



# Enhancement of Social Capacity and Public Trainings



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Taksim Square



# Introduction



# Academic Assessment

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The earthquakes that happened in 1999 and brought about a serious disaster revealed the fact that Turkey is a “disaster country.” What we have experienced since 1999 displayed the need for a community-based, modern, and integrated disaster management system in our country.

As it is the case with the disaster management activities that have been implemented so far and as stressed in this book, the “risk management” understanding that is the basis for modern disaster management systems and the loss mitigation activities that are executed within this framework are based on the creation of a community-based disaster culture.

As a measure, it could be possible that the individual protects himself and people close to him against the damages to be incurred due to the human and technologic dangers.

Taking measures is possible by being conscious, which is achieved through trainings.

Therefore, now there is a need for rolled out and good training activities, which will eliminate

the prejudices of our community against the disaster and emergency management subjects and bring about positive radical changes to their behavior.

Thus, our country will get rid of the blind loop for damage and relieving following a disaster and importance will be more attached on the risk management consisting of damage mitigation and preparation activities than the risk management consisting of response and improvement activities, as it is the case with modern disaster management.

For this reason, instead of the activities that are conducted in our country with the idea of “how can we save people from wreckage,” priority should be given to the community-based activities that are conducted with the idea of “preventing people from being trapped in wreckage.”

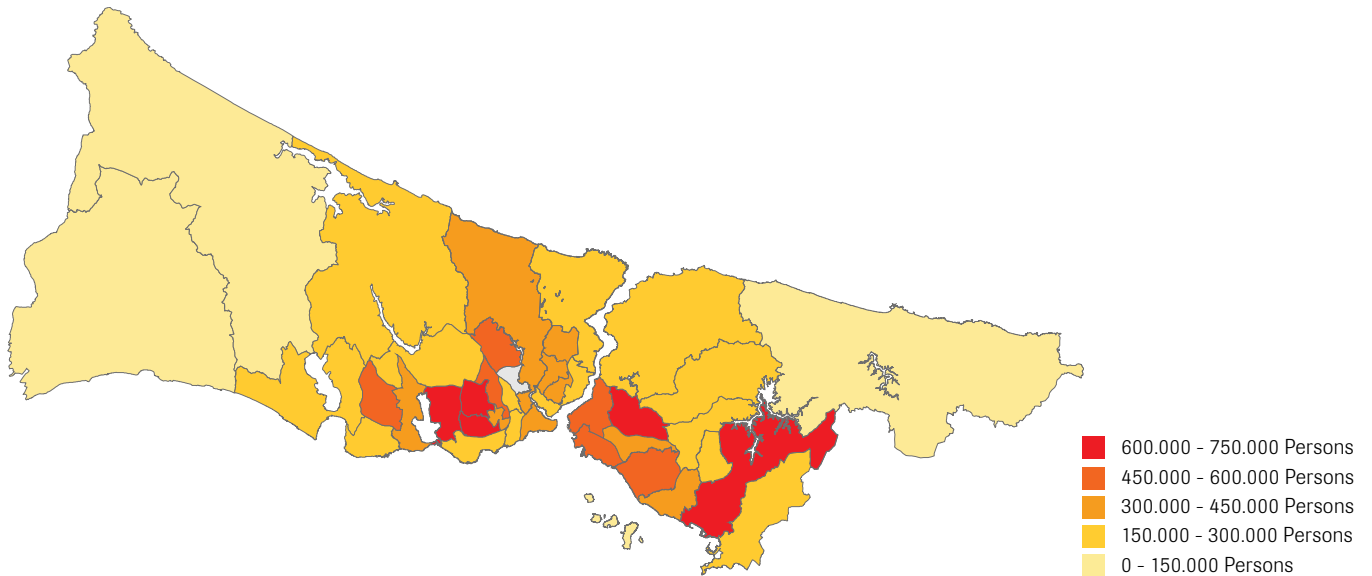
It is obvious that taking the required measures and being prepared prior to the occurrence of disasters is as important as the efficient response during a disaster and even they are the integral parts of the whole picture.

Depending on the experiences of our country and other countries, the emergency management should be continuously changeable through training and education and its scope should be expandable from the individuals and families in the society to the organizations and institutions.

Consequently, following the painful lessons that we took in our country, many nongovernmental organizations, public and private organizations and institutions have also started to take and/or give disaster preparedness trainings. However, it is required to maintain the benefits of these positive developments for the community and to prevent the confusion that may result from the knowledge differences. Our community does not, as a whole, still know what to do prior to, during, and after the disasters.

However, these trainings should, a fortiori, be oriented towards skills, imitation should not come to forefront as a format in trainings, and the common and justifiable messages should be delivered to the community. In this context, standards must be created first and the quality should be inspected.

## District Population Densities in Istanbul According to the Address-Based Census Register System Results



In other words, the information and awareness raising campaigns should be developed, commonly and correctly and implemented as soon as possible together with the correct training and education programs that aim at “Creating a Community Resistant Against Disasters.”

Briefly, the coverage/importance given to disasters in the trainings and education given today in schools, various organizations and courses held by NGO's, in-service trainings, and public ads is/are not sufficient to create a strong disaster conscious for all individuals that constitute our community.

Similarly, the subjects that aim at giving the disaster awareness and teaching the correct way of behavior are not in such a form that is oriented towards the life and that enable learning through practicing and experiencing. In addition, all hazards / risks in the disaster-oriented training programs do not handle address the preparation subjects as a whole and they wrongly focus on only one of many disasters and on the activities that relate to only one stage of the disaster management system.

All these activities must be widened to cover the community and disasters in their entirety. For example, earthquakes do not only give rise to ruins, but also to fires. Giving only research and rescue training will not be sufficient.

As a result, we have personal, corporate, and social responsibilities too in ensuring the safety of our families, neighbors, originations, and country in each stage of the disaster management stage and against all hazards.

Consequently, in order to create a community that can survive disasters, we must conduct the entire disaster preparation activities, including training, in a widespread and intense manner at all levels.

For this, we must give up discussing if the hazard and disasters will occur and attach more importance to preparedness by considering the disasters and disaster management as a whole and by taking the activities conducted so far as an introduction.

Thus, we needed to review the community's preparedness against disasters, its capacity, information and awareness level from a different standpoint and under global standards under the roof of ISMEP. For this purpose, various research and analysis activities have been carried out in order to develop the social capacity and continue the activities within a systematic structure by determining the specific needs for Istanbul.

Trainings sets, which aim at different target groups such as children, families, schools, workplaces, and local administrations, have been prepared. Dissemination models have been created to invite the entire stakeholders to a social collaboration.

This book aims at serving as a guide for similar activities and sharing the experiences gained by giving the road map of the activities conducted within the framework of ISMEP to develop the social capacity.

I wish that our guide book will be useful for our national and international stakeholders that work in this field.

# Community-Based Disaster Management Around the World and in Turkey

❖ The commonsense of the whole world today is to consider the activities for mitigating the disaster risks as a “must” of the efficient disaster management systems.

Disasters are defined as outcomes of natural, technologic and human incidents that lead to physical, social, and economic losses for humans, that have an impact on communities by stopping or interrupting the normal life and human activities, and that cannot be overcome by the injured community by using its local means and resources.

The occurrence frequency and density of disasters has been showing a serious and measurable increasing tendency across the globe from 1950's when urbanization started to increase markedly. At the same time, disasters occur in a more complex way.

As a natural consequence of this, the efforts of the communities and geography that are affected from disasters to return to the pre-disaster situation are more difficult and costly in comparison to the previous periods, they cover a longer process, and generally the regional and national development activities are negatively affected from the disasters that have happened.

Especially, both the cost of response activities conducted in the aftermath of a disaster and the difficulties faced meanwhile and also the reasons that we tried to express above briefly have motivated the governments and international organizations to find a solution in this context particularly in 90's and following years.

These solution seeking activities have resulted in a consensus on the requirement that the activities for “risk management and mitigation of disaster risks” must be focused on more than ever as frequently stressed in the activities performed within the framework of ISMEP.

In short, the commonsense of the whole world today is to consider the activities for mitigating the disaster risks as a “must” of the efficient disaster management systems.

Activities towards mitigating the disaster risks are not the ones that can be achieved from today to tomorrow and by only one organization.





These activities are ones that are multilayered just as the modern and integrated disaster management and that need to be embraced by the entire individuals with an active participation understanding from experts to people through and inter-sectoral cooperation.

However, these activities, although they are composed of one component of all these “important factors,” can become successful only if they are accepted by the community as it is the case with all of the long-term and supra political instruments.

For this reason, bringing a social disaster culture to maturity and ensuring the sustainability of this culture are extremely important for mitigating the disaster risks and building a modern and integrated disaster management system as desired in a wider sense.

### Why is it Necessary Community-Based Disaster Management?

Transition from the industrial society to information society in the world, the globalization fact that emerge with the increase in the means of communication and change of production relations give rise to questioning the nation state and authority approaches due to its structure.

The new rightwing and neo-liberal policies that started during 1908's and the following period has led to questioning the classical state understanding and, in this context, reassessment of the state's functions in social life.

It is expressed that the state must be democrat, respectful towards human values and human rights, lead rather than administering, exist for its citizens, contributive, work with stakeholder relations, transparent and accountable. It is evident that these attributes express the “governance” concept that is now a trendy term.

In this context, governance means an administration process that is based on the partnership of public – private sectors with the administration and togetherness in regulation philosophy that covers multi-player and interactive relations rather than the unilateral relations of the classical administration structures.

When the practices, which are implemented depending on the modern dynamics that localize while globalizing, are considered, it is observed that the contribution of community in the management of the community increases gradually and this contribution occurs not only as a contribution in the decision making process, but also as a contribution in the inspection mechanisms.

Today, the members of the developed social structures are directly involved in the entire activities relating to the administration of the “city” where they live. The activities for overcoming the impacts of disasters and mitigating the damages of disasters, which are among the most important problems of modern communities, are also considered in this context.

❖ Risk factor is introduced and produced by people. Activities for reducing the risks that are socially produced should also be socially implemented.

In each of the stages for building and implementing the policies for disaster management in a wider sense it is required to stress the active citizenship in real terms.

In other words, the citizens actively participate in the creation, implementation, and inspection of the policies.

When this approach unifies with the “risk management” culture of the modern world, it will not be a wrong statement that now the “risk governance” concept is used in implementing these activities.

The “risk governance” concept is, with the shortest definition, a systematic decision making process that is implemented by sticking to the principles of close cooperation against natural and technologic risks, participation, damage mitigation, and sustainability. The risk governance is a whole approach that means a more effective process than risk management activities and where all sectors take part in.

The modern societies can also be considered as the societies that contribute to the production of a risk.

The numeric increase in the occurrence of disasters is basically in direct proportion to the horizontal growth of urban areas, while the increase of risk, which is defined as the probability of loss or the loss itself, as a factor stems from the wrong social use of the areas that are exposed to disasters.

Risk factor is introduced and produced by people.

Activities for reducing the risks that are socially produced should also be socially implemented. The segments that produce risks must also contribute to the minimization or elimination of risks.

This understanding, which is the basic principle of risk management governance, is also addressed as the privatization of risk in the literature.



The privatization of risk is possible by the assumption of the existing risks by individuals and by the active participation of individuals in the loss minimizations activities.

The new approaches that are expressed in this part on the basis of the concepts such as “governance,” “risk communication,” “active citizenship and participation,” and “privatization of risk” lead to the questioning and modification of former disaster management principles too.

Therefore, the modern disaster management understanding has emerged from the interpretation of the integrated disaster management understanding with new approaches. In this context, emergence of new players within the disaster management discipline has become an inevitable fact.

### New Actors, Changing Roles

First one of the said players is, no doubt, the United Nations. Proclaiming 90's as the “Decade for the Minimization of Natural Disaster Damages,” the United Nations was the leader of probably the most important initiation in the minimization of disaster damages.

The “decade” mission was defined as creating guidelines to develop capacity for preventing or minimizing the outcomes of natural disasters in member states and to implement the current science and technology in the activities for minimizing the disaster damages.

When the United Nations' activities conducted within the framework and after the decade mission are reviewed, we see that their focal points turn towards the pre-disaster period, especially the activities for risk management and developing a social capacity from period of response in the aftermath of disasters.

It is stressed that, in all of the activities to be conducted, there is a requirement for strengthening local administrations and improving their capacities and adopting a community-based approach, acting together with the society, not in contravention of the society in this context, and ensuring the active participation. The United Nations adopt the “governance” approach in this context.

We can enumerate the World Bank and the International Monetary Fund as the other internationally important players.

Although both players predominantly support the minimization of disaster damages and financing of the improvement projects in the aftermath of disasters, they contribute to steering the projects and project executives (national governments, local administrations nongovernmental organizations, etc...) with their direct or indirect influences.

In the national scale, central administrations are considered as players that take part in or that occasionally lead the risk management. However, the attitudes and practices of central administrations are affected from the governance approach and international guidance too.

The central administrations that are the actual executives of public services have now started to allocate these services to local administration units.

❖ Correct use of media in the private sector helps correctly informing the community on the activities conducted in relation with disasters.

This naturally affected the activities for disaster management and the authorities and resources have been transferred to the local administration units.

Therefore, as required by the governance approach, the provision of services by the local administration that is nearest to the unit that will benefit from the service has been made possible. But, the transfer of the management of authorities and resources must not be considered as the indicator of a complete transformation of the role of central administrations in the context of disaster management into coordination.

In many countries, the central administration units are assigned on the top point of the hierarchy of this sharing and the central administrations intervene in the areas and periods where the local administrations' capabilities to overcome are insufficient.

The two most significant examples that we can give at this point are the US and Japan.

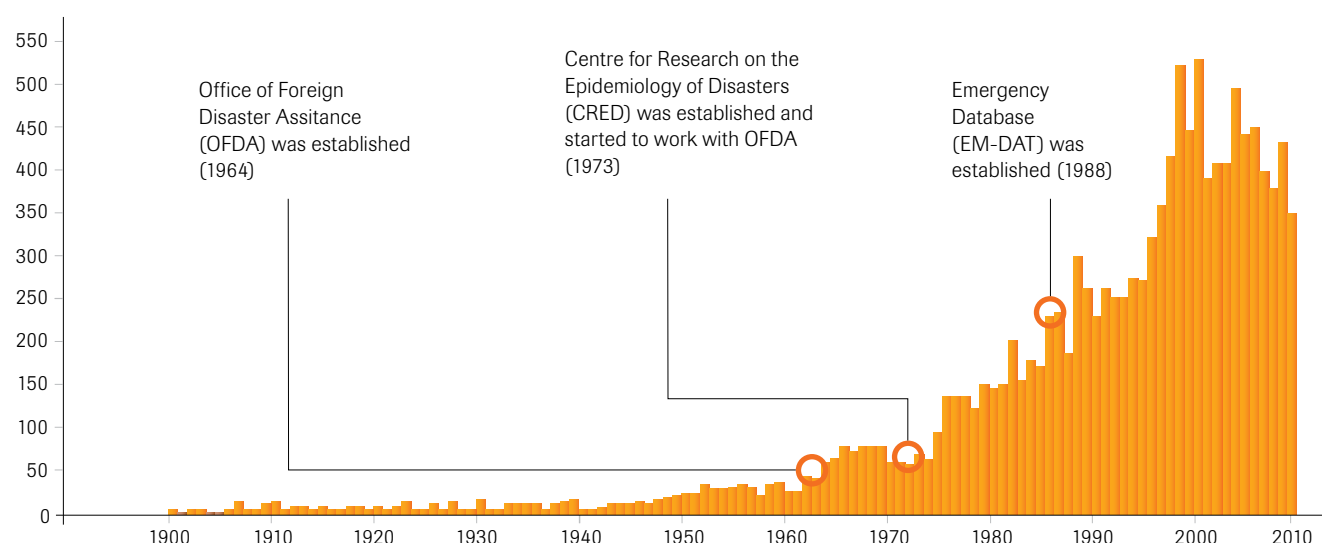
Although these two countries have allocated the responsibilities from individuals to the government by building a gradual structure in practice with their relevant legislation and disaster management systems, in the last instance, they allocate the entire authority and responsibility to the central administrations.

Another important player that comes to the forefront in the context of new approaches in disaster management is the private sector. Although different results are observed in private sector stakeholders that are directly linked to the foreign capital flow, the financial capacity of the private sector is important for the reconstruction activities in the aftermath of disasters.

Correct use of media in the private sector helps correctly informing the community on the activities conducted in relation with disasters.



## Number of Natural Disasters Reported between 1900 and 2011



Source: EM-DAT: The OFDA/CRED International Disaster Database — [www.emdat.be](http://www.emdat.be) — Université Catholique de Louvain, Brussels – Belgium

There are successful partnership, in which private sector is involved, in many other subjects independently from the disaster management.

One of the best examples that can be taken as a developed country example is the solution partnership conducted by Credit Suisse together with Swiss Red Cross since 2008.

Credit Suisse, which considers the corporate volunteering within the scope of corporate responsibility, works together with 15 different national associations and 80 local stakeholders in addition to Swiss Red Cross.

Participating in a wide range from microfinance solutions to child-oriented programs and training projects, Credit Suisse achieved a volunteer participation value of 182,000 hours with its 17,000 volunteer employees all over the world according to 2012 data.

The similar examples where private sector takes part can also be observed in the least developed and developing countries.

For example, Corporate Network for Disaster Response in the Philippines operates on the basis of

the business world's participation in the coordination of damage minimization activities and disaster response operations in a local scale.

The cooperation established between Royal&Sun Alliance, an insurance company in the Caribbean, and Red Cross and hotels aims at improving the disaster preparation and response capacity through the trainings of personnel under the title of Hotel Safety Initiative.

### Social Participation in the Disaster Management

Where the latest developments and international studies on the disaster management are considered, the most important approach that needs to be stressed is the community-based disaster management.

Recent studies show that the activities for minimizing the disaster damages are increasingly implemented in a community-based way and there is a close relation between the disaster management standpoint and community development.

The big picture revealed especially after the spread of the risk management understanding shows the requirement for implementing the activities for the disaster management with social participation.

The studies conducted attribute this requirement to the reasons such as the ties of community-based activities and organizations with the culture and other social characteristics of their region and knowledge of individuals' actual needs and priorities by the individuals and, by this means, development of practical measures by correctly defining the problems.

Besides, the community-based organizations enable the efficient and rapid response of the community to disasters and the effective use of limited community resources.

Moreover, the activities that lack community contribution cannot reach the most vulnerable communities; thus, these communities consist the group that suffers damages at most.

❖ The implementation of community-based disaster management approach is in direct proportion to the existence of an efficient social participation and active citizenship.

The implementation of community-based disaster management approach, which is expressed in many significant studies and international reports, is in direct proportion to the existence of an efficient social participation and active citizenship.

The social structures where the system is to be implemented must have an organized structure or suitability for organization, the administrative authority must recognize this organization as a power group and support where necessary.

From this standpoint, the importance of local administration together with civil society becomes obvious.

The community-based activities are intrinsically executed by nongovernmental organizations. The importance of nongovernmental organizations, which does not only exist in the disaster management area, but also in the most part of the social life and which can also be considered as an element of oppression or a power group, is undeniably great due to this peculiarity.

However, the studies reveal that the most important problem faced by the nongovernmental organizations especially in the disaster management field is the problem of sustainability.

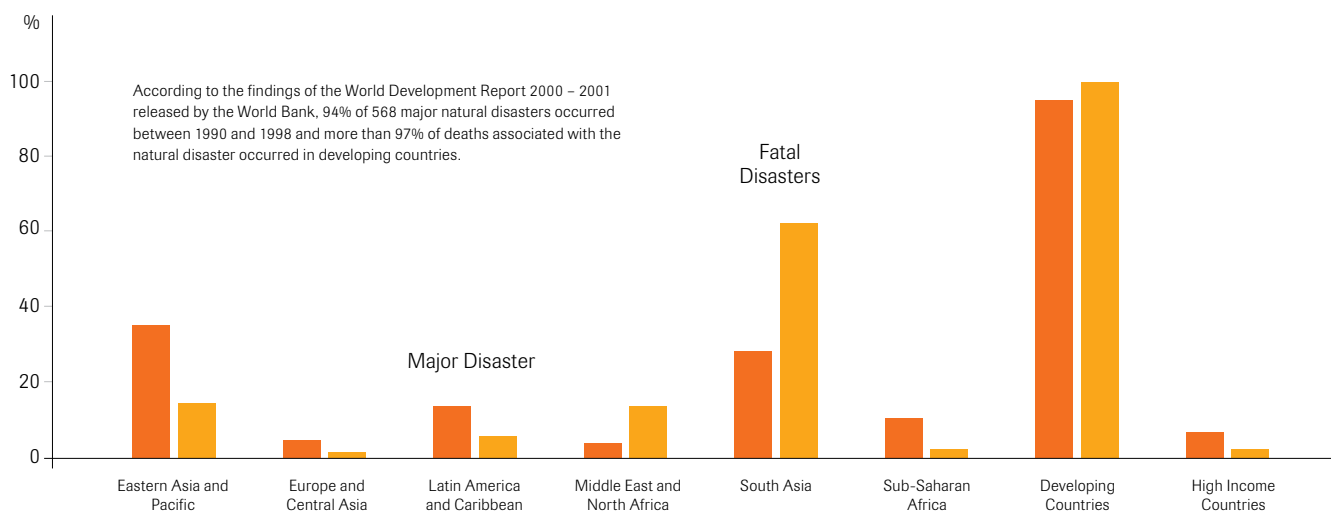
At this stage, local administrations intervene in and the importance of the interrelation of nongovernmental organizations' activities and the local administrations' activities as the local policy makers and executives come to the forefront.

### Disasters as a Development Problem

Lead by the United Nations, all of the international organizations that conduct different activities for the entire aspects of the disaster management emphasizes that the disasters bring about a development problems in the countries where they occur.

A country exposed to disasters, especially if it is a least developed or developing country, experiences a longer and more serious disaster outcomes.

## Impacts of Disasters on the Developing Countries between 1990 and 1998



Source: USAID, OFDA 1999.

The occurrence frequencies of disasters, especially natural disasters, and various losses they lead to have seriously increased during the last 60-year period.

During this period, the most important reason for increase in the outcomes of disasters is, undoubtedly, the increase in the number and frequency of disasters.

However the studies revealed that these impacts are dependent on the number of disasters in quantitative terms and they are in direct proportion to the development level in qualitative terms.

In other words, while the level of developed countries' exposure to disasters is lower, a contrary situation is observed for the developing and least developed countries.

Although the examples used in the above chart does not meet the period in which we live, when the losses of the developed and least developed countries are considered, it is observed that they face more harm than the developed countries.

However, the nominal losses in the developed countries can, in some cases, be much higher than the nominal losses of the developing countries.

The most important reason giving rise to this is the development level.

Many studies have been conducted on the parameters that increase the impacts of disasters and that are directly determine the development levels. Among them, we can enumerate wrong urbanization tendencies, unplanned growth of cities, lower educational background, underdeveloped social security systems, social discrimination, fast population growth, migration to cities, and extreme use of natural resources in the least developed and developing countries.

### ECONOMIC LOSSES OF THE PAST CENTURY DUE TO DISASTERS

According to the analysis of Reinhard Mechler, a German Economist, although majority of the absolute economic losses that were incurred in 20th century occurred in developed countries, it is determined that economic losses were higher in developing countries in proportional terms.

When losses are calculated in proportion to GDP, the rate for 1980 – 1990 period is 13.3% in developing countries and only 2.5% in developed countries.

❖ As a result of 4130 disasters that occurred between 2002 and 2011, 1,117,527 persons in total died and these disasters led to an economic loss of more than 1 trillion dollars.

#### DISASTER MITIGATION AND SUSTAINABLE DEVELOPMENT REPORT, UNITED NATIONS (2003)

The disaster vulnerability is substantially a function of human behaviors. These behaviors indicate the endurance level of a socio-economic system or physical assets against natural hazards.

Vulnerability is determined from the combination of various factors. These are: disaster awareness, living conditions and infrastructures of human settlements, nature and implementation of public policies, resources that are available to a certain community, and organizations skills in every field of the disaster and risk management.

