire risk maps as a reliable tool for ensuring safe evacuation in fire prone areas or designating such areas as unsafe for human habitation.*

*EXAMPLE: This year the Pakistani city of Karachi has opened 179 heatstroke centres to keep down the death toll from heatwaves which killed over 1,000 people last year.*

*EXAMPLE: The governments of Australia, Canada, France, Germany, Luxembourg and The Netherlands have agreed to give more than US\$80 million to equip up to 80 countries with better climate risk early warning systems.*

*EXAMPLE: Unicef and the Children in a Changing Climate coalition have developed the Sendai Framework for Disaster Risk Reduction: for children. A great educational tool for children exposed to disaster events.*

*EXAMPLE: In May 2016, WHO established a new Health Emergencies Programme designed to deliver rapid, predictable, and comprehensive support to countries and communities as they prepare for, face or recover from emergencies caused by any type of hazard to human health, whether disease outbreaks, natural or man-made disasters or conflicts.*

We will share your stories, photographs and videos online through our social media channels, [www.unisdr.org](http://www.unisdr.org) and PreventionWeb. Please send submissions to [iddr2016@unisdr.org](mailto:iddr2016@unisdr.org)

### **3. LIVE TO TELL Campaign – press releases/ web page/ content**

There will be a press release to announce the theme of the day. The IDDR2016 website will be launched and there will be an appeal to partners to help fill it with examples of risk-reducing, life-saving activities undertaken at local and national level with a focus on the most vulnerable.

UNISDR will develop branding for the page which will be a resource for the entire disaster risk reduction community to use for posting details of their planned events for the day including photographs, posters and commentary.

UNISDR will also work with the Centre for Research on the Epidemiology of Disasters, based in Louvain, Belgium, to examine mortality trends. A report will be published on October 13.

In the lead up to the day, there will be a special focus on early warning, enhanced preparedness and pre-emptive action undertaken in advance of sudden and slow on-set disasters.

There is a clear link also with World Tsunami Awareness Day which will be marked for the first time this year on November 5.

There will also be a focus on actions taken to make the health sector more resilient and to put public health to the fore in disaster risk management.

State authorities and the private sector are invited to submit case studies which demonstrate their concern for safety in high-risk industries such as the nuclear, oil and petroleum, coal and other extraction industries.

A blog section will be set up on the page to include expert opinion and insights on reducing mortality in disaster zones.

UNISDR will use the Twitter THUNDERCLAP platform to engage and generate support from as many organisations and individuals as possible for the theme of the day, requesting they share the following message, accompanied by a suitable image, with their followers:

**LIVE TO TELL ...A life saved is the greatest benefit of reducing disaster risk  
#switch2sendai on October 13 #IDDR2016**

UNISDR Communications will produce a public service announcement for the day, available for broadcast a month in advance.

**4. MORTALITY TRENDS**

The average recorded global mortality rate from 2005 to 2014 was 76,424 deaths per annum, according to the Centre for Research on the Epidemiology of Disasters (CRED). In 2015, CRED recorded 22,773 deaths. The following is a list of the main natural hazards with decadal average deaths, and deaths for 2015 in brackets: Floods, 5,938 (3,310); Storms, 17,778 (996); Drought, 2,030 (35); Landslide, 1,369 (923); Earthquake/tsunami, 42,381 (9,525); Wildfire, 73 (66); Volcanic activity, 46 (0); Mass movement (dry), 373 (0).

Technological disasters killed 5,884 people in 2014 and the annual average for the previous decade was 7,514. Such events include ferry boat sinkings; transport accidents account for 74% of deaths from technological disasters in the CRED database.

Major public health emergencies of international concern occur on a regular basis. Most recently the Ebola epidemic in the impoverished west African countries of Guinea, Liberia and Sierra Leone claimed some 11,000 lives and caused widespread trauma and economic losses. The rapid global spread of the Zika virus is another example.

**Outcome**

1. Greater global awareness of the Sendai Framework by presenting it as a life-saving agenda for building resilience to disasters caused by both man-made and natural hazards
2. Greater inclusion of representatives of vulnerable groups in national disaster risk reduction programmes
3. Public discourse to promote attitudinal and behavioral change towards disaster risk management