Certain dimensions of social, economic, and political vulnerability are also associated to the factors such as inequality, man-woman relationships, economic organizations, and ethnic or racial discriminations.

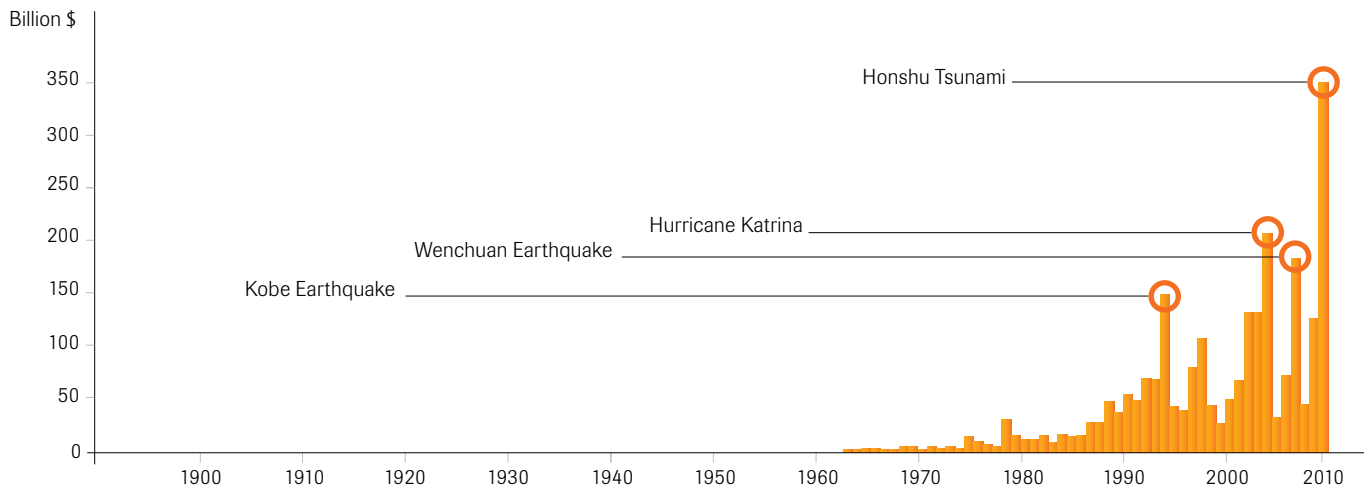
In addition, vulnerability is predominantly based on the development practices that do not consider the easy influenceability from natural disasters.

The risk level of a community in relation to natural disasters is determined by unifying the probability and severity levels of the occurrence of a natural disaster with the vulnerability level.

What is meant by the minimizations of risk is the activities that are conducted for the minimization of both the vulnerability conditions and also source of the disaster, where possible.

The wrong use of resources and development programs, poverty, and ecocide, migration and unplanned urbanization especially in the least developed and developing countries increase the vulnerability in these countries.

### Estimated Damage caused by Natural Hazards Reported in 1900-2011



Source: EM-DAT: The OFDA/CRED International Disaster Database — [www.emdat.be](http://www.emdat.be) — Université Catholique de Louvain, Brussels – Belgium

A significant example at this point is the Guatemala City earthquake happened in 1976.

According to the annual World Disaster Report (1999) released by International Red Cross and Red Crescent Federation, the great majority of 23000 deaths brought about by this earthquake occurred among the poor living in insufficient shanties and faced mud floods and, as a result, it is called “class quake.”

It is a known fact that the disaster vulnerability is on the rise in the world.

As a result of 4130 disasters that occurred between 2002 and 2011, 1,117,527 persons in total died and these disasters led to an economic loss of more than 1 trillion dollars.

Only in 302 disasters that occurred in 2001, nearly 30,000 persons died, 206 million persons suffered losses / affected and the amount total cost was calculated as 366 billion dollar.

Majority of the world population live under high risk today.

Half of the world’s biggest cities with population between 2 and 15 millions are located on the areas that may incur damages due to seismic activities.

Rapid urbanization increase the disaster risk vulnerability. This risk emerges independently from the development criteria.

2011 earthquake in Japan explicitly revealed that the vulnerability of developed countries is also high. As mentioned above, disasters give rise to significant results in terms of their economic impacts too.

These impacts lead to negative results in the economy of the country where they occur, while they negatively affect the international trade.

The economic impact of Japanese Earthquake (2011) is one of the major examples of this situation.

Many ways and methods can be stated on the impacts of disasters on social systems and the protection against these impacts.

However, when assessed within the context of this book’s subject, the importance of social contribution and community-based disaster management are clearly presented through what we have expressed so far.

All parameters expressed in this book indicate that the disaster management discipline and risk minimization activities are one of the important elements of national regional development efforts.

In this context, the members of the entire layers of the community, mainly central administrations, have major tasks.

## A SUCCESS STORY: BANGLADESH

Hurricanes and storms are the natural disasters that frequently hit the coastal areas of Bangladesh. Besides sizeable loss of lives, they resulted in important economic losses both for governments and people. They drew the attention of whole world especially with 500,000 casualties in 1970 and 138,000 casualties in 1991.

Bangladesh Red Crescent conducted an activity in 1966 with International Red Cross and Red Crescent Federation and started the Hurricane Preparation Program. In this context, measures started to be taken against hurricane with media and personal warning equipment.

However, the big losses in 1970 and then in 1991 were not prevented. While 138,000 persons died in 1991 hurricane, there was an economic loss of 2 million \$ and 10 million homeless people faced despair. As a result of the studies, the following points were determined:

- The region where the majority of death cases experienced is the Guha-Sapir region of Bangladesh that has the poorest socio-economic conditions.
- The main reason of deaths is that the type of houses that can be used as shelters during hurricanes is not suitable.
- Although the habitants of the area receive warning signals 3 – 6 hours beforehand, they do not go to these shelters.
- They occur in the region nearly biannually and give rise to serious losses.

In this context, an annual training program was commenced in the region that will be sustained with a more comprehensive program.

It was aimed to achieve the participation of local community in this program on a volunteering basis.

The employees of the international volunteer organization that conducts the trainings were selected among the volunteers that received good disaster management training.

Volunteers first learnt the local community and their resources very well.

They analyzed the community's evacuation plans, improvement programs, and shelter locations in case of a disaster and they become the parts of them.

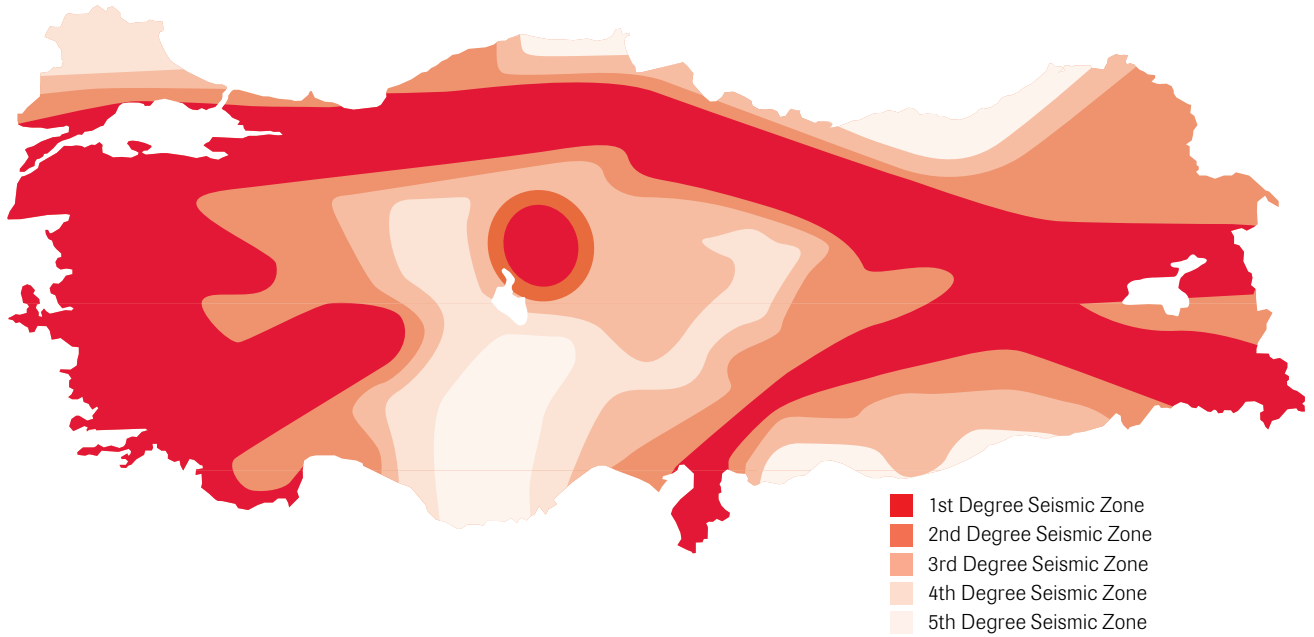
The mutual interaction crested between the local community and program volunteers prevented the lack of confidence and misunderstandings.

Volunteers also created a communication system that can meet the urgent needs of the community thanks to their training program.

This system involved the use of cooperated media elements and face to face personal contacts. At the same time, theater, movie, and video shows were also used within the scope of the program in order to increase the social awareness.

Thanks to the long-term program, the number of casualties in Bangladesh hurricanes is little if any after the calamity of 1991.

### Map for Seismic Zones in Turkey



Source: B. Özmen, M. Nurlu, H. Güler, "Coğrafi Bilgi Sistemi ile Deprem Bölgelerinin İncelenmesi", 1997

The world disaster history has many examples in relation to the importance of social contribution in these activities.

When the changing management relations and the last 60-year period are considered, the economic impacts of disasters on the least developed and developing countries reveal the need for a new approach to disaster management systems. This approach is the community-based disaster management approach.

Together with the reasons put forth specifically on the influence of the new management understandings that have been lately developed in the world and on the negative impacts of disasters on national economies and development, the community-based disaster management approaches can be reasoned and designed according to the countries where they will be implemented.

When the issue is considered in terms of Turkey, two different reasons appear in additions to these two basic reasons.

### Community-Based Disaster Management Approach in Turkey

What we experienced from 1999 until now explicitly reveal the requirement for a community-based, modern, and integrated disaster management system in our country.

As it is the case with the disaster management area studies conducted up to now and as emphasized in this book too, the risk management understanding that underlies the modern disaster management system and the basis for the loss mitigation activities that are conducted in this context are based on the creation of a social disaster culture.

However, the reasons that give rise to the need for a disaster culture as a social fact change in the structure of every community, geography, and country as mentioned above.

In this context, the reasons that give rise to this requirement in our country are as follows, except for the ones set out in the previous sections:

- High Disaster Vulnerability and Exposure of Turkey and Istanbul
- Increase in the Requirement to Inspect the Capacities of Organizations that are Responsible for Implementation in Disaster Management

### High Disaster Vulnerability and Exposure of Turkey and Istanbul

When the last decade is considered, nearly all of the activities that are conducted for the disaster management in our country refer to Marmara and Duzce Earthquakes happened in 1999.

These references, which can be accepted very reasonable considering what happened in 1999, are based on an "awakening" process.

The National Strategy Report on Natural Disasters in Turkey, released in 2004, also denominates the period after 1999 as an "Awakening Period."

❖ Marmara and Duzce Earthquakes that happened in 1999 and that led to an extreme destruction revealed the fact the Turkey is a “disaster country.”

Marmara and Duzce Earthquakes that happened in 1999 and that led to an extreme destruction revealed the fact the Turkey is a “disaster country.”

The activities conducted after this date started to focus on pre-disaster risk management and international references were considered more in this context.

In other words, the period of recovery in the aftermath has ended.

When the issue is considered specifically for Istanbul, Istanbul Earthquake Master Plan is probably the most important and comprehensive study conducted for the period following 1999.

Released in 2003, this report displayed the danger posed by the North Anatolian Fault Line. Besides, it also indicted how we, the people of Istanbul, “produce the risk” in our living areas.

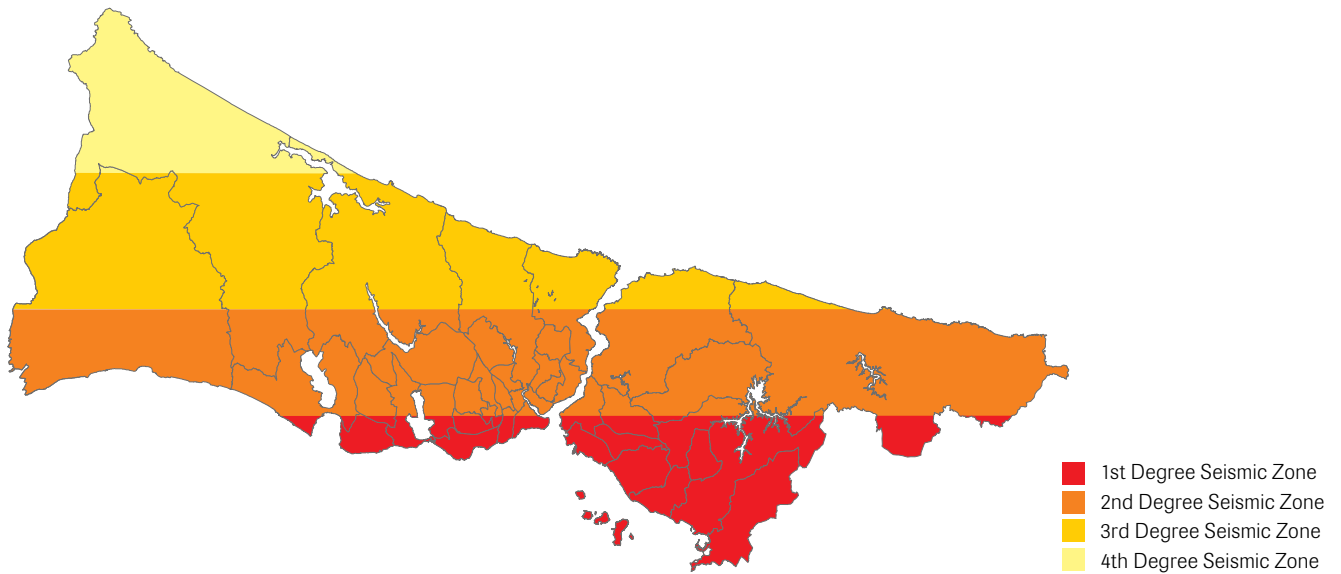
In order to minimize the impacts of a probable earthquake in Istanbul Seismic Risk Mitigation and Emergency Preparedness Project (ISMEP) is executed.

Prepared considering the holistic disaster management system, ISMEP is made up of three components that complement one another such as preparedness against emergencies especially resulting from earthquakes and retrofitting of emergency response capacity with risk mitigation measures at individual, family, and corporate levels; minimization of earthquake risk by reinforcing the prioritized public buildings such as schools and hospitals; and the studies for increasing the corporate and technical capacity in terms of town planning and building legislation.

However, the disasters that are social facts cannot be considered independently from the community. In this context, all of the said measures can become successful only if they are accepted, adopted, and participated by the community.



## Map for Seismic Zones in Istanbul



Source: B. Özmen, M. Nurlu, H. Güler, "Coğrafi Bilgi Sistemi ile Deprem Bölgelerinin İncelenmesi", 1997

Within the framework of the privatization of risk approach, the required share is allocated to Public Trainings from the projects that are conducted to ensure the adoption of all these investment by the community in order to create a social disaster culture.

### Increase in the Requirement to Support the Capacities of Organizations Responsible for Implementation in Disaster Management

Although the dominant investment area of the integrated disaster management model that is applied all over the world today is the "risk management" and studies in connection therewith, we can claim that the most important stage among the four stages of disaster management is again the response stage.

Especially, humans that cannot prevent the natural disasters are affected from these incidents. The activities conducted during the risk management stage contribute the mitigation of damages when compared to the disasters experienced during the previous periods.

However the disaster history reminds us that the damages cannot entirely be eliminated or there is always a loss probability.

All organizations those are responsible for taking the measures according to the disaster management system used and executing the required activities during and in aftermath of a disaster must be supported to enable them to carry out these activities efficiently, effectively, and fit for the purpose.

ISMEP activities are focused on the transfer of knowledge and experience in the urban disaster risk management area, where the organization is experienced, by establishing a sustainable structure through capacity building programs.

For this purpose, project development, training, implementation, and financing support must be provided for the organizations to enable the capacity increase.

## Practices around the World and in Turkey

As mentioned above, social contribution to the disaster management; in other words, the community-based disaster management practices, are the practices that we witness in many countries of the world.

### Three Forms of Civil Society Cooperation in Disaster Mitigation

**Networks: Federation of International Red Cross and Red Crescent Societies (IFRC/RC)**  
IFRC/RC has three basic duties: To coordinate the international support granted to victims, to support the establishment and development of national associations, and to exit as a permanent organization for the communication, coordination, and activities for national associations. Today, there are national associations in more than 175 countries that can receive support from international networks.

## LOCAL GOVERNANCE AND SOCIAL RESILIENCE IN PHILIPPINES

The experience gained in the Philippines shows that the contribution of citizens in disaster management improves the local disaster recovery capacity and also strengthens the local capacity by institutionalizing the participation principle in local governance.

All administration and officers in the Philippines from national to local are legally required to organize Disaster Coordination Councils.

However, as local officers cannot find the necessary resource for this organization in most cases, these councils may not become effective.

The regions where councils are the most efficient are the ones where citizen contribution is supported and encouraged. A successful example of this is Talba settlement. The settlement is exposed to flood risk as it is established on a riverside.

During the risk period, local officers and municipal officers stayed in close contact; otherwise the Disaster Coordination Council would not be effective at all: the Council has no member and the officers do not know how to make the structure operational.

A nongovernmental organization that is experienced in the disaster management was invited by another nongovernmental organization, which operates in Talba for healthcare services, in order to support the establishment of disaster management groups and trainings.

Thereafter, this organization would be named as Barangay Disaster Response Organization.

This organization share knowledge with the council that is supported by local administration; however, both are still different organizations.

In 1995, the settlement area was hit by flood and the government system, which operates in parallel with warning and evacuation systems, failed.

Barangay Disaster Response Organization increased the healthcare services and also provided water, electricity, and again healthcare services during the reconstruction period.

In the example of Talba, local administrations and community disaster organizations are complementary for one another.

Local authority did not perceive a citizen organization as its rival and was open and ready to work with it.



A part of the Federation's strength is based on wide representation achieved through national organizations. This also gives an unpaired information exchange resource and training opportunity to minimize the disaster damages.

The gradually increasing importance of making urban areas "disaster areas" was defined in a special annual report released by the federation in 1998 on urban disasters.

Although IFRC/RC is a humanist organization, it has also developed an urban disaster concept whereby disaster preparations are stressed. Urban governance is perceived as a key and local administrations are considered as the most important organizations in minimizing the disaster damages in urban areas.

#### **Reformists: CARE International**

One the leading aid organizations of today, CARE International was established in 1946 in the US and it now operated in 63 countries.

With the funds of British DFID, CARE International started the activities that support the settlement areas of urban groups that are under risk in order to fight against vulnerability. Projects were conducted in Mumbai, Ahmedabad, and Nepal. This leading activity and a reformist example in the civil society sector has a great potential in making policies for minimizing urban disaster risks.

#### **Stakeholder: La RED**

Costa Rica based La RED, established in 1992, was basically organized as a forum to compare the perspectives regarding social vulnerability.

Today, it has become a network where more than 100 groups in Latin America and Caribbean are affiliated. La RED conducts lobbying and social researches in minimizing the disaster risks. It also manages Desinventar database that contains disaster data for all member states.

For instance, Program for the Mitigation of Urban Disaster Damages in Asia, which was started in 1995 by Asia Disaster Preparations Center in cooperation with USAID, aims at reducing the disaster vulnerability of the infrastructure and superstructure elements of urban population in South Asia and Southeast Asia.

The projects under the program, which is implemented with a participatory approach, was given opportunity for implementation in Bangladesh, Cambodia, Katmandu, and Sri Lanka.

Community-based disaster management practices are among the most frequently observed practices in developed countries too. An example of these practices is the Community Emergency Response Teams – CERT program implemented in the US.

Started in 1985 as an initiative of Los Angeles Fire Brigade, this program has spread over the entire country as the training of individuals for disaster became a requirement.

## CITIZENS' DISASTER RESPONSE NETWORK, MANILA

Following the volcanic eruption of Mayon Mountain in 1984, the temporary coalition of organizations under the umbrella of Support Campaign for Disaster Victims coordinated the response.

More than 1000 families were supported with this project. The success of the campaign and the will of participators to implement the activity at a national level ensured the transformation of the campaign into a permanent system with Citizens' Disaster Response Center.

The Citizens' Disaster Response Center became an authority to apply for the country and it has become the Citizens' Disaster Response Network following the establishment of connections with similar organizations in the regions of higher disaster risk and vulnerability. Now, it has 13 active stakeholders in the region.

The Citizens' Disaster Response Network has assumed a communication center role to support regional stakeholder groups in capacity increase and to give technical assistance and it works in the field of advocacy and funding.

The local information on risk and vulnerability is the basic resource for regional centers that are first contact point for vulnerable communities and displaced persons.

Following termination of Marcos dictatorship in 1986, the Citizens' Disaster Response Network keeps its critical role in the government's development priorities as the factors that give rise to disaster vulnerability have not disappeared. These factors are as follows:

- Government aids and rehabilitation have been ruined by corruption.

- Aids are used for the purpose of reinforcing loyalty to political patronage and of political activities.
- Food and medical response aids granted to disaster areas are not sufficient especially due to insufficient funds.
- Distribution of aids is subject to red tape.
- Supports do not meet the urgent needs.
- Lack of coordination among government units leads to the grant of repeated aids or insufficient aids.
- Lack of political will and program is observed in disaster preparations.

In order to establish the step to be taken, the national conferences that led to the release of community-based disaster response principles are organized by Citizens' Disaster Response Network.





Japanese people set one of the best examples of taking required measures on the basis of the lessons learnt from bad experiences gained in the past and preparing for the probable incidents in future in the best way.

In the aftermath of Hanshin-Awaji Earthquake in 1995, rescue of 80% of people trapped under the rubble by neighbors indicated the importance of local communities in the damage minimizing activities.

As a result of the experiences gained from this earthquake, the number of community-based organizations increased rapidly and their number reached 100,000 by 2003 and they cover 60% of families nationwide.

Although the similar activities reach back to the civil defense period in our country, the milestone of community-based disaster management is the 17th of August as it is the case with modern disaster management.

From this date on, the Civil Defense General Directorate, Red Crescent, and universities prepared training programs that focus on the community and presented to people. Among them, we can enumerate TAMT (Community Disaster Response Team Trainings,) SSG – TAG (Civil Defense Volunteer – Community Disaster Volunteer Organizations,) and ABCD Basic Disaster Awareness trainings conducted by Bogazici University.

Although it was late, these activities, which aim at ensuring the participation of community in the disaster management activities as their international counterparts, have been efficient and fruitful.

These projects gradually started yield fruit. As for Istanbul, today the social activities conducted within the framework of ISMEP with the support of international organizations help our country to look to the future with confidence “on the subject of community-based disaster management.”

## Assessment

As mentioned above, the frequency and impacts of disasters across the globe have seriously increased during the last 60-year period.

These disasters occur outside the national criteria and have global impacts, while they lead the least developed communities to a calamity.

The disaster response capacities, which are insufficient especially in the least developed social structures, contributed to the emergence of international approaches. International approaches have started with the United Nations and volunteering umbrella since 1960's.

Especially following an increase in the disaster researches and studies in 1990's, global guidance has emerged and the minimization of disaster risks and damages has become a requirement in the development of communities.

❖ When the recent developments and activities of international organizations regarding the disaster management are considered, the most important approach that needs to be stressed is the community-based disaster management approach.

In this context, we can summarize the historical development as follows:

- 1960 – 1870 initiation of disaster prevention activities;
- 1970 – 1990 aids to countries in case of a natural disaster;
- 1990 – 2000 activities to minimize the disaster impacts – International Decade for Natural Disaster Reduction (IDNDR) (the United Nations’ decision numbered 42/169, 1987), Yokohama Strategy and Action Plan for a Safer World (1994), Millennium Declaration (2000);
- 2000 – Sensitivity and risk reduction activities, increase of the community capacities, International Strategy for Disaster Reduction (ISDR) (2000), Conference for Disaster Risks Reduction and Hyogo Declaration (2005) and Hyogo Action Framework (2005 - 2015), UN Training Decade for Sustainable Development (2005 - 2014), Global Platform for Improving International Communities’ Disaster Resistance and Risk Reduction (2007).

When the international activities are considered, mainly the ones implemented by the UN, it is seen that their focal points move from post-disaster response period to pre-disaster, especially to the risk management and social capacity building activities.

In all of the prospective activities, the requirement of strengthening local administrations institutionally and increasing their capacity and adopting a community-based approach and together with the society, not in contravention of the society; in other words, ensuring the active participation is stressed.



When recent developments concerning disaster management and the activities of international organizations are considered, the most important approach that needs to be stressed is the community-based disaster management approach.

Many studies conducted recently show that the activities aiming at the minimization of disaster management are more and more conducted in a community-based manner. Disaster management standpoint is in a close relation with the social development.

Especially the big picture that has emerged as a result of the generalization of risk management understanding shows that the activities aiming at the disaster management must be carried out in a community-based manner and with social participation.

Accordingly, while Public Trainings improve the social capacity towards disaster risks, it also ensures the improvement of disaster awareness, social resistance, and individual and social safety.

The reference point of these trainings is the development of programs or activities in dialogue with the community or participants.

The Public Training aims at improving the life quality of individuals, groups, and community. In order achieve this, we try to ensure the community's participation and volunteering in a democratic process.

In the activities for preparing the community in this context,

- Local government authorities,
- Scientific organizations,
- Nongovernmental organizations,
- Bodies of the UN,
- International private organizations, and
- Foreign volunteer organizations take part in a coordinated manner within the framework of a program.

Social capacity building activities and Public Trainings are delivered to citizens through different practices. We can summarize these practices as follows.

### **Use of Plays, Imaginary Characters, and Other Educational Materials**

Especially in the trainings for children, we predominantly make use of the plays. For example, Riskland, a UNICEF play, has been adopted to the conditions of South Africa. It is successfully used in the training of 1-12 years old children.

Another example is the Child Safety Olympiads that has been started in Australia. All Australian primary schools participate in this event.

In connection with the use of imaginary characters, the Earthquake Grandfather (Deprem Dede) character that was created in our country following 1999 earthquake and the use of this character in Public Trainings has been the subject of studies conducted globally.

The Slovenian imaginary character of Snowy Hedgehog is another example that can be given in this context.

❖ Internet has been very intensively used in recent years to develop the Social Capacity as it enables versatile uses.

### Media

As one the most important sources used in Public Trainings, media offers significant advantages to reach the target group thanks to its amenities.

The differences in communities in terms of their development levels geographical settlements, and cultures require the fulfillment of special activities for each region.

In this context, UNISDR conducts TV and radio programming in Asia Pacific region for Public Training and it also tries to deliver risk training to the community by using radio plays in Afghanistan.

Operas are used in Latin America for similar training activities.

Internet has been very intensively used in recent years to develop the Social Capacity as it enables versatile uses.

Distant training techniques that do involve a physical contact between trainers and trainees help us to reach significant groups. Video conference systems also increase the quality of this training.

### Benefitting from volunteering activities

Benefitting from volunteering activities gains importance as these activities provide energy and new opinions for the disaster trainings that will foster the social capacity development.

The individuals, who offer their time, workforce, and skills voluntarily, also train themselves and community against disasters. For instance, in aftermath of Kobe earthquake, the immediate volunteers were organized and started the initiative named young volunteers.

They first steered trainings in their own region and then this initiative has become a community-based disaster preparation organization that can manage much comprehensive trainings.





### **Other Practices such as Bush Walks, Disaster Museums**

Especially in the developed countries, bush walks are used as an opportunity for training.

Significant groups of community are reached by means of disaster museums and they are used disaster trainings.

### **Activities Conducted with International Volunteer Organizations**

Under the projects started in 2000's, many international volunteer organizations offer training programs especially in the developing countries with the aim of fostering the social capacity.

These organizations conduct the activities to execute programs such as are Hyogo Action Framework (2005 - 2015), UN Training Decade for Sustainable Development (2005 - 2014). In many countries (Australia, Indonesia, Iran, Nepal, Laos, New Zealand, Philippines, Korea, Bangladesh, Syria, etc...), systematical, corporate, and political achievements were made.

This and similar activities can be based on the reasons such as the ties of community-based activities and organizations with the culture and other social characteristics of their region and knowledge of individuals' actual needs and priorities by the individuals and, by this means, development of practical measures by correctly defining the problems.

Besides, the community-based organizations enable the efficient and rapid response of the community to disasters and the effective use of limited community resources.

Moreover, the activities that lack community contribution cannot reach the most vulnerable communities; thus, these communities consist the group that suffers damages at most.

As a result, the successful disaster management practices merge following the community-based practices.

In other words, in the management relations of the developing and changing world, the disaster management activities aiming at solving one of most important issued of the whole world, "disaster" problem, either in a developed or least developed community may not stay out of the community in terms of development and change and lack a reference from the community.



Beyazıt Square



# Enhancement of Social Capacity and Public Trainings



# Enhancement of Social Capacity and Public Trainings with ISMEP

❖ Completion of the individual disaster preparations by the city habitants has significant effect on reducing possible losses in disasters.

The activities to create a social capacity against disasters basically aim at increasing the self-sufficiency potential of the community and ensuring active participation in the activities.

This standpoint represents a total mobilization for disasters, assumption of responsibility for “ourselves and social life” from individuals to families and city administrators.

Completion of the individual disaster preparations by the city habitants has significant effect on reducing possible losses in disasters.

In order to complete their disaster preparations, city habitants must learn and apply the measures that they can with regard to their near vicinity such as blocks, compounds, neighborhoods, workplaces, and schools.

They must gain the skills such as basic first aid, correct fire response, and evacuation that they can apply in daily life and voluntarily participate in the disaster and emergency planning system of their cities and districts.

The self sufficiency capacity of workplaces in cases of emergencies will minimize the risks in case of disasters.

This approach that is stressed as “every citizen in our country is a part of our national disaster and emergency management system” has been stated in the earthquake master plan of Istanbul as “when everyone in Istanbul is ready for disasters, Istanbul will be ready for disasters.”

Improving the awareness and knowledge level of the community about disasters, creating a prevention culture, and transforming preparatory activities into a social solidarity can be achieved through trainings.

As a risk reduction, ISMEP has been systematically executing the social capacity building activities from the project start. The project supports the corporate capacity of Republic of Turkey, Governors of Istanbul, Provincial Disaster and Emergency Directorate, which is the organization responsible for provincial disaster management.



The relevant experts and academicians, public and private sectors, NGO's and the entire city including all of the individuals are gathered under the concept of "Safe City, Safe Life" within the framework of this comprehensive activity and it sets an example thanks to its unpaired aspects among the global initiatives due to the size and strategic location of Istanbul.

#### **The activities of ISMEP to develop social capacity against disasters are assessed in 3 stages**

##### **Needs Analysis and Strategic Planning (2007)**

At this stage of the project, comprehensive researches and analysis studies were made to develop strategies in order to implement a wide-ranging awareness raising and training campaign by determining the specific needs of Istanbul.

##### **Development of Public Training Modules Dissemination Tools (2008)**

Training sets, which cover children, families, schools, workplaces, local administrations, and other target groups for the people of Istanbul, and dissemination suggestions for each set have been developed.

##### **Implementation and Dissemination (2009+)**

Since 2009, the awareness raising and training activities that aim at creating and disseminating a safe life culture in different social segments have been implemented by a continuous development in line with the needs of target groups.

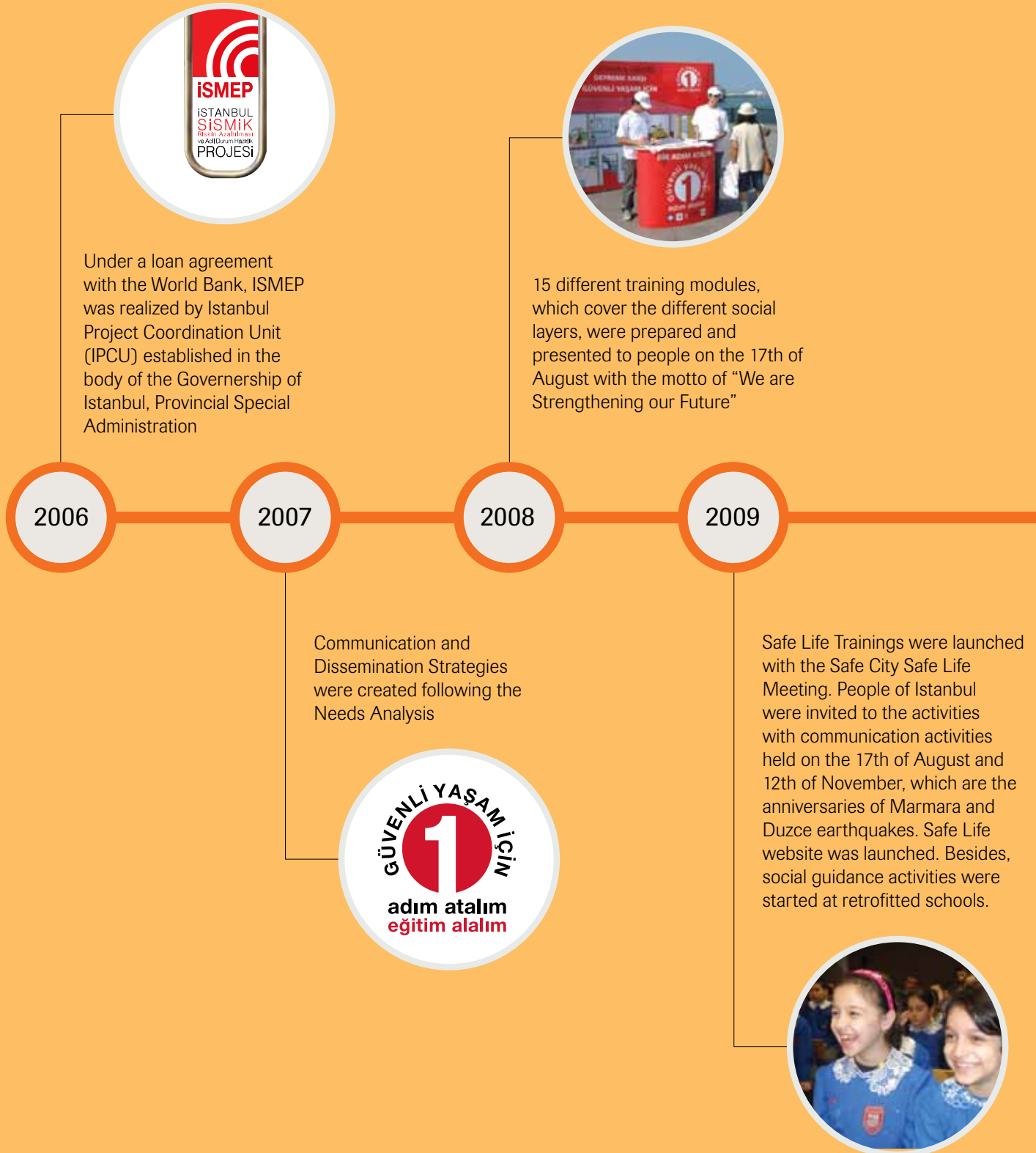
Complementary activities are also implemented to deliver trainings to the people of Istanbul in a sustainable structure and develop the social solidarity in a systemic structure.

For instance, the activities such as establishing a center of excellence that will assume the functions of scientific researches, training, experience sharing regarding disasters and developing and volunteering system are included among the initiations started by the project.

#### **GOALS OF ISMEP SOCIAL CAPACITY BUILDING ACTIVITIES**

- Increasing the awareness and conscious level of people of Istanbul in preparation against disasters,
- Disseminating the training programs that will mobilize the social capacity in preparation against disasters,
- Increasing the measures to be taken at a community level to reduce disaster vulnerability,
- Creating a community potential with such knowledge and skills to take basic measures in their own regions within the first 72 hours until professional teams arrive in case of a disaster, and
- Creating a social solidarity under the volunteering system to be developed for Istanbul Provincial Disaster and Emergency Directorate.







Local Disaster Volunteer (LDV) Training, which is the 3rd level training of Safe Life Trainings and takes 60 hours, and focused communication activities were started.



Take Action Campaign, which supports the campaigns conducted in previous years and invites the habitants of Istanbul to Safe Life Trainings, was done. At Bahçelievler Kazım Karabekir Primary School, which is one of the schools retrofitted under ISMEP in line with energy efficiency infrastructure, energy efficient smart school project was realized with the support of ISMEP

2010

2011

2012

2013

In the light of community-based disaster management experiences conducted with ISMEP, training modules were prepared for the Prime Ministry, Disaster and Emergency Directorate (Prime Ministry DED). LDV training modules for neighborhood groups and organizations were prepared.



With the concept of the Disaster Ready Turkey, Disaster Awareness Trainings Workshop was held with Prime Ministry DED. Istanbul Safe Life Volunteering System activities were started. "1 Hour 1 Life" communication campaign, which supports the previous communication campaigns, was started.



STAGES OF NEED ANALYSIS AND STRATEGIC PLANNING			
<b>Combining National and International Expertise</b> <ul style="list-style-type: none"> <li>• Academic and expert staff</li> </ul>	<b>Methodology Development</b> <ul style="list-style-type: none"> <li>• Literature review</li> <li>• Content analysis for national and international programs and materials</li> </ul>	<b>Need Analysis</b> <ul style="list-style-type: none"> <li>• Assessment of needs and capacity</li> <li>• Corporate assessment</li> <li>• Analysis of cooperation potentials</li> </ul>	<b>Strategic Planning</b> <ul style="list-style-type: none"> <li>• Training strategy</li> <li>• Communication strategy</li> <li>• Dissemination strategy</li> </ul>

❖ So far, more than 100 experts, who are employed at the relevant reputable universities and organizations in addition to international consultants, supported the project development and management.

## Needs Analysis and Strategic Planning

At the social capacity building activities stage of the project, the needs analysis and strategic planning activities were completed with an expert team.

In order to create a correct roadmap with this comprehensive activity, the developed campaign models and trainings were tested by means of pilot schemes to create a sustainable model.

### Bringing Together National / International Expertises

We worked with a large team that consists of relevant academicians and professionals and that represents various expertise areas in order to develop training and communication programs, field activities, and scientific studies for building a social capacity against disasters in Istanbul.

So far, more than 100 experts, who are employed at the relevant reputable universities and organizations in addition to international consultants, supported the project development and management.

This team made a contribution starting from the methodology creating stage until the field activities.

### Methodology

When creating the project methodology, a participatory and innovative way was followed that is shaped in line with the needs and priorities of Istanbul on the basis of the lessons learnt from past experiences.

For this purpose, literature review and content analysis studies were conducted.

The existing training programs in Turkey and international practices were researched.





### Basic foundations of the project methodology:

- Building on the existing capacities
- Holistic disaster management approach
- Creating adoption
- Systematic and continuous information flow
- Adding scientific values
- Ensuring participation and adoption
- Combining expertise areas
- Efficient use of resources
- Appropriate combination of practical knowledge and scientific theories

The directors of the organizations in Istanbul and our country, experts, academicians, opinion leaders, and community representatives were profoundly interviewed.

In line with the findings of all these activities, the strategic project plan was created with the implementation, dissemination, and sustainability subjects.

### Need Analysis

At the needs analysis stage, which provides an important input for the planning and strategy development activities of the project, interviews were made with the major organizations and agencies of our country.

In these interviews, the disaster preparation activities conducted by organizations, existing awareness raising and training programs, and materials used were assessed. Needs and capacities assessment study was done.

The responsibilities that can be assumed by the organizations and also the cooperation potentials in implementation and dissemination were assessed.

The interviews made with the organization authorities, who are in the expert executive positions in their organizations, have made a versatile contribution to the determination of project implementation strategy and vision.

An analysis study was done for the entire organizations and agencies that are among the project stakeholders. Interviews, assessments, analysis studies were made with nearly 80 organizations.

As it is the case with many subjects, training underlies the social transformation and change in disaster preparations.

It is observed that people in Istanbul and our country currently show interest in trainings at a low level.

RELEVANT UNITS WITH PRIME MINISTRY

MINISTRIES

PROVINCIAL DIRECTORATES

LOCAL ADMINISTRATIONS IN ISTANBUL

UNIVERSITIES

PROFESSIONAL CHAMBERS

NONGOVERNMENTAL ORGANIZATIONS

FUND RESOURCES

PROJECT EXECUTIVE ORGANIZATIONS

## Assessment Findings

CREATING A PREVENTION AND MITIGATION CULTURE
EFFICIENT USE OF RESOURCES
ENSURING CORPORATE ADOPTION
MEASURING THE COMMUNITY'S RISK PERCEPTION AND AWARENESS LEVEL
IMPLEMENTING RISK COMMUNICATION APPROACH
IMPLEMENTING RISK TRAINING APPROACH

There is a requirement to create a demand in community for gaining knowledge and experience in reducing the disaster damages. For this, it is important to change the risk perception of community.

It is required to instill the community the idea that everybody could be affected from disasters although in different ways.

In order to develop more efficient and effective solution suggestions in this context, we need healthy data for the perception and awareness level of the community in Istanbul for disasters.

As the natural events, such as earthquake, that cannot be predicted creates an atmosphere of uncertainty in the community, there is need for the continuous perception of individuals regarding protection measures against the impacts of earthquake and for continuous and efficient awareness raising activities accordingly; in other words for a risk communication.

Risk training approach should be implemented in order to present the trainings programs in such a manner that they cover the potential trainees by the breakdowns such as disaster management stages, target groups, culture, educational background, age, and gender.

On the other hand, the organizations, which are responsible for making policies, developing standards, developing the legal regulations that steer the practices, and inspecting the implementation, must carry out their leading roles in the context of the dissemination of damage reduction culture in the community.

The approach of reducing disaster damages must integrate with administrative, economic, social, and physical planning systems and transform into a routine thinking and implementing practice.

From this perspective, we observe that all organizations have considerably increased their efforts in this context following the two serious earthquakes occurred in 1999.

The resource and capacity building activities continue for the Provincial Disaster and Emergency Directorate that will assume the project's implementation responsibility in Istanbul.

However, it has been found as a result of the interviews that many organizations and agencies only recently started to experience community-based program building, implementing, etc... activities and they have difficulties in reaching people due to lack of experience, lack of resource, and similar reasons.

The income and educational level of people, cultural structure, and daily life priorities and habits are the other factors of the failure to efficiently and commonly implement the existing training programs.

Failure of the regulatory and administrative structure to act as a driving force and lack of leadership are also among the significant findings.

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**PRIORITIZING RISK AND DAMAGE REDUCTION, PREPARATION STAGES**


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**IMPROVING THE TRAINER POTENTIAL**


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**DEFINING THE STAKEHOLDERS' ROLES AND RESPONSIBILITIES, COOPERATION AREAS**


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**SUSTAINABLE SOLUTION REQUIREMENT**


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**CREATING EFFICIENT GOVERNANCE MECHANISMS**


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**ABILITY TO COVER DIFFERENT TARGET GROUPS FOR SOCIAL SOLIDARITY**


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Despite these needs and deficiencies, the dissemination of the concepts such as safe life culture in our country, existence of many organizations that carry out Public Trainings and campaigns due to their missions or legal services, and the resources and experiences owned by these organizations NGO's contain important opportunities in terms of the project.

The assessment findings that are briefly summarized here were addressed during the strategic planning studies of the project in detail.

### Strategic Planning

The basic purpose of ISMEP project is to transform Istanbul into a city that is resistant against disasters.

In this context, versatile activities are conducted such as increasing the provincial disaster and emergency management capacity, reducing the earthquake risk by reinforcing the prioritized public buildings such as schools and hospitals, and efficiently implementing the zoning and building legislations.

In addition to these activities that cover corporate preparations, it is aimed to build the safe future of Istanbul with its local people that have gained the safe life culture thanks to the activities for developing the social capacity.

When the population of Istanbul that exceeds 12 millions, the city's complex socio-economic structure, and the limited resources of ISMEP project are considered, it is thought that producing "repeatable and sustainable" solutions is the most important condition of creating the desired effect.

At this stage of the study, its strategic plan, which covers training programs, communication activities, and dissemination in line with the research and analysis findings of the former stages, was prepared.

### Training Strategy

#### Training Modules

In the training programs, the target group of the project is all of the citizens: children, youth, adults, persons with special needs...

In this context, the training modules' contents were determined and scaled with the required knowledge and skills for being prepared against disasters at neighborhood, district, and city levels starting from individuals.

In the training programs, which were prepared in line with the scientific criteria with four stages of the disaster management, it was also aimed to provide the safe life culture knowledge and skills that will contribute to social life quality.

It was planned to prepare training modules on 15 different subjects to reach all of the citizens and to support the local corporate structure.

By taking into account the differences in the learning needs and models of children, it was also planned to prepare various programs and materials according to age groups.



ISMEP Public Training Modules

**In the project's strategic plan, it was decided to prepare 15 training modules by target groups on an individual, corporate, and community basis.**

COMPULSORY EARTHQUAKE INSURANCE AWARENESS
DISASTER EMERGENCY AID PLANNING GUIDE FOR EDUCATIONAL INSTITUTIONS
DISASTER EMERGENCY AID PLANNING GUIDE FOR HEALTHCARE ORGANIZATIONS
DISASTER EMERGENCY AID PLANNING GUIDE FOR INDUSTRIAL AND WORKING PLACES
DISASTER PREPAREDNESS FOR LOCAL DISASTER VOLUNTEERS
FIRST 72 HOURS FOR DISABLED PEOPLE IN AN EARTHQUAKE
FIRST 72 HOURS FOR THE INDIVIDUAL AND FAMILY IN AN EARTHQUAKE
NONSTRUCTURAL RISK MITIGATION AGAINST EARTHQUAKE
PSYCHOLOGICAL FIRST AID IN DISASTERS
STRUCTURAL RETROFITTING AGAINST EARTHQUAKE
STRUCTURAL RISK MITIGATION AGAINST EARTHQUAKE
SURVIVAL UNDER EXTRAORDINARY CONDITIONS
URBAN PLANNING AND CONSTRUCTION FOR DISASTER MITIGATION-TRAINING BOOK FOR LOCAL DECISION MAKERS
URBAN PLANNING AND CONSTRUCTION FOR DISASTER MITIGATION-TRAINING GUIDELINE FOR COMMUNITY REPRESENTATIVES
URBAN PLANNING AND CONSTRUCTION FOR DISASTER MITIGATION-TRAINING GUIDELINE FOR TECHNICAL STAFF

## Component of ISMEP

COMPONENT A	COMPONENT B	COMPONENT C
Enhancing the Emergency Preparedness	Seismic Risk Mitigation for Priority Public Facilities	Enforcement of Building Code
<ul style="list-style-type: none"> <li>• Safe Life Trainings</li> <li>• Disaster and Emergency Planning Trainings</li> <li>• Local Disaster Volunteer Trainings</li> </ul>	<ul style="list-style-type: none"> <li>• Social Guidance Activities at Retrofitted schools</li> </ul>	<ul style="list-style-type: none"> <li>• Safe City, Safe Life Trainings</li> <li>• Training of Civil Engineers</li> </ul>

Today, nearly 20 training programs are implemented together with their differentiated versions by the target groups under ISMEP social components.

### Common Training Programs

One of the project's important assessment findings is the requirement for planned, programmed, and continuous training practices.

Ensuring a social change by providing the community with a safe life culture is a process that involves long-term efforts.

In this process, there should be the messages addressing the community that are standard and contain scientific approaches, tools and methods that are appropriate for the target group should be used, active participation should be encouraged, and assessment and development activities should exist.

At this stage of project activities, it was planned to prepare common training modules on the basis of the existing training modules in order to speed up the activities with the community's participation by meeting the need for disaster trainings in Istanbul.

### Communication Strategy

ISMEP is a project that prioritizes the earthquake risks in Istanbul with its activities.

As the natural events, such as earthquake, that cannot be predicted creates an atmosphere of uncertainty in the community, there is need for the continuous perception of individuals regarding protection measures against the impacts of earthquake.

For this reason, awareness raising and communication activities for the community should be continuous. An efficient communication structure, in other words, risk communication, which will be sustained among the social organizations and agencies and these organizations and individuals of the community before, during, and in aftermath of disasters, is recommended.

In this context, the communication activities, which aim at delivering the project messages to groups through correct methods, creating social awareness and consciousness, and ensuring active participation at an individual and corporate level, were elaborately planned.

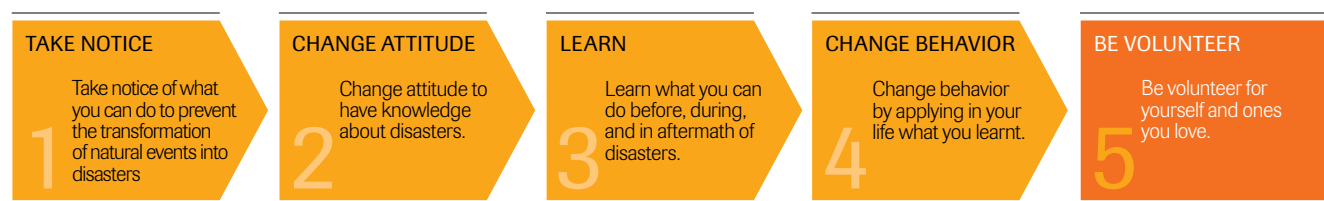
Social communication strategy of the project was complemented with the following stages:

- Assessment of findings obtained under a present situation analysis,
- Determination of the communication strategy targets,
- Definitions of the target group,
- Determination of messages for different target groups,
- Determination of the methods and tools for use in reaching the groups.

Changing the attitudes and behaviors of individuals and organization regarding earthquake; the project risk communication principles were also defined in line with the common strategic purpose of the project, which we can summarize as the earthquake preparedness of the city from all aspects.

The campaign communication targets, which are built on the principles of stressing that earthquake is a natural event that can be overcome, addressing people's will for success instead of their fear sensation, and encouraging individuals to be a part of the solution, were handled in the following 5 steps:

## Communication Objectives Chart



In order to ensure the participation and delivery of disaster preparation activities to large groups, it is required to apply the methods and approaches that will create behavioral change in addition to knowledge transferring approaches.

Thus, the training of people and awareness raising campaigns are addressed and implemented in the project scope as the factors that complement one another.

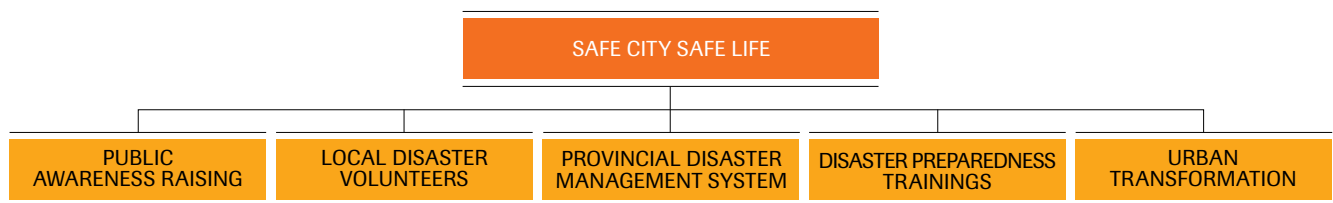
In the campaigns, the channels, which will ensure direct access to community and campaign's stakeholders within the integrated communication concept, are implemented with the support of complementary events and public relation activities.

The strategy is kept active with up-to-date approaches and it is developed in line with the project activities.

INTEGRATED COMMUNICATION STRATEGY	
<b>MASS COMMUNICATION</b>	<b>FOCUSED COMMUNICATION</b>
<b>ADVERTISEMENT</b>	<b>DIRECT MARKETING</b>
<ul style="list-style-type: none"> <li>• Introductory films shot for TV, cinema, internet.</li> <li>• Radio spots</li> <li>• Newspaper ads, inserts, etc. . .</li> <li>• Magazine ads</li> <li>• Outdoor ads</li> <li>• Indoor posters, etc. . .</li> <li>• Digital media ads</li> <li>• Printed materials (books, brochures, leaflets, etc. . .)</li> <li>• Car advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Promotions</li> <li>• Events</li> <li>• Meeting with artists in art organizations</li> <li>• Direct mailing</li> <li>• Printed materials</li> <li>• Face-to-face introduction</li> <li>• Introduction through survey</li> <li>• Street introductions</li> </ul>
<b>ADVERTISEMENT</b>	<b>DIGITAL MEDIA AND SOCIAL MEDIA</b>
<ul style="list-style-type: none"> <li>• Newspaper news</li> <li>• Inserts for the brand, agency</li> <li>• Organizations</li> <li>• Events</li> <li>• Contests</li> <li>• Media meetings</li> <li>• Training meetings</li> <li>• Sponsorships</li> <li>• Corporate social responsibility activities</li> <li>• Sustainability activities</li> </ul>	<ul style="list-style-type: none"> <li>• Blogs</li> <li>• Communication in social media</li> <li>• E-mailing</li> <li>• Internet banners</li> <li>• Digital games</li> <li>• Content management in social media and websites</li> </ul>
	<b>CORPORATE COMMUNICATION</b>
	<ul style="list-style-type: none"> <li>• Corporate introduction kit</li> <li>• Media meetings</li> <li>• Corporate visits</li> <li>• Sponsorship</li> <li>• Corporate social responsibility</li> <li>• Sustainability activities</li> </ul>



## Safe City Safe Life Initiative



The most important input of this initiative was the cooperation of public and civil society organization, which are active in reducing the disaster damages, and, as a result, ensuring the better use of resources and integrity in the messages delivered to the community.

### Dissemination Strategy

#### Directive Principles

The following “Directing Principles” were determined for the project activities in order to ensure sustainability and reach more people as far as possible.

At the planning, implementation, monitoring/assessment stages of these projects that are in close relation with one another, holism was envisaged for all of the project activities.

For instance, we cannot expect the dissemination of a training program that cannot be repeated.

Likewise, there will be difficulties in repeating a training program that does not have sufficient resources for the training of trainers.

#### Participatory

It is very important to pursue participatory methods in planning and implementing the project activities.

At the planning stage, it should be planned and implemented in a sharing manner for the entire stakeholders.

Project outputs must be available to everyone and, to achieve this, make efforts to reach more individuals and organizations as far as possible through internet, bulletins, etc...

#### Repeatable

Repeatability of both Public Training programs and public awareness raising campaigns in another place and time is compulsory for the efficient use of resources and achieving the desired effect.

When it is considered that the implementers will be public agencies of NGO's, this peculiarity gains further importance.

It is important that programs have such structures that learn from repeated experiences, a flexible structure that meets the new needs, which may emerge over time, and coverage by its content of different conditions and needs.

#### Disseminable

The most critical point in the dissemination of programs is that programs have corporate and social owners (responsible entities).

In creating the social ownership (responsibility), the public awareness raising campaigns especially has a major importance and the adoption of sharing and participatory approaches is required.

Another important condition for disseminating a program is the existence of required resources (human, financial, physical resources) or the availability of necessary systems and mechanisms to produce these resources.

#### Measurable effect (success)

Measurability of the expected effect in the community after the following programs or public awareness raising campaigns is another important peculiarity.

## Dissemination Model

### Circle 1

Public awareness raising campaign  
Training Programs  
Creating a trainer of trainers staff  
AD governance system in Istanbul

### Circle 2

Cooperation with leading stakeholder organizations  
Dissemination under pilot schemes  
Trainers of trainer, trainers  
Target groups

### Circle 3

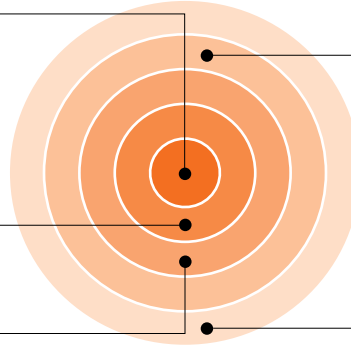
Participation of other stakeholders

### Circle 4

Istanbul Safe City,  
Safe Life Initiative  
ADMIP system  
Volunteering system

### Circle 5

National and International Stakeholders  
Dissemination of Istanbul model in other major cities, which have different dynamics, and information sharing with national and international stakeholders



The effect indicators must be determined at the planning stage in order to monitor and assess the programs during and after the implementation.

### Model Suggestion

It is extremely important that it is possible to share the knowledge and experience gained under the project with the entire community and disseminate with sustainable models.

Thus, dissemination processes have been designed in such a structure that is made up of flexible processes, models, and tools which are associated to one another.

The required activities were separately planned to support the corporate capacity of Istanbul Provincial Disaster and Emergency Directorate in this context.

Therefore, a holistic approach, which can be disseminated in Istanbul as a whole by being adopted to local conditions through the district administrations and corporate cooperation led by the Governors of Istanbul, was obtained.

This approach, which contains the models and tools to reduce the urban disaster damages for Istanbul, has been named “Safe City, Safe Life.”

In the suggested model, five basic activity areas have been envisaged as a beginning:

1. Public awareness raising
2. Disaster preparation trainings
3. Disaster volunteering system
4. Disaster resilient planning and structuring
5. Provincial Disaster Management system

Suggestions were created to answer every activity area of this system that is made up of all materials, models, and tools that can be used by different implementers at different times deepening on the different needs.

## Dissemination Model

The implementation model that is suggested for disseminating the Safe City, Safe Life Initiative in Istanbul as a whole was designed as nested circles.

In this model, the project’s beginning communication and training activities consisted the first circle and it was aimed at this stage to create the desired capacity at Istanbul Provincial Disaster and Emergency Directorate and ensuring the social awareness and participation for programs.

Progressive dissemination model was followed with the second and third circles and it was aimed to create program diversity and also reach the entire social segments through efficient cooperation with stakeholders:



### Standard content for each training module

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Guide Book</li> <li>• Training presentation</li> <li>• Poster</li> </ul> | <ul style="list-style-type: none"> <li>• Brochure</li> <li>• Information card</li> <li>• Communication and dissemination strategy</li> </ul> |
|---|--|

## Public Training Modules and Development of Dissemination Programs

### Training Modules

Following the elaborated studies conducted at needs analysis and strategic planning stage, the stage for writing and designing 15 different training modules, which will be the resources of common training activities, was started.

In the modules, which aim at informing the individuals, families, organization, local administrations, and other relevant target groups about the disaster risks in Istanbul, the technical subjects were made up of a wording and graphics that can be understood by the relevant target groups.

The training modules are made available to all beneficiaries in English and Turkish at [www.guvenliyasam.org](http://www.guvenliyasam.org), the project website, and, where necessary, new trainings can be prepared for different target group on the basis of these modules.

### First 72 Hours for the Individual and Family in an Earthquake

In case of major disasters, it may take days to resume the normal life such as providing utility services and reinstating the critical facilities and infrastructures.

It is not possible for professional teams in any country to reach all the individuals immediately.

Therefore, we need to prepare for the critical first 72 hours with our families.

In addition to general information about earthquake, the protection and taking measure information are shared in this book by detailing the subjects such as the family disaster preparation for preparedness for the first 72 hours that are named golden hours in the aftermath of a disaster.

### First 72 Hours for Disabled People in an Earthquake

In our country, where nearly 8 and a half million disable persons live, the steps that will be taken by the disable and their close circle for earthquake preparation are very important.

It may not be possible to receive certain aids during the first 72 hours that are referred as “golden hours” in case of disaster and emergency.

Therefore, not only the disabled, but also their families, relatives, friends, and the employees of organizations the serve them must be informed about the earthquake preparation subject.

This book contains general information for all disabled groups and basic information specially prepared for every disabled group for earthquake preparation.

### Compulsory Earthquake Insurance Awareness

One of the measures that help us to protect our houses against the economic damages of earthquake is the Compulsory Earthquake Insurance.

In this book, there are information about the characteristics of Compulsory Earthquake Insurance, which is offered by Natural Disaster Insurances Organization (DASK), its coverage, and the answers of the frequently asked questions.



### Structural Risk Mitigation Against Earthquake

This book covers the basic information about the design, construction, and use of earthquake resistant buildings. The subjects of building types, carrier systems, basic characteristics of earthquake resistant buildings, method of determining the earthquake resistance of existing buildings are addressed in this book.

The purpose is to inform the community and ensure the assessment of the existing buildings from this standpoint and to contribute to the implementation of urban transformation projects.

### Non-Structural Risk Mitigation Against Earthquake

During earthquakes, unfixed objects may cause harm by moving and tipping.

In this book, the objects and systems, which are called as the non-structural building elements and which may fall, slide, and tip during earthquakes, and the suitable fixing techniques for them are dealt with.



### Structural Retrofitting Against Earthquake

One of the practices that are implemented to increase the buildings' earthquake safety is retrofitting.

In this book, the purpose of retrofitting, the methods of retrofitting, points to take into consideration in practice, and similar subjects are explained in simple terms as far as possible.

### Survival Under Extraordinary Conditions

Major disasters lead to serious interruptions in social life. These interruptions may take days sometimes. In case of earthquake or similar extraordinary conditions, the individuals may have to meet their basic needs such as food, water, and sheltering for a while.

The book explains what we could need under such extraordinary conditions and until the ordinary life resumes, and how we can prepare with the available resources with simple and practical application examples.



Disaster Emergency Aid Planning Guide for Healthcare Institutions  
In case of a possible disaster, healthcare institutions will have to find solutions for their problems and respond to the demands received from citizens.

This book covers the examples for steps to be taken and basic information with regard to preparedness against disasters at healthcare institutions for the safety of lives and property and for service and work continuity, determining the authorities and responsibilities in case of a disaster/emergency, and regulating the support resources. In other words, it serves as a guide to prepare the Disaster Immediate Aid Plan.

### Disaster Emergency Aid Planning Guide for Educational Institutions

Giant industrial plants, where thousand are employed, pose high risks for employees and people living in the vicinity. Business enterprises must take measures against disasters and emergencies. This book supports the safety of life and property for industry and workplaces and the continuity of works and services.



It covers the steps to be taken and basic information with regard to determining the authorities and responsibilities in case of a disaster/emergency, and regulating the support resources for the industry and workplaces.

**Disaster Emergency Aid Planning Guide for Educational Institutions**  
Disasters pose a risk for educational institutions just as the other organizations and social segments. In case of any disaster and emergency, continuity of education has great importance besides the safety of life and property.

This book covers the examples and basic information with regard to preparedness against major disasters at schools and other educational institutions and the activities for disaster immediate aid plan.

### **Psychological First Aid in Disasters**

Disasters are extraordinary events. It is very important to minimize the impact of disasters on persons and to ensure them overcoming this situation and returning to normal life.

For this, various activities may be needed to reinforce the individuals, children, families, and community in psychological and social terms in the aftermath of disasters.

This book shares basic information about the psychological first aid, which is the most important step of the psychosocial intervention that the victims, authorities tasked in disasters, and volunteers will need where professional assistance is not received immediately.

### **Disaster Preparedness for Local Disaster Volunteers**

The participation of organized volunteer groups, which gained the relevant knowledge and skills in areas where they can offer assistance before, during, and in the aftermath of a disaster, in urban disaster preparations is important. Local disaster volunteers can prepare the living spaces such as neighborhoods, schools, and workplaces against disasters in teams and they can take necessary measures in their areas until the professional teams arrive.

They can support to activities to speed up the resumption of normal life.

This book has been prepared for training the local volunteer groups that want to support the city disaster management system in an organized structure.

### **Urban Planning and Construction for Disaster Mitigation-Training**

Prevention of damages that may be incurred depending on the natural hazards in our living areas is contingent upon the preparations and actions taken prior to a disaster.

For the purpose of increasing the social awareness level and making the community a part of the urban planning process, this book has been prepared for three different target groups: Local Administrators, Technical Personnel, and Community Representatives. Thus, it explains what these three groups can do for disaster preparedness within the context of their own responsibilities.



## Safe Life Trainings

TRAINING PREPARATIONS	INTRODUCTORY ACTIVITIES, IMPLEMENTATION, AND DISSEMINATION	MONITORING AND ASSESSMENT
EĞİTİM PROGRAMLARININ HAZIRLANMASI	FOCUSED COMMUNICATION / CAMPAIGN / FIELD WORKS / INTERNET	CREATING AND UPDATING DATABASE
PREPARING THE TRAINING MATERIALS	DETERMINING THE TRAINING CENTERS	REPORTING
DETERMINING THE TRAINERS AND TRAINING	CONTACTING THE TRAINEES (SMS / EMAIL)	IMPACT ASSESSMENT
	ASSIGNMENT OF TRAINERS	
	DELIVERING THE MATERIALS	

## Child Training Tools

### Rocking Chair Children's Theater

In this play, which has been prepared with a 40-minute duration in line with the course period for the purpose of disseminating it in schools, the actions to be taken before the earthquake, attitudes during earthquake, and what should be done following earthquake are shown in an amusing manner and crouch-bend-hold practice is done.

The play tells the story of three friends that look for the hazards at home that may harm them during earthquake.

### Hazard Hunt Set

In the set, which is prepared as a cartoon, PC game, and box game, children are informed under 15 different titles consisting of the basic subjects such as hazard hunt, disaster and emergency bag, and emergency data sheet.

The heroes named Azman, Kazman, and Ayman learn from Uzman (Expert), the moderator of a contest they take part in, teach them that earthquake is a natural event and how they can prepare for it.

### Preparation of Dissemination Trainings

The common training subjects, the basis contents of which were determined at the strategic planning stage, have been put into implementation within the framework of a certain program. In the common training programs prepared for the people of Istanbul, Safe Life concept is used.

This concept, which is more and more adopted by people, is still preserved.

Safe Life Trainings has been prepared as a training series that aims at providing knowledge and skills about actions that can be taken by individuals and organizations against natural hazards, mainly earthquake, and at the active participation of city people in the preparations conducted for Istanbul.

The training programs that are implemented under the coordination of Istanbul Provincial Disaster and Emergency Directorate were tested through pilot schemes prior to dissemination that put into implementation.

During the preparation of Safe Life Trainings, the level of knowledge and skills, which should be given at the relevant training level for every training, and the learning styles of target groups were considered and implementation standards for field works were developed.

The training programs that address a wide target group from kindergarten children to city administrators are regularly developed in line with the expectations and needs of every target group. For this purpose, impact assessment studies and program assessment workshops are organized.

Safe Life Trainings are offered to all Istanbul habitants under the leadership of Governorship of Istanbul and with the cooperation and support of organizations and agencies.



Trainings are delivered free of charge for people and public organizations. Private sector organizations grant sponsor supports for their own employees of common trainings.

### Safe Life:

in order to improve the social life quality, means

- Being aware of the hazards and risks in every area of life,
- Living after taking required measures,
- Assuming an individual and social responsibility,
- Becoming a parts of the solution, not the problem by creating a social solidarity, and
- Being sensitive for the living environment.

“Safe Life Trainings” aim at the information and awareness raising activities about the measure that individuals and organizations can take against disaster and at the creation of “Safe Life Culture” in the community.

### Safe Life Trainings and Target Group

TARGET GROUP	TRAININGS					
	SAFE LIFE CHILDREN	SAFE LIFE 1	SAFE LIFE 2	LOCAL DISASTER VOLUNTEERISM	DISASTER AND EMERGENCY PLANNING	SAFE CITY SAFE LIFE
KINDERGARTEN CHILDREN						
PRIMARY SCHOOL CHILDREN						
HIGH SCHOOL YOUTH						
UNIVERSITY STUDENTS						
ADULT INDIVIDUALS						
FAMILIES						
NEIGHBORHOOD RESIDENTS, NGO'S, VOLUNTEER TEAMS						
PUBLIC AND PRIVATE SECTOR MANAGERS AND EMPLOYEES						
SCHOOL MANAGERS AND EMPLOYEES						
HEALTHCARE INSTITUTIONS MANAGERS AND EMPLOYEES						
LOCAL ADMINISTRATION MANAGERS AND EMPLOYEES						

The Safe Life Volunteers are defined as our citizens that

- Participate in the Safe Life Trainings organized by the Governorship of Istanbul,
- Assume responsibility for the safety of themselves and their close circles, and
- Volunteer in the preparation of Istanbul for disasters.

By taking measures, the individual has the possibility of protecting himself and his close circle against the damages to be caused by natural, human, and technological hazards.

Taking measures is possible by being conscious.

Thus, people of Istanbul are primarily invited to join the disaster preparation trainings voluntarily in order to disseminate the Safe Life Culture specifically for the earthquake hazard.

# Training Programs

## Safe Life Preschool Training

SAFE LIFE PRESCHOOL	
PURPOSE	Raising awareness about disasters
PERIOD	20 minutes
CONTENT	<ul style="list-style-type: none"> <li>• Our World and Earthquakes</li> <li>• Preparation for Earthquakes</li> <li>• Hazard Hunt</li> <li>• Disaster and Emergency Bag</li> <li>• Correct Attitudes</li> </ul>
TARGET GROUPS	Kindergarten students
METHODS	Seminar with play and presentation supports, crouch-bend-hold practice, evacuation practice
MATERIALS FOR PARTICIPANTS	Coloring book, Little Volunteer Certificate

❖ With Safe Life Preschool training, it is aimed to raise awareness from the early ages against the disaster risk that threatens our country and to provide basic behavior skills in this context.

It comes to disasters, children are viewed in the high risk group in terms of vulnerability.

Children take the first basic step for socialization at schools following their families.

Therefore, it is aimed to provide the required basic information also for disaster preparedness and safe life culture at the early age, as it is the case with many issues.

It is known that knowledge gained at early ages transform into behavior in the daily life more.

With Safe Life Preschool training, it is aimed to raise awareness from the early ages against the disaster risk that threatens our country and to provide basic behavior skills in this context.

The training program, which has been prepared in line with the concentration periods and learning patterns of this age group, is supported with cartoons, presentation on a model, and plays.



### Opinions

**Derya Akyüz**  
(Kindergarten Teacher)

It is scientific truth that the knowledge gained at early ages is applied in the daily life more.

When we consider this for Istanbul, it is very important for us to give correct information about earthquakes to our children, the adults of tomorrow.

Therefore, our training program contains information on natural disasters for our students.

But, giving information on disasters by means of cartoon characters draws attention of children more.

Thus, the Hazard Hunt Cartoon used in the Safe Life Training prepared for children is a very nice application for children to gain knowledge on disasters.



**Elif Adıgüzel**  
(Kindergarten Teacher)

Due to the age groups of children attending kindergartens, we also use plays in our trainings to enable the children to be successful.

Supporting the Safe Life Trainings, which have been prepared for kindergarten students, similarly with plays and cartoons will ensure that the information learnt by children will be long lasting.

Supporting the training presentation with coloring books and their application during education further increase the success of trainings.

I extend my thanks to those who contributed and I wish that trainings may reach more children.

# Safe Life

## Primary and Secondary School Training

SAFE LIFE PRIMARY AND SECONDARY SCHOOL	
PURPOSE	Raising awareness about disasters
PERIOD	40 minutes
CONTENT	<ul style="list-style-type: none"> <li>• What is disaster?</li> <li>• Getting to know earthquake?</li> <li>• Be protected from Earthquake</li> <li>• Preparation for Earthquake               <ul style="list-style-type: none"> <li>- Hazard Hunt</li> <li>- Disaster and Emergency Bag</li> <li>- Family Disaster Plan</li> <li>- Importance of Training in Disaster Preparation</li> <li>- Correct Attitudes</li> </ul> </li> </ul>
TARGET GROUPS	Primary and secondary schools students
METHODS	Seminary supported with presentation, crouch-bend-hold practice
MATERIALS FOR PARTICIPANTS	Hazard Hunt Comic / Cartoon
VERSIONS	Level 1 – 6-7 ages Level 2 – 8-9 ages Level 3 – 10-13 ages

Afetleri anlama ve afetlere karşı hazırlıkta öğretim sisteminin önemli basamaklarından biri olan ilköğretim seviyesindeki çocuklara gerekli bilgi ve becerilerin kazandırılması önemlidir.

Güvenli Yaşam Çocuk Eğitimleri'nde çocuklara deprem ve depreme hazırlık konusundaki temel bilgi ve kavramların yanı sıra, okulda ve evde büyükleriyle birlikte gerçekleştirebilecekleri hazırlık çalışmaları anlatılmaktadır.

Geleceğin duyarlı nesillerini yetiştirebilmek için güvenli yaşam bilinci konuları yaşlarına uygun bir anlatımla somutlaştırılmaktadır.





### Opinions

**Tuğba Kerkitli**  
(Student)

We learnt many things about earthquake and other disasters during the training provided in our school.

I am happy that I learnt what should I do in case of an earthquake, disaster bag, and crouch-bend-hold move.

I liked very much the hazard hunt play where we find the things that harm us. I will teach this play to all my friends.

**Mehmet Yılmaz**  
(Teacher)

We inform our student about natural disasters according to our syllabus.

However, the Safe Life Training, which is provided as an activity out of normal classes, draws more attention and considered important for the subject natural disasters.



In Istanbul, which is located on a seismic zone, it is very important to carefully review the subjects such as earthquake preparation and to implement what is learnt in the daily life as they have vital importance.

Therefore, these activities must be disseminated more and delivered to all of our students.

# Safe Life 1 Training

Safe Life 1 Training	
PURPOSE	<ul style="list-style-type: none"> <li>• Raising awareness and consciousness about disasters</li> <li>• Giving beginner level knowledge and skills</li> </ul>
PERIOD	1 hour
CONTENT	<ul style="list-style-type: none"> <li>• Basic Information and Concepts in Fight Against Disasters</li> <li>• Safe Life Concept and Culture</li> <li>• Social Solidarity in Disaster Preparations</li> <li>• Risks in our Living Environment</li> <li>• Reducing Risks in our Living Environment</li> <li>• Family Disaster Plan               <ul style="list-style-type: none"> <li>- Disaster and Emergency Bag</li> <li>- Important Family Information</li> <li>- Support Persons outside the Region and in the City</li> <li>- Emergency Data Sheets</li> <li>- Assembly Area and Meeting Places</li> </ul> </li> <li>• Special Need and Special Interest Groups</li> <li>• Correct Attitudes during Disasters</li> <li>• First Hours in the Aftermath of Disasters</li> </ul>
TARGET GROUPS	Individuals, employees of organizations and agencies
METHODS	Seminary supported with presentation, crouch-bend-hold practice
MATERIALS FOR PARTICIPANTS	Book, emergency data sheets for family members, application workshops
VERSIONS	<ul style="list-style-type: none"> <li>• High School Version (40 min.)</li> <li>• Public Version</li> <li>• Corporate Version</li> </ul>
SUGGESTED GROUP SIZE	50 persons

In order to create safe life environments for ourselves and for the ones we love, we need to understand disasters, take measures before the disasters occur, and prepare for the situations that we may encounter in the future.

Safe Life 1 Training has been designed as a common public training where basic information about disasters, correct behaviors during disasters, and family disaster plan information are shared.

In this training program, which is the first step of the Safe Life Trainings for the youth and adults, it is aimed to teach trainees how they can do their individual disaster preparation.





Having a standard roof, the trainings can be customized to target groups by including the information on requesting professional groups.

### Opinions

#### Tülay DOKUR

(Safe Life Volunteer)

I could not sleep as I thought how unprepared was I whenever I thought of earthquake.

I coincided with trainings while I was researching what could I do for that. When I discovered that Safe Life 1 Training takes only one hour, I decided to participate.

After the participation my life changed truly. I learnt how can I protect myself from earthquake, what should I do before, during, and after the earthquake, crouch-bend-hold move, and fixing the items that may harm me during quake at home in only 1 hour free of charge.

Now, I share what I learn with people around me and I inform them about Safe Life Trainings.

The expected earthquake will occur one day and everybody must participate in these trainings so as not to repent that day.

#### Erkan Kırarslan

(Safe Life Volunteer)

Such seminars are very important for us to obtain knowledge. In fact, I used to think before participating in trainings that I had sufficient knowledge about disasters.

As a person that was in Istanbul during 1999 earthquake, you unavoidably feel uneasy about earthquake

But, when I participated in trainings, I learnt that only the preparations that I make in my home are not sufficient and the points to be considered by my neighbors while repairing their flats. I noticed that I needed more information about disasters and to participate in Level 2 and 3 trainings.



# Safe Life 2 Training

SAFE LIFE 2 TRAINING	
PURPOSE	<ul style="list-style-type: none"> <li>Giving basic knowledge and skills for disasters and emergencies</li> </ul>
PERIOD	4 hours
CONTENT	<ul style="list-style-type: none"> <li>Preparation for Disasters and Emergencies               <ul style="list-style-type: none"> <li>Citizenship Awareness</li> <li>Information on Responding to Minor Fires</li> <li>Evacuation Information</li> <li>General First Aid Information</li> <li>Psychological Support in disasters</li> <li>Meeting Basic Needs</li> <li>Participating in Recovery Activities After Disasters</li> <li>Working with Local Disaster Volunteers</li> </ul> </li> <li>Points to do Before, During, and After depending on Disaster Types</li> <li>Family Disaster Plan Consultancy</li> <li>First Hours in the Aftermath of Disasters</li> </ul>
TARGET GROUPS	Individuals, employees of organizations and agencies that completed Safe Life 1 Training
METHODS	Seminary supported with presentation, simple first aid practices
MATERIALS FOR PARTICIPANTS	Book, implementation sheets
VERSIONS	<ul style="list-style-type: none"> <li>Public Version</li> <li>Corporate Version</li> </ul>
SUGGESTED GROUP SIZE	20 persons

Safe Life 2 Training has been designed as a sequel training that contains preparation and coping methods for the events that can be encountered in the aftermath of disasters and that offers the necessary contents to ensure the digestion and practical use of skills gained in the previous training step.

Trainees gain the knowledge and skills that they will need during disasters and in their daily lives. In addition to the subjects such as first aid, fire knowledge, trainers guide the trainees that have started preparing their family disaster plans.

The trainees, who complete Safe Life 1 and Safe Life 2 Trainings and learn individual preparation against earthquake and other disasters, are invited to be Local Disaster Volunteers in teams.



## Opinions

### Naci ALTEPE

(Safe Life Volunteer)

After receiving Safe Life 1 Training, I thought that it was necessary for me to participate in the second training too as what they taught during the first training make me to take the disaster issue serious. In order to protect both myself and my family and to learn what I should do, I participated in the Safe Life 2 Training.

I saw that the second 4-hour training that is also free of charge like the Safe Life 1 Training is longer and more comprehensive than the first one.

Thanks to this training, which contains the subjects such as to create a family disaster plan, prepare a disaster bag, general first aid, and communication in the aftermath of disasters, I learnt what I should do before, during, and after a disaster and being informed about this issue has made me to feel a measure of relief.

I think that all Istanbul residents must receive this training.

### Halil KORKMAZ

(Safe Life Volunteer)

I appreciate the efforts of everyone that contributed to Safe Life 2 Trainings.

In my opinion, it was a very useful seminar. We learnt that many things we knew as correct facts are in fact wrong. For instance, I learnt how to do correct first aid.

I learnt that the first aid to be done by a person that is unaware of this information would be dangerous and to what fires I can respond or which fires would harm me more in case I respond to them.

I think that what we learnt will be very useful in our daily lives too. Therefore, everybody must receive these trainings.

Those living under a disaster risk must absolutely receive them, but other citizens should also receive them. Because, we really lack information in small incidents that we may encounter such as fires and traffic accidents.



# Local Disaster Volunteer (LDV) Training

LOCAL DISASTER VOLUNTEER TRAINING			
PURPOSE	<ul style="list-style-type: none"> <li>• Creating a social solidarity against disasters with volunteer teams</li> <li>• Making disaster preparations in the living spaces such as neighborhoods, schools, and workplaces and providing the knowledge skills for working as a team or in cooperation with expert teams during and after trainings.</li> </ul>		
CONTENT	SECTION 1		SECTION 2
	SOCIAL PREPAREDNESS AND MITIGATION		SOCIAL RESPONSE AND RECOVERY
	PUBLIC VERSION	CORPORATE VERSION	PARTNER
	<ul style="list-style-type: none"> <li>• First 72 hours</li> <li>• Istanbul Disaster Volunteering System</li> <li>• Being a Disaster Volunteer</li> <li>• Urban Risk Reduction</li> <li>• Activities that can be done in Neighborhoods</li> <li>• Working with Stakeholders</li> <li>• Practices</li> </ul>	<ul style="list-style-type: none"> <li>• First 72 hours</li> <li>• Istanbul Disaster Volunteering System</li> <li>• Being a Disaster Volunteer</li> <li>• Corporate Disaster and Emergency Planning</li> <li>• Activities that can be done at a Corporate Scale</li> <li>• Working with Stakeholders</li> <li>• Practices</li> </ul>	<ul style="list-style-type: none"> <li>• LDV Personnel's Safety</li> <li>• Response Area</li> <li>• First Aid in Disasters</li> <li>• Response to Small Fires</li> <li>• Light Urban Search and Rescue</li> <li>• Team Organization</li> <li>• Participation in Improvement Activities</li> <li>• Practices</li> </ul>
PERIOD	20 hours	4 hours	40 hours
TARGET GROUPS	Volunteers in the teams of 15-20 persons that completed Safe Life 1 and 2 Trainings		
METHODS	Seminary supported with presentation, LDVarya settlement simulation, fire drill, simple first aid practices, family disaster plan contest, settlement unit analysis, light urban search and rescue practices		
MATERIALS FOR PARTICIPANTS	Exercise books, information sheets, field work materials, and a bag containing clothing materials		
VERSIONS	<ul style="list-style-type: none"> <li>• Public Version</li> <li>• Corporate Version</li> </ul>		
SUGGESTED GROUP SIZE	20 persons		





Gaining the support of different social segments has a significant role ensuring the efficiency and continuity of disaster management. Volunteering is one of the most efficient ways that enable the community's active participation.

Local Disaster Volunteer Trainings have been prepared to create such teams that know their roles and responsibilities before, during, and after the earthquake and that have knowledge, skills, and tools to give support within an organized structure for urban preparations and Istanbul disaster management system.

It is aimed that the following the training of participants, who take part in a training program with a rich content, have necessary skills to make pre- and post-disaster activities in their neighborhoods and workplaces following the trainings. Neighborhood disaster plan is taken as a basis for the public version of trainings, while corporate disaster plan is taken as a basis for the corporate versions.

Participants receive information about becoming a team, project management, reporting, and other complementary subjects besides the first aid skills until the arrival of expert teams.

The volunteers that complete this comprehensive training program are expected to be the stakeholder volunteers that will take part in the disaster volunteering system developed for Istanbul.

### Opinions

**Abdullah ÖZDEMİR**  
Student (25)

As a member of the volunteering club of Istanbul University, I believe that we need to receive education to take action in case of disasters.

Thus, when I heard that Disaster Training for Local Disaster Volunteers would be given at my university, I also took part in the training. The training was very comprehensive and informative.

I received training about the subjects of using a fire extinguishing cylinder that is suitable with the fire type, importance ensuring own safety before helping people, risk analysis, and first aid.

Then, I took action to ensure the provision of this training to all members of Istanbul Technical University's Volunteering Club.

After my friend took this training, we, together, implemented the Emergency and Disaster Response Tem Project.

In this project, which is supported by the rector's office of our university, Disaster Management Center, and Safety Center, we continue our efforts to ensure that all Istanbul Technical University students receive the Disaster Training for Local Disaster Volunteers.



# Safe City Safe Life Trainings

SAFE CITY SAFE LIFE TRAINING			
PURPOSE	<ul style="list-style-type: none"> <li>• Raising awareness about the natural disaster risks, urban disaster preparation strategies, and urban damage reduction methods</li> <li>• Providing trainees with knowledge and skills on the subjects that they can assume responsibility at a structural and urban level</li> </ul>		
CONTENT	<ul style="list-style-type: none"> <li>• Natural Disaster and their Impacts on our Cities</li> <li>• Lace and Significance of Town Planning in Reducing Disaster Damages</li> <li>• Zoning and Structuring Process</li> <li>• Urban and Structural Risks</li> <li>• Risk Analysis</li> <li>• Safe Cities</li> <li>• Matters to be Done at a City and Structure Level</li> <li>• Preparing for Disasters as a Community</li> </ul>		
TARGET GROUPS / VERSIONS	DECISION MAKERS	TECHNICAL PERSONNEL	COMMUNITY REPRESENTATIVES
	<ul style="list-style-type: none"> <li>• District governors</li> <li>• Mayors</li> <li>• Assistant Mayors</li> <li>• District Directorates</li> <li>• District Administrators</li> </ul>	<ul style="list-style-type: none"> <li>• Architects</li> <li>• Engineers</li> <li>• Town Planners</li> </ul>	<ul style="list-style-type: none"> <li>• Citizens</li> <li>• NGO's</li> <li>• Training, health, etc... sector representatives</li> <li>• Neighborhood Headmen</li> </ul>
	3 hours	8 hours	4 hours
MATERIALS FOR PARTICIPANTS	ISMEP Module Book specially prepared for target groups		
SUGGESTED GROUP SIZE	20 persons		

It deals with a town planning for reducing disaster damages, growth and development cities without consuming their natural resources, and settlement of people in safer and habitable environments.

When zone planning approaches are implemented with participatory methods that combine different stakeholders, concrete achievements can be made. Safe City, Safe Life training is disseminated with three versions for local administrators, technical personnel, and community.

During trainings, the participant groups are practically informed about measures that can be taken at an urban, structural, social scale and the areas where they can assume responsibility in this context.



Urban monitoring and field works are done together with participants.

Besides, during trainings that are conducted with district local administrations, communization meetings are held where all target groups come together and the district-specific assessment findings are reported to municipalities for inclusion in strategic plans.

### Opinions

#### Süleyman ÖZTÜRK

(Sakaryalılar Cultural, Cooperation, and Social Solidarity Association)

I participated in trainings through Pendik Sakaryalılar Association. My friends suggested it. I was thinking that it was not that necessary. But, I learnt in the training that the area where I live has many risks and that we, as the persons in charge of various associations, should work more for these risks.

Although it seems that the 4-hour training is overwhelming for trainees, you lose track of time due to the things you learn.

Observing what we learnt in training through an “Urban Monitoring” study in an areas that we select reveals what types of hazards we produce.

Then, we return to the classroom and brainstorm for what we should do against these hazards and brainstorming shows us how we should create solutions for problems.

Thus, training does not only indicate the problems, but also it guides us by offering solutions. I am very happy that I participated and these trainings must be disseminated in all of the districts.



# Disaster and Emergency Planning Training

DISASTER AND EMERGENCY PLANNING TRAINING	
PURPOSE	<ul style="list-style-type: none"> <li>• Ensuring that organizations and agencies are ready for emergencies and disasters</li> <li>• Creating organizations that are disaster resistant</li> </ul>
PERIOD	4 hours
CONTENT	<ul style="list-style-type: none"> <li>• Disaster and Emergency Planning</li> <li>• Planning Principles</li> <li>• Team Building</li> <li>• Conduct of Hazard and Risk Analysis</li> <li>• Damage Reduction Activities</li> <li>• Creating Command and Emergency Services</li> <li>• Preparing Implementing Regulations</li> <li>• Importance of Trainings and Exercises</li> <li>• Making Cooperation and Mutualization Protocols</li> <li>• Supplying Emergency Materials.</li> </ul>
TARGET GROUPS / VERSIONS	Employees of organizations and agencies that tasked with planning
MATERIALS FOR PARTICIPANTS	Disaster and emergency Planning Guide, Hazard and Risk Analyses Forms
VERSIONS	<ul style="list-style-type: none"> <li>• Workplace version</li> <li>• School version</li> <li>• Healthcare institution version</li> </ul>
SUGGESTED GROUP SIZE	20 persons

Organizations need planning studies in order to take correct steps in case of a disaster and to achieve work continuity by preventing the loss of life and property.

The planning and preparation activities to be done in advance help overcoming disasters with least possible loss.

The points that required the preparedness of workplaces for such situations are subject to various legal regulations too.

Workplaces are obliged to take the required measures to carry out their legal responsibilities and to ensure the survival of their operations.

Disaster and Emergency Planning Training contains the information that covers analysis, planning, decision making, and assessment processes for organizations.

The eight main planning steps are shared as the trainees are informed about the activities to be in case of disasters and emergencies.



The training program is disseminated with three versions that are prepared for schools, healthcare institutions, and workplaces.

### Opinions

#### Fahri ALTAY

(Şht. Öğrt. Hasan Akan İÖO,  
School Principal)

Within the scope of the planning study for the school, we conducted an activity that covers many subjects such as creating Emergency Services that are made up of building evacuation plan, emergency exits, assembly places for personnel and students in case of emergency, fire extinguishing, rescue, protection, first aid, logistic support, communication, information, and evacuation units.

Naturally, when many activities were started, we assigned personnel in charge of these works. Disaster and Emergency Planning Trainings are very important for the fulfillment and continuity of works under the responsibility of these personnel.

Under the Civil Defense Law, a civil defense plan is prepared and regularly updated at our school.

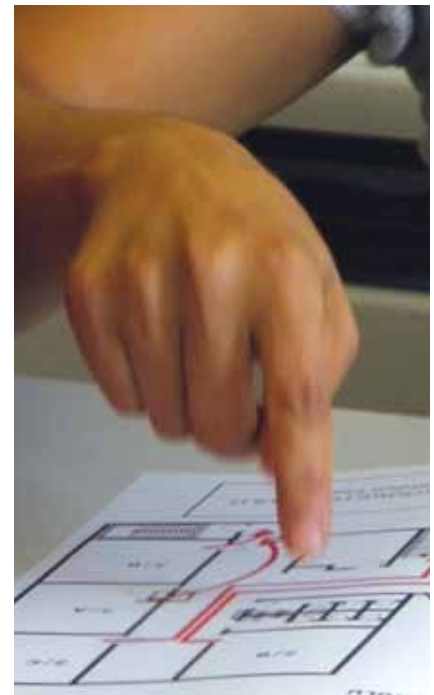
But, emergency planning study is a superior planning that covers the civil defense planning too.

The planning activity that is created in 8 steps is prepared very exhaustively from risks around the schools to emergency information sheet for each student, besides the general practices such as the security of students in case of a disaster.

Under the planning training, we shared how we can make this planning and ensure its up-to-dateness. Therefore, this is an important training.

Because, all of the personnel that are the implementers of the plan take part in the activity personally.

This, in turn, enables the personnel to elaborately comprehend their responsibility.



Considering its closeness to a fault line, the importance of disseminating this activity that will be done at all schools in Istanbul becomes more evident.



# Training of Trainers

TRAINING OF TRAINERS	
PURPOSE	Creating a qualified trainer staff that may take part in Safe Life Trainings
PERIOD	3 days – 2 weeks
CONTENT	<ul style="list-style-type: none"> <li>• Training and Presentation Skill</li> <li>• Corporate Representation</li> <li>• Communication Techniques</li> <li>• Time Management</li> <li>• Urban Disaster Risk Management</li> <li>• Introduction of Project</li> <li>• Training of Trainers Version of the Relevant Training</li> <li>• Database Use</li> <li>• Replying the Frequently Asked Question</li> <li>• Practice</li> </ul>
TARGET GROUPS / VERSIONS	<ul style="list-style-type: none"> <li>• Trainer candidates, volunteers that want to take part in the disaster trainings</li> <li>• Trainer candidates that have required certifications / trainings for specialty trainings such as first aid, fire.</li> </ul>
MATERIALS FOR PARTICIPANTS	Directive documents, job descriptions, presentation CD and hand notes, training, follow-up, and assessment forms, practice and safety materials for first aid, fire, search and rescue sections
VERSIONS	<ul style="list-style-type: none"> <li>• Safe Life Children</li> <li>• Safe Life 1</li> <li>• Safe Life 2</li> <li>• Local Disaster Volunteers</li> <li>• Safe City, Safe Life</li> <li>• Disaster and Emergency Planning</li> </ul>

Safe Life Trainers assume valuable roles in efficiently reaching the participants and making a change at such points where trainings meet the community.

In order to create the qualified trainer staff that will take part in training programs, there are training of trainer programs with a period varying between 3 days and 2 weeks according to the relevant training program.

The standard application structure of the training of trainers package enables rapidly increasing the trainer staff in line with the project requirements.





Safe Life Training of Trainers is made up of theoretical and practical sections to raise responsible trainers that have gained basic trainer knowledge and skills, that very well know the project and organizations that he represents, and that sets an example for the community.

It is supported with such methods and practices that will ensure putting the gained knowledge into practice.

For the purpose of providing the community with correct information by the expert persons, the trainer candidates are expected to have complementary certificates / trainings for the training programs that involve qualification. For example, the trainers that will take part in the Safe Life 2 training's relevant sections are expected to have first aid, fire training/certification.

Safe Life trainers can use the knowledge and experience they gain both in their training and daily lives with a social responsibility consciousness.

### Opinions

**Ebru SÖZER**  
(Safe Life Trainer)

I met Civil Defense in 1988 as a part of my job.

I participated in many training activities with regard to earthquake fact and preparation on the subject of how we can protect ourselves against disasters.

When I heard in the organization that I worked in 2004 that a search and rescue team would be organized, I joined the team voluntarily and we formed a team after the training.

We conducted many exercises and operations with this team.

We established training units and started to disseminate trainings among people after obtaining our trainer certificates.

In 2006, I met ISMEP at a conference where our team was invited and I wanted to take part in this project.



Because, ISMEP is a project that has created a common language to awaken the residents of Istanbul and generalize the disaster awareness.

In 2009, I was invited for the training of trainers. From that they on, we have been trying to deliver the Safe Life Trainings to the people of Istanbul within the scope of this project.

# Communication Campaigns

## We are Strengthening our Future

❖ In addition to the general introduction, awareness raising, and informing activities, the campaign announced the activities conducted by the Governorship of Istanbul under the project as the first organization that took a step to take measures against a probable earthquake in Istanbul.

Within the scope of Mitigation of Seismic Risk and Emergency Preparation Project in Istanbul (ISMEP), a campaign was conducted on the 16th and 17th of August 2008 to raise awareness on disasters for the public opinion.

The campaign that was conducted for the people of Istanbul following the completion of the project development stage was the first activity of IEMSPE for awareness raising for the public opinion.

In the campaign, which was prepared with the concept of “We are Strengthening our Future” and “Let’s Take a Step for Safe Life”, it was aimed to inform all individuals and organizations in Istanbul about natural disasters and to encourage the disaster related activities.

Within the scope of this campaign, the activities conducted by the Governorship of Istanbul were announced as the first organization that took a step for taking measures against Istanbul earthquake.

Governorship of Istanbul introduced the retrofitting activities for some prioritized public building such as schools and hospitals.

Information materials were distributed in the campaign through stands at Taksim, Kadıköy, Beşiktaş, and Bakırköy stands and the efforts were supported with outdoor ads.

This first campaign, which was organized with the participation of the Governor of Istanbul and Provincial Disaster and Emergency authorities, was held in the axis of corporate introduction and community awareness raising activities.

Sensitive participation of the city administration managed to have coverage in local and national media.



WE REINFORCE OUR FUTURE	
DATE	August 2008
THEMES	<ul style="list-style-type: none"> <li>We are Strengthening our Future</li> <li>Let's Take 1 Step for a Safe Life</li> </ul>
COMMUNICATION ACTIVITIES	Outdoor channels, stands, press and public relations activities
DIRECT ACCESS	50,000 persons





# Safe Life Volunteers

❖ Safe Life Trainings, which were prepared as the common training programs of Governorship of Istanbul, were launched with the 17th of August campaign and first training enrollments were made at stands installed at 10 major centers in Istanbul.

17th August, 2009 is an important date for initiating and emphasizing the activities to be carried out hereafter within the general communication plan of the project as it is the 10th anniversary of Istanbul.

Therefore, it has been planned to prepare this year's campaign at a larger scale and spread the event over the whole year.

Safe Life Trainings, which were prepared as the common training programs of Governorship of Istanbul, were launched with the 17th of August campaign and first training enrollments were made at stands installed at 10 major centers in Istanbul. In this event, the major NGO's that serve this subject matter in Istanbul participated too and they gave their support.

The social launching that was made with participation of city administration and artists was supported with the 2-day Safe City, Safe Life Meeting, where all stakeholders came together, and all stakeholders were given access.

The Hazard Hunt Maze game that had special tracks for children, youth, and adults at Taksim square attracted great attention.

In line with the project communication strategy, this activity did not contain a fear factor and was fed from the success feeling of people and it was the important first step in reaching 5.5 million persons that the project has reached so far.

In the sequel campaign conducted on November 12th, 2009, Safe Life Trainings were held for artists at the Governorship of Istanbul with the participation of media, besides the outdoor channels and stand activities. Immediately after this, a special part was allocated to social subjects in the International Seismic Risk Reduction Conference held in December 2009 and an environment for sharing and cooperation was provided.

Focused communication activities are sustained with such stakeholders that had the opportunity of meeting the projects closely thanks to the campaigns, conference, and the summit of city administration and relevant organizations.



SAFE LIFE VOLUNTEERS	
DATE	August 2008 November 2009 2010, 2011 Focused Communication activities
THEMES	<ul style="list-style-type: none"> <li>• Let's Take 1 Step for a Safe Life and Receive Training</li> <li>• My Mom is my Hero as she is a "Safe Life Volunteer"</li> <li>• My Dad is my Hero as he is a "Safe Life Volunteer"</li> <li>• My Sister is my Hero as she is a "Safe Life Volunteer"</li> <li>• My Brother is my Hero as he is a "Safe Life Volunteer"</li> </ul>
COMMUNICATION ACTIVITIES	Outdoor channels, stands, social media, activities with opinion leaders
DIRECT ACCESS	150,000 persons

# Annem, benim kahramanım!

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# Take Action

❖ Take Action campaign was awarded the Golden Compass prize in Public Relation branch at the 12th Golden Compass Public Relations Contest organized by Turkish Public Relations Association in 2013.

The training and awareness raising campaigns prepared for Istanbul people within the scope of ISMEP were conducted under a campaign with the concept of “Take Action” to enable the city preparing against disaster, mainly earthquake, from all aspects.

Conducted on May, June, August and September 2010, the campaign aimed at further disseminating the Safe Life Trainings, the awareness of which was increased through the former communication activities.

In this campaign, which was prepared in such a manner that it supports and complements the former communication activities, the messages of “Take Action Be Volunteer,” “Take Action Receive Training,” and “Take Action Take Measure” were given to people in Istanbul.

Under the campaign, the direct information materials for Istanbul residents were distributed at the stands installed in Avcılar, Bakırköy, Taksim, Beşiktaş, Üsküdar, Kadıköy, and Maltepe and Safe Life Training enrollments were made.

Moreover, information materials were distributed in different districts of Istanbul by means of vehicles training enrollments were made.

Thought the campaign the activities were supported with outdoor ad channels and public service ads.

Take Action campaign was awarded the Golden Compass prize in Public Relation branch at the 12th Golden Compass Public Relations Contest organized by Turkish Public Relations Association in 2013.



TAKE ACTION	
DATE	May, June, August, September 2012
THEMES	<ul style="list-style-type: none"> <li>Take action</li> <li>Let's Take 1 Step for Safe Life and Receive Training</li> </ul>
COMMUNICATION ACTIVITIES	Outdoor channels, stands, vehicle, social media, TV and radio communication studies
DIRECT ACCESS	115,750 persons

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Depreme karşı sevdiklerinle birlikte güvende ol!

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# One Hour One Life

❖ An integrated communication study involving traditional media and social media and supported by outdoor advertising media was conducted under the campaign as the communication requirements of people has changed considerably.

Communication studies aiming Istanbul dwellers were conducted in certain periods in order to increase the attendance level to the Safe Life Trainings started in 2009 by Istanbul dwellers and people were invited to the training sessions.

As a result of the investigations, it was determined that attendance level was quite low because the training sessions were long and people thought that there is nothing to do to cope with the disasters.

Thus in the campaign commenced in 2013, the results of the investigation were evaluated and the sessions were shortened with an emphasis on the critical importance of the sessions and the concept of “One Hour One Life” which was utilized in the previous campaigns as a concept addressing to the feeling of success was preferred.

An integrated communication study involving traditional media (radio, television etc.) and social media (facebook, twitter, etc.) further supported by outdoor advertising media like in the other campaigns was conducted under the campaign after taking into account the chaining communication requirements.

Under the campaign executed on 12-26 August 2013, stands were erected at 20 different locations, including squares and shopping malls on 17-18 and 24-25 August in order to make direct contact with the people and provide information on and invite them to the trainings.

The information materials designed specifically for children and adults were distributed at these stands and people were recruited to the Safe Life Trainings.



ONE HOUR ONE LIFE	
DATE	August 2013
CONCEPTS	<ul style="list-style-type: none"> <li>• One life one hour</li> <li>• Let's take 1 step and get trained for safe life</li> </ul>
COMMUNICATION STUDIES	Outdoor, stand, social media, TV and radio communication studies
DIRECT ACCESS	65.850 persons

Depreme karşı

# bir saat, bir hayat

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# Web Site and Social Media

❖ In addition to the basic information texts provided in the project web site, there is a section to receive training applications and a micro site named Danger Hunt designed for children.

Within the scope of socially based modern disaster management, the projects and information developed as well as the activities executed to enhance social awareness and behavioral change must be shared regularly and efficiently with the society.

Therefore information was provided on the Safe Life Trainings executed under ISMEP and the corporate web site named [www.guvenliyasam.org](http://www.guvenliyasam.org) was designed to share other studies and activities conducted under the project and the site was launched in 2009.

The web site is managed with informative activities aimed toward children and adults in connection with the Safe Life Culture and as the micro site for children named “Danger Hunt” and other training modules may be downloaded in digital format and the web site is integrated to the social networks, an efficient sharing medium could be provided.

The children completing successfully the information test provided in the micro site will become entitled to be a Safe Life Volunteer and will be given a Special certificate issued in their name only.

The content information about all public trainings designed to cover a wide population including children and local administrators as well is shared under the heading of Safe Life in the web site and recruitment is made for the training sessions.

The novelties arising from the current media and the demands made by the visitors are regularly evaluated to develop the web site properly and the web site is updated accordingly.

The social networks named Facebook and Twitter are used in order to create an efficient sharing environment for the interested users and various digital campaigns are executed.



[/guvenliyasam.org](http://www.guvenliyasam.org)

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## Güvenli Yaşam Eğitimleri yer ve tarihleri için tıklayınız.

Depreme karşı

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Bir saat süren ücretsiz **Güvenli Yaşam Eğitimi**'ne katılın. Hayatınızı riske atmayın.



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**Risk Durumlarında Kültürel Mirasın Korunması, Fırsatlar ve Tehdider**

UNESCO Dünya Miras Gözdeğmesi'nin kabul edildiği 16 Kasım 1972 tarihinden 40. yıldönümünde Risk



**Depreme karşı bir saat bir hayat kampanyası başladı**

Güvenli Yaşam Gönüllüleri Eğitimi'nin '1 Saat 1 Hayat' kampanyası ile devam ediyor



**Bir Saat Bir Hayat Kampanyası Başın Toplantısı Gerçekleşti**

İstanbul Vali Yardımcısı Günay Özdemir, düzenlediği basın toplantısında depreme karşı 'Bir Saat Bir Hayat' kampanyası ile



## GÜVENLİ YAŞAM ÇOCUK



### Tehlike Avı



Bir deprem sırasında evinizde tehlike yaratabilecek eşyalar nelerdir?

Deprem sırasında diğer eşyalar bizi yaralamasın diye ne yapmalıyız?

Evdeki eşyaların bizi yaralamalarını başka nasıl önleriz?

Depreme hazır olmak için neler yapabiliriz?

Afet çantası nedir?



### KENDİNİ DENE

Tehlike Avı oyunuyla doğru cevabı bulmak için yarışın.





Sultanahmet Square



# Project Development Studies



# Dissemination Models with Corporate Cooperation

## Preparation to Disaster Trainings for Individuals and Families

❖ The start-up target set as 15.000 peoples for the Project reached to 37.195 peoples with the contribution and responsibility of the teachers.

The Preparation to Disaster Trainings for Individuals and Families aim to develop the social awareness that would change the life style for being prepared to the disasters and especially to the earthquakes on individual and social level throughout Istanbul.

In order to disseminate the Preparation to Disaster Trainings for Individuals and Families, a protocol has been made with Urban Education Directorate for Istanbul.

Under this protocol, trainer education was provided to 94 teachers (with special interest and desire) selected on voluntary basis from among the guidance teachers, class teachers and physical training teachers serving in the elementary and/or secondary education schools throughout Istanbul.

These teachers provided Preparation to Disaster Trainings for Individuals and Families to three different target groups including the students, parents and teachers in their own schools and in the neighboring schools.

The preparatory studies to disasters are considered to be the most valuable efforts that could minimize the losses arising after the disasters.

The studies made to make people perceive such efforts and cooperation as a natural mobilization motivate many social stakeholders to participate into the project and supported sustainability.

In this manner, the number of people who were trained under this campaign reached to 37.195 with the help of self-sacrificing teachers although the start-up target was set as 15.000 people.

Consequently, Disaster Preparedness Trainings for Individuals and Families developed into a wide spread project that made a huge contribution to social benefits by enhancing social awareness on voluntary basis that uses the human force properly qualified on training.

As the first application toward widespread trainings, Disaster Preparedness Trainings for Individuals and Families served for the development of an efficient model toward Safe Life Trainings.



DISASTER PREPAREDNESS TRAININGS FOR INDIVIDUALS AND FAMILIES	
APPLICATION	Trainings were organized in the schools for students, parents and teachers via the volunteer teachers under the protocol made with Istanbul National Education in order to disseminate among the society 72 Hours Training Module for Individual and Family developed under ISMEP.
APPLICATION PERIOD	2009 - 2011
OUTPUTS	Training programs for the target audience (Trainer teacher, student, teacher, parents), Training Monitoring System and Web Based Data Entry System
ACCESS	<ul style="list-style-type: none"> <li>• 3.667 teachers</li> <li>• 25.214 students</li> <li>• 8.314 parents</li> </ul>

## Opinions

### Şima KOTİL

(Class Teacher)

The first thing I gained from this training was awareness.

I realized that actually I was not prepared at all to an earthquake.

I understood the severe consequences that may arise for me, my family and my school if such preparations are not made timely.

I have a 13 year old son and I sometimes leave him at home when I am at work or when I have other things to do.

Thus I thought what might happen to my son when I fail to impart him such information. So I am prepared to use this information not only when it is absolutely necessary but also in other circumstances.





# University Volunteers

❖ A project team was developed to provide continuous support to the students who worked voluntarily in all project stages starting with the organization of trainings until the final implementation.

In Istanbul, there are approximately 350.000 university students educated in 45 universities including 9 state owned universities and 36 foundation owned universities.

ISMEP gives great importance to the studies aimed at university students in order to ensure voluntary participation of the students into the preparatory studies to disasters both in their individual lives and in social scale and support individual contribution to social responsibility. This approach helped to organize a common study with the students of Yıldız Technical University.

In the project executed in cooperation with Yıldız Technical University, the students of Politics and International Relations Club voluntarily opened 6 stands at the Beşiktaş and Davutpaşa campus of the university and described the project to their friends.

In addition to that, the project details were explained and Safe Life Trainings were introduced to the volunteer candidates in the gathering meetings organized at both campus.

The posters and leaflets specially designed for Yıldız Technical University were used in all studies conducted at the stands and campus areas. The posters based on the concepts “My elder brother is my hero” and “My elder sister is my hero” and containing the phrase “I am from Yıldız Technical University and I am volunteer” were displayed in all faculty buildings in order to provide guidance to the students and leaflets were distributed at areas that are frequently visited by the students such as entrance doors and cantina.

The students applying in order to participate into the project on voluntary basis were invited to interviews and were provided Safe Life 1 Training Trainer Training Program lasting for 3 days.

After the completion of trainer training program, a meeting was organized for the district governors throughout Istanbul in order to introduce the project since they have critical importance in supporting the trainings to be provided by the volunteer students.



UNIVERSITY VOLUNTEERS	
APPLICATION	Providing Safe Life Trainings in the university and various districts of Istanbul with the support of volunteer students from Yıldız Technical University
APPLICATION PERIOD	2010 - 2011
OUTPUTS	Project specific posters and leaflets 24 volunteer trainers
ACCESS	1.357 persons

In this meeting, the volunteers found the chance to meet with the governors of the districts to which they had been appointed and started the studies to plan the trainings.

A project team was developed to provide continuous support to the students who will voluntarily execute all project processes and gave guidance support to the Safe Life Trainers during their training.

### Opinions

Pelin AKBABALI  
(Yıldız Technical University student)

I learned about the campaign when I saw the stand in Beşiktaş Yıldız campus. In my opinion, the university students should be always supported and encouraged to participate into the volunteer studies. For that reason, I did not hesitate to

recruit myself at the stand. Later I attended to an information meeting and a training session lasting for 3 days. I was surprised to see that all details planned for the training. Even the meeting that will be a chance for the volunteer friends wishing to provide the trainings to meet with the district governors was organized.

Guidance support was also provided to us in all training sessions conducted by us. Besides the information I acquired in the trainings with future possibilities to use that information, this study helped to believe in what I am doing.

There was only one participant in one of the trainings and we could postpone it to a future date but we completed the session any way which made me learn that a person who comes to this training with strong motivation should not be rejected.



It was a very useful activity for me in all respects. I am once again convinced that voluntary activities are always very useful for the volunteer, as well.

# SOS Environmental Volunteers

❖ SOS Environmental Volunteers supported dissemination of the trainings among persons included in network owned by non-governmental institutions and among many school located at the Asian side of Istanbul.

The non-governmental institutions created with the civilian initiative of active and participatory citizens (NGO) play a critical role in accessing all parts of the society.

In the Safe Life Trainings, NGOs provided the infrastructure required to participate into and disseminate the trainings with the help of their social-organizational resources and other networks based on neighborhood and fellow citizen relations.

For that reason NGOs were placed an import position in the dissemination of the Safe Life Trainings in all segments of the society.

With the support of NGOs, too many studies are currently conducted in order to disseminate the Safe Life Trainings.

Consequently the cooperation made with SOS (Civil Organized Localities) Environmental Volunteers Platform, a NGO actively serving for 23 years, to disseminate the Safe Life Trainings became another example of such studies.

The first initiative of the study was to complete the integration between the existing training program of SOS Environmental Volunteers and Safe Life Trainings.

The training program so prepared was later shared with the members of SOS Environmental Volunteers Platform. And then the trainings aimed toward other volunteers included in the platform's network were completed.

The trainings for many schools located in the Asian side of Istanbul were again provided with the support of these volunteers.

All trainings disseminated with the support of the volunteers were provided by the Safe Life Trainers.

The dissemination of trainings continues today with the voluntary support of SOS Environmental Volunteers.



SOS ENVIRONMENTAL VOLUNTEERS	
APPLICATION	Dissemination of the Safe Life Trainings with cooperation made with NGOs.
APPLICATION PERIOD	2013 – In progress
ACCESS	1.851 persons

### Opinions

#### Necati ALTÜRK

(Volunteer of SOS Environmental Volunteers Platform)

As the civilian Organized Neighborhoods Environmental Volunteers Platform, we are conducting studies about too many social and environmental problems since 23 years.

Our aim is to deliver a less problematic earth to the next generation and help them in becoming more sensitive about environmental problems.

Thus we give great importance to our studies aimed to struggle with the disasters.

It is the human factor that makes the natural events to turn into huge disasters with unbelievable losses for humanity.

For that reason, it should be our priority to support every individual in reducing these risks for them and for their friends and families.

In line with this thought, we participated into the Safe Life Trainings first with our own volunteers.

Later we started to conduct studies to disseminate the trainings among the schools, neighborhoods and all others we can have access.

At the moment, we continue our studies for dissemination of the trainings.





# Safe Life Trainings in Tourism Facilities

❖ The studies are in progress to put into practice the suggestions made under the cooperation established, such as preparation of emergency plans for the tourism facilities, implementation of trainer training programs and dissemination of the trainings.

Every year more than 5 million tourists are visiting Istanbul and therefore the tourism facilities should be prepared for a possible disaster.

For that reason, cooperation was made within the scope of İSMAP upon a request received from the Union of Hotel Operators, Tourism Operators and Investors (TUROB).

At the first stage of disseminating the Safe Life Trainings with the cooperation of TUROB, a meeting was organized for the security managers of the member hotels in order to introduce them the Safe Life 1 and 2 Trainings.

After this introduction, it was decided with the participants to disseminate these trainings among the facility staff.

A special training program was developed for the tourism facilities and dissemination of this program was started.

Another meeting was held with TUROB to evaluate the trainings already completed and feedbacks were reviewed.

TUROB members made certain suggestions for projects to be developed to disseminate the trainings among whole staff.

The studies are in progress to put into practice the suggestions made under the cooperation established, such as preparation of emergency plans for the tourism facilities, implementation of trainer training programs and dissemination of the trainings.





#### SAFE LIFE TRAININGS FOR TOURISM FACILITIES

APPLICATION	Dissemination of Safe Life Trainings among tourism facilities with the cooperation made with the Union of Hotel Operators, Tourism Operators and Investors (TUROB)
APPLICATION PERIOD	2013- In progress
ACCESS	49 hotels, 4.365 people

#### Opinions

**Ferbal YAMAN**  
(TUROB Foreign Relations  
Responsible)

This training study is the first widespread one made by the Union of Hotel Operators, Tourism Operators and Investors.

Of course, we do not forget the support given by the project team in disseminating the Safe Life Trainings among our hotels.

The trainings were initially started in big hotels and then we proceeded to smaller hotels and reached important figures. It was most satisfactory for us to see that this information was imparted great number of the population if we take into account the multiplier factor.

We received considerable feedbacks from our hotels operating in the service sector suggesting that the trainings be repeated for the hotel staffs who could not participate in the previous trainings and we also received positive feedback from the staff already participated in the trainings.

As TUROB, we really wish to continue with the trainings. In the near future, we want to accelerate our studies and disseminate the trainings further.



## Pilot Applications

### Urban Planning and Structuring intended Disaster Risk Mitigation: Safe City Safe Life Trainings

❖ The participators find the chance to analyze the risks in their counties with the help of the trainings that are directly managed by academicians and experts and with Urban Observation and Field Studies.

Safe City Safe Life Trainings were provided to the local administrators and technical personnel of Pendik and Bağcılar Municipalities selected as the two pilot municipalities of ISMEP and to the social representatives since the local administrations play an important role in preparing to the disasters.

Academicians and experts were directly involved in the preparation and implementation of the training sessions.

The trainings were divided into 3 main parts and theoretical information was given to the participators in the 1st part. In the 2nd part, a building block selected was visited and elements that may pose a serious risk were determined.

In the final 3rd part, brainstorming involving all participators was made in order to develop good strategies.

With the help of these strategies and theoretical information, the risks affecting the building block visited as well as other situations encountered before by the participators in the county which may pose a risk were determined.

Finally a Communization Meeting was held in Bağcılar and Pendik Municipalities after the trainings in order to bring all three groups together and clarify the roles of relevant parties and responsible organizations.

In this manner, the training programs conducted separately for the target groups were further used to create a chance for the groups to understand the responsibilities of each other and act together by sharing their experiences.

The decisions made after the communization meetings were reported for inclusion in the future strategic plans and submitted to the municipalities as suggestions.



URBAN PLANNING AND STRUCTURING TO MINIMIZE THE LOSSES ARISING FROM THE DISASTERS: SAFE CITY SAFE LIFE TRAININGS	
APPLICATION	“Safe City Safe Life Trainings were organized in Bağcılar and Pendik Municipalities for the local administrators, technical personal and social representatives in order to minimize the risks that may arise in the cities due to natural hazards and create safe settlement areas and develop an awareness for being prepared to the disasters.
APPLICATION PERIOD	2009
OUTPUT	Training programs for the target audience (local administrators, technical personnel and social representative)
ACCESS	<ul style="list-style-type: none"> <li>• 121 local administrators</li> <li>• 41 technical personnel</li> <li>• 542 social representatives</li> <li>• 40 communication</li> </ul>

### Opinions

#### Ali ÖRÜNÇ

(Çorum Sungurlu İnegazili Village Association)

Before the training, they sent an information leaflet to our association. We learned that the municipality staff should be trained first because of the nature of this matter.

I thought that there many things to do in this area by the citizens. I participated into the training in order not to impart an irresponsible image about our association since it was the university teachers who will provide this training to us.

In the trainings, I realized that there were many things that we do not know to minimize the risks in our county. I already made some preparations at home for a possible earthquake but I understood we had to do other things for safeguarding our county.

I also saw that the urban associations and other associations established for solidarity purposes, like our association have a great role in these studies.

As a result, if we do not know what we encounter in our living areas and do not inform the decision makers about them, it will take much longer to solve the relevant problem.



# School Disaster and Emergency Planning Studies

❖ This study conducted in two pilot schools helped to develop a model that would be easy to disseminate and dissemination studies were initiated in other counties on that basis.

The sub-study of the project named Disaster Preparedness Trainings for Individuals and Families and conducted with the cooperation made with the Urban National Education Directorate for Istanbul was put into practice as an exemplary study for the Disaster and Emergency Planning in two schools located in the European and Asian side of Istanbul.

This study aims to make people prepared to the disasters in all aspects by completing the following activities: evaluation and minimization of probable risks in our schools; fastening the furniture that may give damage after falling or tumbling down; taking all physical and environmental protection measures; preparing a safe evacuation plan; taking those measures to prevent panic and chaos among the students and employees; enhancing the capacity for intervention and improvement; and providing trainings about these matters.

This study that was prepared in integration with the existing defense plans of the schools and gathered these plans under a single roof consists of three stages. In the first stage, Disaster and Emergency Planning Training was provided in order to explain to the school directors and personnel how planning should be made.

In the second stage, Disaster and Emergency Plan was prepared with the participation of the relevant stakeholders. This participation was desired to ensure that the plan will be actually realized and to make the necessary revisions.

In the third stage, a drill attended by whole personnel and students was executed in order to guarantee successful implementation of the plan in the future. This study conducted in two pilot schools helped to develop a model that would be easy to disseminate and dissemination studies were initiated in other counties on that basis.





SCHOOL DISASTER AND EMERGENCY PLANNING STUDIES	
APPLICATION	Disaster and Emergency Planning training was provided in the Şehit Öğretmen Hasan Akan and TOKİ Erdem Beyazıt Primary Education Schools and planning studies were conducted.
APPLICATION PERIOD	2010 - 2011
OUTPUT	<ul style="list-style-type: none"> <li>• Disaster and Emergency Planning for two schools</li> <li>• Disaster and Emergency Planning Training</li> </ul>
ACCESS	115

### Opinions

**Mustafa AKGÜN**  
(Guidance Teacher)

I served as volunteer teacher in the dissemination studies for the Preparation to Disaster Trainings for Individuals and Families and I conducted the trainings for the students, teachers and parents in our school.

The Disaster and Emergency Planning study completed in our school actually helped to finalize these trainings. Both school personnel and our students and their parents learned how to prepare against a probable earthquake.



This planning study gave us the chance to plan all steps to be taken during a disaster and we made the plan feasible in this manner.

I thank very much to everybody who put an effort to this study and I hope to see such studies in all other schools as well.



# Energy Efficient Smart School

❖ In addition to the infrastructure systems made with ISMEP, solar energy system was installed on the school roof that consists of solar panels with a power of 10 kW and solar performance monitoring system. Besides, a Solar Tree with a power of 1 kW was established for the first time in a public school.

With the retrofitting and re-construction works executed within the scope of B Component of ISMEP, the structural system was improved and resistance was enhanced and other practices known to increase energy efficiency, including photocell taps, condensing boiler systems, jacketing and insulation systems were implemented.

Bahçelievler Kazım Karabekir Primary Education School was selected as pilot school for implementing the practices known to increase the energy efficiency.

The project was put into practice with the support of IPCU, Black Sea Economic Cooperation Organization – Hellenic Development Fund and project partnership of Karteco Danışmanlık and cooperation of Urban National Education Directorate for Istanbul.

In addition to the infrastructure systems made with ISMEP, solar energy system was installed on the school roof that consists of solar panels with a power of 10 kW and solar performance monitoring system. Besides, a Solar Tree with a power of 1 kW was established for the first time in a public school.

The monitoring system installed helped to monitor the energy generated by the two systems on a TV screen in the school and in a web site relating to the project.

At the same time trainings on energy efficiency were used to inform the students, parents and teachers.

Then a meeting was organized on 13 February 2013 with the participation of 92 people in order to share the details of the regulations, practices and experiences relating to the encouragement and utilization of energy efficiency systems and renewable energy sources in the school buildings.

The study served as a reference study for developing awareness on these matters and using variable energy sources to create efficient schools.

As one the ISMEP visions, it was completed as an exemplary project on developing strong sustainable buildings prepared with green building concept that emphasizes energy efficiency and economic gains and provides for high life quality.



ENERGY EFFICIENT SMART SCHOOL	
APPLICATION	Besides the retrofitting and re-construction works executed in the schools to enhance structural resistance, Energy Efficient Smart School Project was realized with the support of ISMEP in Bahçelievler Kazım Karabekir School, i.e. one of those schools selected to implement the practices that would contribute to the energy savings, in order to develop awareness on the energy generation by using natural energy sources and encourage energy efficiency.
APPLICATION PERIOD	2012
OUTPUT	<ul style="list-style-type: none"> <li>• <a href="http://www.enakilliokul.org">www.enakilliokul.org</a></li> <li>• Solar Panels</li> <li>• Solar Tree</li> <li>• Solar Performance Monitoring System</li> <li>• Energy Efficient Smart School</li> <li>• Energy Smart School Trainings (students, parents, teachers)</li> </ul>
ACCESS	<ul style="list-style-type: none"> <li>• 5.008 kW energy generation</li> <li>• Prevention of 2.453 kg of carbon dioxide release</li> <li>• 1.410 people</li> </ul>

### Opinions

**Halim ŞAHİN**  
(School Principal)

With the solar energy systems and solar tree installed under the Energy Efficient Smart School Project, our school became a unique example for Turkey.

Today use of renewable energy sources has great importance to guarantee a sustainable future.

For that reason, we should use our best efforts to raise our students with this awareness.

In this project, we aim to impart energy efficiency awareness to our students and teachers with the help of trainings and continuous sharing of information on the energy generated in our school. However we have to try harder to disseminate this awareness.

I thank very much to all who contributed to this study with the hope to see further examples throughout Turkey.



# Supportive Training and Practices

## Information, Awareness Development and Social Guidance Studies in the Retrofitted Schools

❖ 90% reduction in the phone calls received by the National Education Directorate after the social guidance study is an important indication on the high level of success achieved.

The social guidance study made a huge effect in increasing the trust in the retrofitting works, reducing the worries and creating perception architecture in connection with the process.

The first stage of the study was conducted toward the school directors, teachers, school family union/parents and students in the schools. In the second stage, the representatives of the retrofitted schools were invited to visit the host school directors and teachers.

Information relating to the parties to be involved in the retrofitting work; decision making process; probable problems that may be encountered in the process; methods to applied to ensure correct flow of information in the process and process management was shared in the social guidance seminars.

The study further aimed to relieve the students thinking that they will be separated from their usual environment and friends and to assure them about the relevant benefits since they represent the group that is the most affected from the process.

The parents who are worried about their children found the answers to their questions on the retrofitting and process and supported the studies implemented to provide a safer environment for their children.

The seminar was conducted as an informative study in order to remind that it is really important to be aware of social responsibilities as an institution in addition to the individual measures to be taken against the earthquake in the light of information shared about the basic disaster awareness.

90% reduction in the phone calls received by the National Education Directorate after the social guidance study is an important indication on the high level of success achieved.

The social guidance study helped to inform all parties about the process and supported contribution to the process and mutual interaction with emphasis on the value of human being.



INFORMATION, AWARENESS DEVELOPMENT AND SOCIAL GUIDANCE STUDIES IN THE REINFORCED SCHOOLS	
STAKEHOLDER ORGANIZATION(S)	Istanbul National Education Directorate
APPLICATION	Within the scope of ISMEP Project, organization of social guidance seminars in order to ensure proper perception of the retrofitting and rehabilitation works by the relevant segments of the society and correct management of the process in the retrofitted schools and in the host schools to be visited by these schools.
APPLICATION PERIOD	2009 - In progress
OUTPUT	<ul style="list-style-type: none"> <li>• Training Programs for target audiences (City and County National Education/school management, student, teacher, school family union/parents)</li> <li>• Information and Awareness Development Materials</li> <li>• Project Follow-up and Evaluation System</li> </ul>
ACCESS	<ul style="list-style-type: none"> <li>• 570 schools</li> <li>• 169.504 students</li> <li>• 38.860 parents</li> <li>• 18.637 school manager/County MEM Authority/teacher/OAB member</li> </ul>

## Opinions

**Hakan AYHAN**  
(School Vice Principal)

Since the education has to be continued in another school for sometime in case of retrofitted schools, we have to execute most of the studies in coordination.

However the studies created an extra burden on the school capacities and the need to explain the situation one by one to all students and parents is unnecessarily extending the process completion.

We already saw in other retrofitted schools that the dissemination of erroneous information in certain cases further made things more difficult. Thus the social guidance study helped us a lot to manage the process much more efficiently.

Guiding information was provided to the school personnel in line with the experiences acquired in other schools. After these school retrofitting studies, I am also very glad to see that our school was not socially left alone in the process.





# Rocking Chair Theater

❖ Information on correct behavioral models such as “Drop-Cover-Hold” , preparation of disaster and emergency kit and creating safe environments in living areas by making “Danger Hunt” was shared with the students by using the interactive learning technique.

After the family, the children take their first step toward socializing in the school. Equipped with this awareness, efforts were made to develop awareness among young children within the scope of ISMEP by using the theater “Rocking Chair” that was exhibited in forty five minutes in order to inform the primary education students about disasters and specifically about earthquake.

The theater “Rocking Chair” was put into practice to ensure that the study executed in the host schools and other schools that were retrofitted and reconstructed make a contribution and support the training studies for the children and their families.

Information on correct behavioral models such as “Drop-Cover-Hold” , preparation of disaster and emergency kit and creating safe environments in living areas by making “Danger Hunt” was shared with the students by using the interactive learning technique.

Besides, introduction was made on the web site [guvenliyasam.org](http://guvenliyasam.org) that contains the information and awareness raising materials and projects developed within the scope of ISMEP and on the web site [cocuk.guvenliyasam.org](http://cocuk.guvenliyasam.org) prepared specifically for children.

The theater served as multiplier factor since it made it possible to access the families through their children in order to give them information on the earthquake and to raise awareness about the preparatory activities.

It helped the students to internalize the information acquired in the theater, make practice by associating themselves with the persons on the stage and embrace this information so that they can remember when necessary in the future.



ROCKING CHAIR THEATER	
STAKEHOLDER ORGANIZATION(S)	Istanbul National Education Directorate
APPLICATION	The theater prepared to teach the measures that must be taken before the earthquake and correct behavioral models that must be exhibited both during and after the earthquake was exhibited to the students within the scope of ISMEP in the schools that were retrofitted and re-constructed.
APPLICATION PERIOD	2009 - In progress
OUTPUT	<ul style="list-style-type: none"> <li>• Rocking Chair Theater</li> <li>• Student Evaluation Forms</li> <li>• Posters and brochures</li> </ul>
ACCESS	<ul style="list-style-type: none"> <li>• 365 schools</li> <li>• 1.140 exhibitions</li> <li>• 149.286 students</li> </ul>

## Opinions

**Murat KILIÇ**  
(Class Teacher)

We normally provide the necessary training on natural disasters to our children but the training studies executed in interaction with the children by a theater group or trained people give long lasting results.

Thus we found that earthquake study helpful because it was like a game assisting them to keep persistent information in their memories and we thank very much to the relevant authorities for their efforts.

**Aynur TAŞTAN**  
(Class Teacher)

I think that it is a very beautiful study because all children know the earthquake merely like a name and they are not totally aware of its consequences. Or they only have theoretical information about what to do during an earthquake and they have no practical experience.

The number of students who have proper knowledge about earthquake was actually very low but at the moment I am quite sure that all children who viewed the theater know very well about what to do in practical terms. Thank you very much to all of you.



# Safe Life Trainings in the Retrofitted Schools

❖ Complementary materials including introduction posters, brochures and parent invitations specifically prepared for the schools were used in the trainings.

The retrofitting works are executed to increase the resistance of our schools to the disasters and specifically to the earthquakes.

However preparation to disaster studies for the families must be also supported in order to help the students to practice the preparatory studies in their living environments.

Therefore that type of complementary activities must be executed to help the schools whose resistance to the disasters was enhanced to complete their preparatory studies.

The Safe Life Trainings provided in the retrofitted schools were put into practice to support the students and parents in completing the preparatory studies.

The school management, teachers, school family union members and parents were invited to the trainings.

Sections about the preparation to disaster studies executed in the schools were included into the scope of Safe Life Trainings provided to the retrofitted schools and were revised to cover the target audience.

Besides that, complementary materials including introduction posters, brochures and parent invitations specifically prepared for the schools were used in the trainings.

The study was put into practice in all stages with a social campaign structure.

The studies to disseminate the trainings in the retrofitted schools are continuing.



SAFE LIFE TRAININGS IN THE REINFORCED SCHOOLS	
STAKEHOLDER ORGANIZATION(S)	Istanbul National Education Directorate
APPLICATION	Providing Safe Life 1 Training as a complementary study to the school that were made resistant to the disasters through the retrofitting works.
APPLICATION PERIOD	2010 - In progress
OUTPUT	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Brochures</li> <li>• Invitation forms</li> </ul>
ACCESS	10.192 persons

### Opinions

**Hatice ŞENGÜL**  
(Parent)

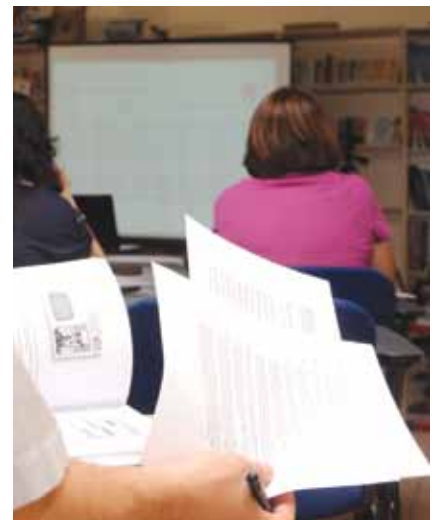
My daughter in the 3rd grade brought me an invitation from the school to participate in the earthquake training.

Last year, they retrofitted the school against earthquake and I thought it was related to that. Then my daughter's teacher told me that they had sent invitation to all parents.

We participated into a one hour training session and it was very good. I never attended to such training before.

We learned that there are too many things to do in order to be prepared to an earthquake. They explained to us what shall we do during an earthquake and how shall be fasten the furniture.

They also told that I must plan how to meet my family if I am not at home during the earthquake. I learned there will be a second training and I wish to participate into that one, too.





# Safe Life Trainings to ADMIP Organizations

❖ The organizations delegated in ADMIP were positioned within an event-command system to ensure most efficient management of the disaster.

Safe Life Trainings were provided to the organizations included in ADMIP which is known as a plan that synthesized the scientific principles and methods on interactive disaster management with the special problems and requirements of Istanbul.

The trainings aimed to develop the existing capacities of the organizations included in ADMIP.

The organizations delegated in ADMIP were positioned within an event-command system to ensure most efficient management of the disaster.

Disaster management is defined as “All analysis, planning, decision-making and evaluation processes that organize existing resources in order to be prepared to all kinds of hazards, minimize the losses, intervene in and improve the situation”.

For that reason the capacities of the organizations included in the plan must be maximized in order to assist them in making the most efficient disaster management in case of a probable disaster.

The Safe Life Trainings for ADMIP organizations are prepared and put into practice just at this point.

Safe Life Trainings are now included in the training programs of these organizations delegated under the plan and direct demands are made for the trainings by the organizations.



SAFE LIFE TRAININGS TO ADMIP ORGANIZATIONS	
STAKEHOLDER ORGANIZATION(S)	Organizations in the ADMIP Organizational Chart
APPLICATION	Providing Safe Life Training to the employees of the organizations included in Istanbul Disaster Emergency Prevention, Intervention and Improvement Plan (ADMIP)
APPLICATION PERIOD	2009 – In progress
ACCESS	33.116 persons

## Opinions

### Mehmet POLAT

(City Directorate for Environment and Urban Development)

Since I work in an organization included in Istanbul Plan for Increasing Disaster Preparation and Intervention Capacity and Emergency Prevention, Intervention and Improvement, we are carrying out too many studies in order to be prepared to a disaster that may happen in Istanbul.

Thus I think that we are more lucky in gaining the information about preparation to the disasters.

However although we have been included in these studies, Safe Life Trainings helped me to realize that we missed certain individual preparations.

The training lasts only one hour but it gives you awareness on different matters. This training must be taken by everyone.

If we consider the fact that our society actually emphasized the preparations after the disaster until a short while ago, we can understand the importance of disseminating the trainings throughout Istanbul.



# Meetings

## Safe Life Trainings Workshop

❖ The Safe Life Trainings that had been revised after the workshop were provided to Istanbul dwellers starting with 2011 and until 2013.

With the desire to make the Safe Life Trainings feasible in order to meet the requirements of Istanbul people in disaster preparation, Safe Life Workshop was organized during 7 days.

In the workshop, the participants were invited to discuss certain matters such as Visual, Contextual and Methodical Evaluation of the Safe Life Training Program and Dissemination and Sustainability of the Safe Life Trainings and Safe life Volunteer and more than 9.000 variable data was obtained for each heading.

Consensus was achieved on the matters listed below as a result of this workshop:

- The Safe Life Training series should be leveled by taking into account what to do before, during and after a disaster and LDV trainings should be leveled, too.

- A training program covering the social preparatory studies to be conducted before the disaster should be developed and should be implemented as a transition to LDV Training that will follow the Safe Life 1 and 2 Trainings.
- The specific information, skills and expertise levels for the Safe Life Volunteers at all levels of the training determined in the workshop was discussed and the need to revise the trainings accordingly was emphasized.

The Safe Life Trainings that had been revised after the workshop were provided to Istanbul dwellers starting with 2011 and until 2013.

The training studies are now continued after they were revised according to the feedbacks obtained from the scientific approaches, effect evaluation research, DED Disaster Awareness Trainings Workshop data, methodological approaches and training practices.



SAFE LIFE TRAININGS WORKSHOP	
PURPOSE	Sharing with all participants and developing the vision, purpose and dissemination strategies of the Safe Life Trainings; developing a common language in the trainings; increasing the capacities of the participants and trainers on the matter.
DATE	5-11 July 2010
LOCATION	Fatih University Uninterrupted Training Center
PARTICIPATORS	40 persons
PARTICIPATOR PROFILE	<ul style="list-style-type: none"> <li>• Safe Life Trainers</li> <li>• Istanbul Civilian Defense Searching and Rescue Union Directorate</li> <li>• Kadıköy BAK</li> <li>• Zeytinburnu MAG</li> <li>• Bakırköy Municipality Disaster Management Center</li> <li>• Istanbul University Engineering Faculty Geophysics Department</li> <li>• Beyaz Gemi Eğitim Danışmanlık</li> </ul>
OUTPUTS	<ul style="list-style-type: none"> <li>• Safe Life Vision Document</li> <li>• New Safe Life Training Series</li> </ul>





# Safe City Safe Life Meeting

❖ In the meeting, “Safe Life Volunteer” trainings initiated in 2009 was launched on national basis and Istanbul dwellers as well as all establishments and organizations attending to the meeting were invited to become safe life volunteer after taking the trainings and to embrace the training programs.

At the 10th anniversary of Marmara Earthquake, “Safe City Safe Life Istanbul 2009 Meeting” was organized in Cemal Reşit Rey Hall on 14-15 August 2009 in order to motivate Istanbul people in taking measures for being prepared to the disasters; evaluate the city-wide preparations and ensure social participation.

This meeting was really helpful for all social stakeholders including specifically those organizations and establishments involved in disaster management in Istanbul for the motivation of the urban population in preparing to the disasters and for sharing the studies aimed to urban preparation that covers the four stages of any disaster management.

Panels were organized with the attendance of very valuable academicians, decision-makers and applicators during 5 different sessions based on the concept “Urban Preparations and Public Training Project”.

In the meeting, “Safe Life Volunteer” trainings initiated in 2009 was launched on national basis and Istanbul dwellers as well as all establishments and organizations attending to the meeting were invited to become safe life volunteer after taking the trainings and to embrace the training programs.

Opportunities were created to disseminate the Public Training Project that was considered as one of the most important steps in spreading the awareness and involving the individuals, establishments and organizations in the solution process.

The meeting helped the stakeholders to embrace the ISMEP Project and brought together all parties involved in the risk reduction studies.



SAFE CITY SAFE LIFE MEETING	
PURPOSE	Developing a proper culture for preparing to and preventing probable disasters in Istanbul; disseminating the awareness and sharing the studies with all segments of the population
DATE	14-15 August 2009
LOCATION	Cemal Reşit Rey Concert Hall
PARTICIPATORS	1.000 persons
PARTICIPATOR PROFILE	<ul style="list-style-type: none"> <li>• Ministries</li> <li>• Military Protocol</li> <li>• Local Administrations</li> <li>• Universities</li> <li>• NGO</li> <li>• Consulates</li> <li>• Media Managers</li> </ul>
OUTPUTS	<ul style="list-style-type: none"> <li>• Safe Life Trainings Launching</li> <li>• Introduction of ISMEP Public Training Modules</li> </ul>



# Istanbul International Conference on Seismic Risk Mitigation

❖ In the conference proclamation, it was announced that the first step was taken for the foundation of a Perfection Center on Disaster Risk Mitigation in Turkey with the support of the Turkish Government, United Nations, World Bank and Global Fund for Disaster Reduction and Re-structuring (GFDRR).

Since 1999 earthquakes until today, an important transition occurred from the re-structuring and improvement works to the loss mitigation and preparation stages.

Istanbul International Conference on Seismic Risk Mitigation was organized at the 10th anniversary of 1999 Marmara Earthquakes with the contribution of Disaster and Emergency Management Presidency of the Prime Ministry, under Secretariat of Treasury of the Prime Ministry, World Bank and Global Fund for Disaster Reduction and Re-structuring.

The preparatory studies conducted after the Marmara Earthquake were introduced in the conference and good examples in the world were discussed with 1,000 participants from 25 different countries.

In the conference, the participants made very valuable contributions about the interventions required to reduce the vulnerability at all levels starting with the building scale until the metropolitan scale.

Besides that, socio-economic issues and cooperation of public-private sector were emphasized and evaluated in terms of their contribution to the loss mitigation works.

The conference was also a great chance to share the activities, information and practices executed for reducing and preparing to the disaster risks in the countries exposed to the earthquake hazard.

A final proclamation was announced after the conference. The proclamation emphasized the importance of engineering activities requiring participation to the seismic risk mitigation activities first by the individuals and then on a social scale within a sustainable structure and the need to deal with the problem in humane and social dimensions.





#### ISTANBUL CONFERENCE FOR THE MITIGATION OF SEISMIC RISK

PURPOSE	Bringing together the national and international studies aimed to mitigate the seismic risk and sharing information and similar experiences with the countries and ensuring information exchange between the stakeholders in order to take steps for the seismic risk mitigation at urban areas
DATE	8-10 December 2009
LOCATION	Grand Cevahir Hotel
PARTICIPATOR	25 countries, 1.000 persons
PARTICIPATOR PROFILE	<ul style="list-style-type: none"> <li>• Ministries</li> <li>• 81 City Governorships</li> <li>• 81 Urban Directorates for Disaster and Emergency Management</li> <li>• Istanbul Local Administrations</li> <li>• NGO Representatives</li> <li>• Public &amp; Private Sector Representatives</li> <li>• Universities</li> <li>• National and International Academicians</li> </ul>
OUTPUTS	<ul style="list-style-type: none"> <li>• IICSRM 2009 Final Declaration</li> <li>• First Step of the Establishment of Excellence Center on Disaster Risk Reduction</li> </ul>

In the conference proclamation, it was announced that the first step was taken for the foundation of a Perfection Center on Disaster Risk Mitigation in Turkey with the support of the Turkish Government, United Nations, World Bank and Global Fund for Disaster Reduction and Re-structuring (GFDRR).

The conference is known to be meeting that was hosted for the first time by ISMEP on international scale and created a platform for sharing the international experiences within the modern disaster management cycle.





# ADMIP Meeting for the Future of Istanbul

❖ The union of forces created for Safe Future of Istanbul represents an important step with the participation of the establishments and organizations on urban level.

Disaster Emergency Prevention Response and Recovery Plan (ADMIP) was prepared in line with the international standards and applicable legislation in Turkey in order to assist the establishments involved in the plan in quickly fulfilling their obligations in disasters and emergency cases and providing uninterrupted service.

The preparation on urban scale has great importance very much like the individual responsibilities and preparations relating to the disasters.

At this point, the plan to be prepared with the contribution and cooperation of the establishments to be involved in case of a disaster and emergency that may happen in a metropolis like Istanbul would make great contribution to the studies.

ADMIP was prepared with the contributions of 106 establishments involved in the plan.

In the parallel sessions organized during the 4 days workshop, studies were executed to review, evaluate and complete the plan.

“Istanbul City Earthquake Scenario Study” was also shared with the participators.

Questions relating to the plan were directed to the service groups according to this scenario and the questions were replied together with their establishments.

The union of forces created for Safe Future of Istanbul represents an important step with the participation of the establishments and organizations on urban level.



ADMIP MEETING FOR THE FUTURE OF ISTANBUL	
PURPOSE	Introducing the final version of Istanbul Disaster Emergency Prevention Intervention and Improvement Plan (ADMIP) to the establishments and receiving the expectations of the establishments to keep the plan updated.
DATE	21-24 May 2013
LOCATION	Istanbul Radisson Blu Hotel
PARTICIPATOR	450 persons
PARTICIPATOR PROFILE	<ul style="list-style-type: none"> <li>• Istanbul Governorship</li> <li>• Istanbul Urban Directorate for Disaster and Emergency Management</li> <li>• County Governorships</li> <li>• Municipalities</li> <li>• NGO Representatives</li> <li>• Private Sector</li> <li>• Public establishments/organizations (Urban Directorates)</li> </ul>
OUTPUTS	<ul style="list-style-type: none"> <li>• Istanbul ADMIP Main Plan</li> <li>• Service Group Action Plans</li> </ul>



# Safe Life Volunteering System Workshop

❖ The workshop was organized to develop a volunteer system in which the volunteer potential arising from Istanbul Provincial Disaster and Emergency Directorate (Istanbul DED) could be integrated to Istanbul ADMIP.

Volunteering is considered as one of the important sources for the governments in the studies designed to solve the social and environmental problems suffered by the world populations.

The specific volunteering for disasters is a permanent source that may be used to be prepared to and cope with the disasters.

In the light of our experiences in 17 August and 12 November 1999 Marmara Earthquakes and Van Earthquake, we believe that volunteer activities are a valuable source to be used against the disasters.

For that purpose, a workshop was organized to develop a volunteer system in which the volunteer potential arising from Istanbul Provincial Disaster and Emergency Directorate (Istanbul DED) could be integrated to Istanbul ADMIP.

The volunteer system was designed to define how to include the volunteer sources into the Istanbul disaster and Emergency Plan, increase the volunteer capacity in the stages of risk and loss mitigation, preparation, intervention and improvement relating to the disaster management and develop the volunteer management capacity of the establishment.

One of the important steps taken toward the creation of this volunteer system was the Safe Life Volunteer System Workshop in which functional areas for the volunteers were determined and volunteer definitions and principles were finalized.

The workshop organized on 2-3 July represented a pioneering study in bringing together those organizations that are directly or indirectly involved in the disasters and those establishments engaged in ADMIP in Istanbul and in developing a common mind.





## SAFE LIFE VOLUNTEER SYSTEM WORKSHOP

PURPOSE	Ensuring participation to and developing common language for Istanbul Safe Life Volunteer System designed to integrate the volunteer potential in Istanbul with ADMIP; defining the functional areas for the volunteers; determining the basic definitions and principles for the volunteer system; receiving the expectations and suggestions for the volunteer system and evaluating the existing capacities that may be used in the volunteer system.
DATE	02-03 July 2013
LOCATION	Istanbul Radisson Blu Hotel
PARTICIPATOR	188 persons (115 establishments)
PARTICIPATOR PROFILE	<ul style="list-style-type: none"> <li>• Istanbul Governorship</li> <li>• Istanbul Urban Directorate for Disaster and Emergency Management</li> <li>• County Municipalities</li> <li>• Istanbul ADMIP Organizations (25 Service Group Heads)</li> <li>• NGO</li> <li>• Universities</li> </ul>
OUTPUTS	<ul style="list-style-type: none"> <li>• Functional Areas for Istanbul Volunteer System</li> <li>• Istanbul Volunteer System Definitions</li> <li>• Istanbul volunteer System Principles</li> </ul>





# Supporting the National Disaster Studies

## Research on the Development of the Volunteering Capacity for Response to the Disasters

❖ As a result of the study, suggestions were made for the development of socially based and sustainable disaster intervention teams consisting of the volunteers equipped with the basic information, skills and tools that would enable them to intervene in the disaster until the arrival of the professional teams in case of a disaster occurring in their living area.

The tradition of non-governmental organizations operating in Turkey in the status of foundations and associations dates back to old times.

However the non-governmental organizations (NGO) based on active volunteering that activates the social resources started to develop after the two great earthquakes that happened in 1999.

The successful intervention of the volunteers and too many international and national non-governmental organizations that rushed into the region by themselves and spent great efforts to give back their normal life to the disaster victims brought the initial spark to the development of a volunteer system in Turkey.

In addition to the individual volunteers, corporate volunteers took part in these efforts.

However since the corporate structures needed to continue these efforts were not yet present, most these initiatives could not survive.

For that reason, the Research on the Development of the Volunteer Capacity for Intervention to the Disasters was conducted to make suggestions for the development of a model that would set a general example for our country and that could be sustainable in the long term after evaluating the disaster volunteer programs executed by different organizations or teams generally in Istanbul.

The study consists of three parts: investigating the disaster volunteer models applied in Istanbul; comparative analysis of these models and suggestions.



#### AFETLERE MÜDAHALEDE GÖNÜLLÜLÜK KAPASİTESİNİN GELİŞTİRİLMESİ ARAŞTIRMASI

APPLICATION	Making a comparative research with the participation of public establishments and institutions and NGOs for the development of a model that would set a general example for our country and that could be sustainable in the long term after evaluating the disaster volunteer programs executed by different organizations or teams generally in Istanbul.
APPLICATION PERIOD	2006
OUTPUTS	Suggestions for the Development of Volunteer Capacity in Intervention to Disaster

During the evaluation process, interviews were conducted with the representatives of the relevant public establishments, municipalities and volunteer organizations and necessary information was collected.

As a result of the study, suggestions were made for the development of socially based and sustainable disaster intervention teams consisting of the volunteers equipped with the basic information, skills and tools that would enable them to intervene in the disaster until the arrival of the professional teams in case of a disaster occurring in their living area.



# The Prime Ministry DED Training Materials

❖ ISMEP modules were revised in line with the application targets of the Prime Ministry DED and were offered to the use of all stakeholders in Turkey.

Turkey's topography makes way to frequent disasters including specifically earthquakes and other disasters like flood, landslide, meteorological disaster, fire, snow slide and rock falls.

The society needs to know the hazards and risks that may cause a disaster better in order to mitigate the losses arising from the natural disasters that have increased during the recent years and measures must be taken against these hazards and risks.

Due to these requirements, the Prime Ministry DED started the studies for the preparation of the awareness raising materials throughout the country.

15 training modules representing one of the studies conducted by ISMEP in order to inform and develop awareness within the society have served as a resource for the books to be prepared by the Prime Ministry DED.

ISMEP modules were revised in line with the application targets of the Prime Ministry DED and were offered to the use of all stakeholders in Turkey.

6 training modules and posters and brochures for children were prepared in this study.

The materials so prepared were later revised in 2013 to include all disasters in Turkey.



THE PRIME MINISTRY DED TRAINING MATERIALS	
STAKEHOLDER ORGANIZATION(S)	Presidency of Disaster and Emergency Management of the Prime Ministry of Republic of Turkey (The Prime Ministry DED)
APPLICATION	Preparing awareness raising modules for use in the preparations to the disaster and emergency for the benefit of the Prime Ministry DED
APPLICATION PERIOD	2011
ACCESS	<p>Awareness Raising Modules For Use In The Preparations To The Disaster And Emergency</p> <ul style="list-style-type: none"> <li>• First 72 hours</li> <li>• First 72 hours for the disabled in an earthquake</li> <li>• Survival in extraordinary conditions</li> <li>• Psychological help during disasters</li> <li>• Reduction of structural risks and structural retrofitting against earthquake</li> <li>• Reduction of non-structural risks against earthquake</li> <li>• Posters and brochures for children and adults</li> </ul>





# East Marmara Development Agency (MARKA)

❖ The trainings were provided to the local administrators, social representatives, technical staff as well as managers and work health and safety experts of KOBİs (Small Medium Sized Enterprises) residing in the cities of Kocaeli, Sakarya, Bolu, Düzce and Yalova that are considered to be high degree earthquake zone and located in region of Northern Anatolia Fault Line.

Safe City Safe Life Trainings were provided with the cooperation of the East Marmara Development Agency (MARKA) in the cities of Kocaeli, Sakarya, Bolu, Düzce and Yalova for which MARKA is responsible.

The trainings were provided to the local administrators, social representatives, technical staff as well as managers and work health and safety experts of SMEs (Small Medium Sized Enterprises) residing in the cities of Kocaeli, Sakarya, Bolu, Düzce and Yalova that are considered to be high degree earthquake zone and located in region of Northern Anatolia Fault Line.

The purpose of the trainings provided in five different cities and addressed to each group was to prepare the participants for an earthquake that may happen both in their city and work site; create safe living areas and develop the awareness for disaster preparation.

In the trainings addressed to the local administrators, social representatives and technical staff, the participants found the chance to learn about the planning and structuring methods against disaster according to the disaster preparation requirements determined in their region and acquire the skills of local administration and planning. And in the trainings addressed to SMEs, important role of the trainings to be provided to the employees in disaster preparations to be executed at their work sites was explained and trainings were provided on the Disaster and Emergency Planning.

With the assessment of brainstorming made in the final part of every training session, suggestive documents drawing the road map for the studies to be executed in line with the requirements determined to mitigate the disaster losses were prepared and submitted to MARKA.



EAST MARMARA DEVELOPMENT AGENCY (MARKA)	
STAKEHOLDER ORGANIZATION(S)	East Marmara Development Agency (MARKA)
APPLICATION	Within the scope of İSMEP, The Mitigation of Disaster Losses and Structuring: Safe City Safe Life Trainings were provided to the local administrators, social representatives, technical staff as well as managers and work health and safety experts of KOBİs residing in the cities of Kocaeli, Sakarya, Bolu, Düzce and Yalova.
APPLICATION PERIOD	2012
OUTPUT	The Suggestive Document Drawing The Road Map For The Studies To Be Executed In The City
ACCESS	810 persons



# The Prime Ministry DED Disaster-Ready Turkey Project

❖ The authorities and experts from the urban Disaster and Emergency Directorates operating throughout Turkey and from NGOs that are directly involved in the disasters, relevant ministries and various organizations participated into the workshop.

The Presidency of Disaster and Emergency Management of the Prime Ministry started the studies to prepare a training program to be disseminated in the country against the disasters risks arising from the Turkey's topography and varying from one region to the other.

First of all, a workshop was organized to guarantee union of language in the disaster preparation studies; standardize the training programs; create a sustainable structure in the national disaster trainings; develop the infrastructure for the disaster volunteer system studies and for the volunteer accreditation.

The authorities and experts from the urban Disaster and Emergency Directorates operating throughout Turkey and from NGOs that are directly involved in the disasters, relevant ministries and various organizations participated into the workshop.

In a two days workshop, the participators were classified into 3 main groups and then further classified into 5 sub-groups consisting of approximately 20 persons under each main group.

The main group was guided and managed by the moderators and hall managers.

The sub-groups provided their feedback and suggestions with the help of desk responsables and reporters and all information so shared were recorded.

Besides, two different surveys were conducted among the participators before and after the workshop.

Solution Partners Questionnaire for Disaster Awareness Trainings Workshop was conducted with the participators before the workshop and workshop Evaluation Questionnaire was conducted after the workshop in order to take their information, feedback and suggestions.

Based on the information acquired in the workshop, the need to prepare a training program varying according to the regional risks was discovered.

In line with this requirement, Disaster Awareness 1 Training for Individuals and Families was prepared for dissemination throughout Turkey after taking the Safe Life Trainings as a basis.





THE PRIME MINISTRY DED DISASTER-READY TURKEY PROJECT	
STAKEHOLDER ORGANIZATION(S)	Republic of Turkey Prime Ministry Disaster and Emergency Management Presidency (Prime Ministry DED)
APPLICATION	Providing support for the contents and programs to be used in the educational campaign that will be initiated by the Prime Ministry DED throughout Turkey.
APPLICATION PERIOD	2012 - 2013
OUTPUT	<ul style="list-style-type: none"> <li>• Disaster Awareness 1 Training for Individuals and Families</li> <li>• Training Program of the Training of Trainers</li> <li>• Training Booklet</li> <li>• Training Manual</li> </ul>





# Governance in ISMEP Social Projects

The society informing and awareness development studies provided in Istanbul known to be one of the special megacities in the world reached until today with a governance structure coordinated with the participation of the relevant social stakeholders.

In the studies served to bring together those teams, methods and tools that could meet the requirements of this big city, the standard project management processes were implemented to achieve cooperation, specialization and coordination.

PROJECT TEAMS	
<p>Istanbul Coordination Unit executing the ISMEP project plays a guiding role in determining the priorities and supporting efficient use of the resources in the social projects.</p> <p>Awareness raising and training programs and applications are transformed into work packets and disseminated with the service support provided by independent consultants.</p> <p>Project teams are realized academic and professional stuff which are expert in their field.</p> <p>Volunteer support is also taken in some projects.</p>	<p>In the social studies executed only in 2013, consulting services were procured and teams of more than 100 persons in 10 work packet was engaged.</p>

COMMUNITY PARTICIPATION	
<p>Aiming to develop disaster preparations in Istanbul with participation of the society, ISMEP gathers all stakeholders in line with the project requirements through the activities like meeting and workshop organized from the beginning of the project development stage.</p> <p>Stakeholder feedbacks are taken regularly via impact analyses.</p>	<p>In the permanent studies like the disaster volunteer system, social based disaster management mechanisms are developed.</p> <p>Participation of all relevant stakeholder groups in guarantee from the beginning of the projects.</p>

TRAINER STAFF	
<p>Besides a core training staff, additional personnel are recruited in cooperation with the establishments and organizations in order to have access to all Istanbul dwellers.</p>	<p>Trainer training programs lasting from 3 days to 2 weeks are implemented depending on the contents of the training program.</p> <p>Support is taken from these trainers in connection with the program development, organization, supervision and voluntary coordination while preparing and disseminating the new training programs.</p>
APPLICATION STANDARDS	
<p>Various principles and standards are implemented during the application, monitoring and evaluation stages in order to develop a qualified and standard structure in the medias used to have access to the society in general.</p> <p>For that purpose, application manuals are designed and development is guaranteed via guidance, measurement and assessment.</p>	<p>Guiding documents containing the job definitions for the trainers, presentation directives, training organization and reporting processes are prepared especially for the social projects.</p> <p>A design and application manual is also prepared for the establishments cooperating in the local introduction campaigns.</p> <p>The project has set up the standardization of the public trainings executed by various establishments and organizations as a priority target.</p>
MONITORING AND EVALUATION SYSTEM	
<p>ISMEP uses various database and analysis platforms developed specifically for the projects in order to create an efficient evaluation system.</p> <p>Besides that, independent evaluations and regular impact analyses are conducted.</p>	<p>Supportive structures such as the Safe Life Database Platform used to maintain the volunteer details and training organizations and e-ADMIP platform used for the development studies are developed specifically for each project.</p> <p>Supervision application is also used as an efficient method for protecting and developing the training standards.</p>



Eyüp Square



# Project Gains





# Project Gains

❖ ISMEP has gained considerable experiences in the social works it has been conducting since the beginning of the project under all its components, and has achieved to systemise such efforts.

Having been conducting world-scale preparatory works for Istanbul, ISMEP is conducting the project's works of social aspect in such a manner that it thus create awareness in the public opinion leading to activate all the stakeholders concerned for a social collaboration, and to develop them with solution partnerships.

ISMEP has achieved to systemise all such efforts by gaining significant experiences in its social operations it has been conducting under all its components since the project start.

Maintaining its integrative approach with the Safe City Safe Life Model; the methods and tools comprising training programmes and materials, social campaigns and activities management, project and stakeholder relations management; ISMEP goes on contributing to Istanbul and the preparatory works for the fight against the national disaster.

While the knowledge and skills of the society are being developed through training and awareness raising programmes, a systematic exercise of such knowledge and skills by all tiers of the society is aimed at by means of the Istanbul Safe Life Volunteering System.

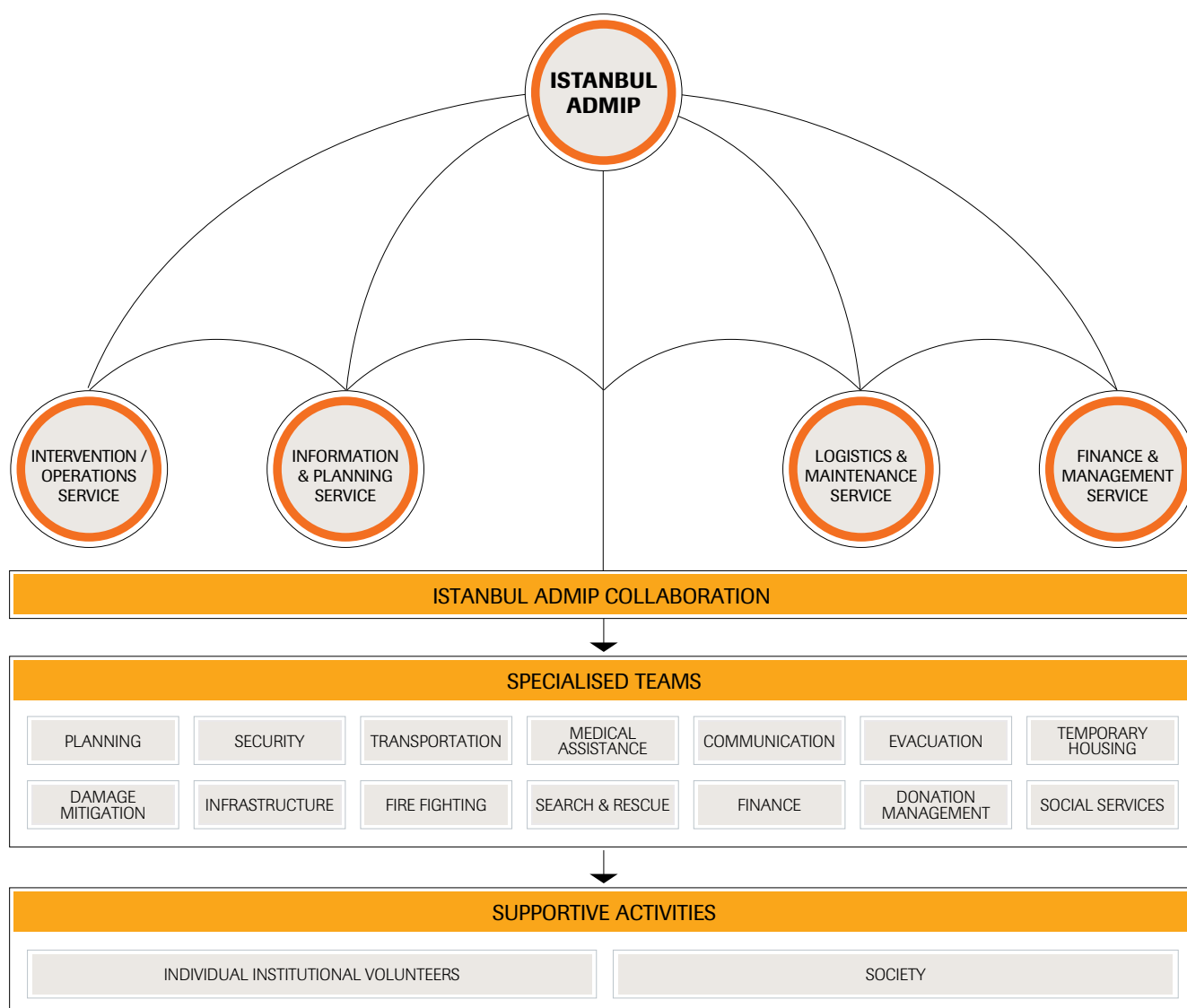
## ISMEP Community Based Disaster Management System



## Main Outputs

Main Outputs		
Public Training Materials	Training Modules, Children Materials	15-Module Training materials have been made available to 5.5 million inhabitants of Istanbul.
Disaster Preparation Training Materials	Training Programmes Intended for Children, Families, Decision-Makers	650 thousand Istanbul inhabitants have been trained with nearly 120 versions. Training has been planned for further 200 thousand.
Awareness-Raising and Training	Communication and Promotional Materials, Applications	400 thousand direct access have been achieved through 4 campaigns.
Communication Programmes	Tutor/Instructor/Supervisor Training Programmes and Materials Training Monitoring Database Call Centre	10 different programmes have been developed.
Dissemination Strategy and Tools	Database of Programmes and Materials for Generalisation Works Conducted with Institutions and Volunteers	Dissemination programmes have been prepared. Safe Life Database Platform has been developed.
Social Guidance Applications	Social Guidance Programmes and Tools for Project Stakeholders	4 different seminar programmes have been prepared.
Digital Platforms	Website, Social Media Applications	The website <a href="http://www.guvenliyasam.org">www.guvenliyasam.org</a> (safelife) has been implemented.
Development Programmes	Children's Theatre Energy-Efficient Smart School Education	More than 350.000 children have been reached.
Urban/Institutional Capacity Building Programmes	Trainings, Consultancy, System Development Works for the Provincial Disaster and Emergency Directorate and the Stakeholder Institutions	106 institutions in charge at the Istanbul ADMIP have been trained, capacity building programmes applied for the DED personnel. Works are in progress.
Volunteers Management	The Istanbul Safe Life Volunteering System	Being developed in cooperation with NGO's and institutions around Istanbul.
Activities and Events Management	National and International Workshops, Conferences	15 convention events have been performed.
Publications	Guidebooks, Magazines, Research Reports	Approx. 50 publication organisations have been performed consisting of guidebooks, magazines, catalogues, research reports, children's books.

Main outputs of the ISMEP social capacity building works.



### Integration with the Istanbul Provincial Disaster and Emergency Directorate (Istanbul DED)

The institution which is responsible for the urban disaster preparation of Istanbul is the Istanbul DED. In order to successfully perform its coordination and executive activities in this respect, the institution has been both strengthening its own capacity, and developing projects for its institutional and social stakeholders, which it implements with the support of ISMEP. It is thus aimed to make use of all the capacities of both the institution and its stakeholders, when it comes to disasters.

The building investments, technical and operational investments being conducted for the Istanbul DED are almost completed.

The Istanbul Disaster Emergency Prevention, Intervention and Rehabilitation Plan (Istanbul ADMIP) which is in progress has, on the other hand, provided the institution with a management structure of international standards. Under the four services, there are 27 service groups classified by function, and more than 100 institutions in Istanbul with related responsibilities have been contributing to the provincial disaster management through such service groups.

Istanbul ADMIP has a structure providing social participation as required by modern disaster management. For such purpose, also a disaster volunteering system has been being developed under the leadership of Istanbul DED.

Such structure which will assume the functions of social communication, training, volunteers management is thought to institutionalise the experiences acquired so far in respect of building a social capacity. Representing the community oriented face of DED, such structure is being implemented under the name Istanbul Safe Life Volunteering System.



## Social Impact

STAKEHOLDERS	GAINS
Children and Youth	The training materials prepared within the scope of the project have been shared with all the public schools. All students visiting the retrofitted, reconstructed school buildings have been trained at the trainings generalised beginning from such schools. Pilot volunteer programmes have been applied together with the youth. Standardisation of the trainings and preparation of new projects for the youth are in progress in line with the experiences acquired in the project.
Individuals and Families	It has been found, in the comparative research performed towards the people who had participated in the Safe Life Trainings and those who had not receive the trainings, that a behavioural change of up to five times occurs in the trained groups in respect of the individual measures such as fixation of the objects in the house, preparation of disaster and emergency kits, and of family emergency plans.
Neighbourhood Residents / NGO's / Volunteer Teams	Risk and damage mitigation sections have been added to the trainings for local teams. Following the pilot applications, the works towards the creation of a disaster volunteering system in Istanbul are in progress in cooperation with the stakeholder groups.
Public and Private Sector Managers and Employees	A marked capacity increase has been obtained through the trainings offered under the works in progress and the systems created for provincial disaster management. The trainings have started to be included in the in-house training programmes of the institutions. The social guidance work conducted at the retrofitted schools have facilitated the progress managements of the institution managers. By virtue of the gradual method applied in the project, the funds have primarily been used for the public preparations. Although the private sector contribution has not reached the desired level yet, the interest and support levels have risen compared to the start of the project, thanks to the favourable cooperation started. Works have been planned to be conducted specifically for this group for the coming periods.
Local Government Administrators and Employees	Training and capacity building works have been conducted in two pilot district municipalities in order to create the mechanisms to ensure that the local leaders become active participants in the Istanbul disaster preparations. The results of the works have been transformed into a new generalisable model.
Istanbul	In addition to the direct impact it has contributed to the trainings, the ISMEP project has also made indirect contributions with the integrative systems it applies. Millions of inhabitants of Istanbul have been reached with the use of written, visual, digital media and the public relations works in the public opinion awareness raising works. The project mechanisms have gathered in a common platform the institutions and organisations operating closely in Istanbul. The sector it has contacted through direct or indirect ways in Istanbul during approx. 5 years, since 2009 where the generalisation works had started, is approx. 30% of the population. Considering the examples in the world, these results stand out as a success story. In its projects which contribute to the development of Istanbul and Turkey, ISMEP is going to generalise them by adding new targets and creating sustainable models in order to enhance the social impact it has created so far.

ISMEP projesinin tüm alt bileşenleriyle birlikte sağladığı toplumsal katkı ve etkinin değerlendirilmesine yönelik yürütülen çalışma 2013'te tamamlanacaktır.

Bu kitapta çeşitli dönemlerde eğitim programları için yapılmış etki analizlerine ait veriler, ilgili paydaş gruplar özelinde değerlendirilerek aşağıdaki tabloda özetlenmiştir.

Eğitimlere ait etki araştırmaları, odak grup görüşmelerini de içeren kalitatif ve kantitatif metotlarla yapılmaktadır.

# Continuity

One of the basic working principles of ISMEP is to ensure the maintenance and continuation of the social projects being conducted towards the goal of safe city safe life model.

Among the activities conducted under different components for such purpose, solutions are being developed towards establishment of contacts, and creation of permanent institutional structures.

Samples directly related to the subject matter of our guidebook are given here.

## Istanbul Safe Life Volunteering System

It shall be discussed in detail how the social contribution will be ensured according to the disaster management phases with the Istanbul Safe Life Volunteering System and the Istanbul Disaster Emergency Prevention, Intervention and Rehabilitation Plan (Istanbul ADMIP) which the Provincial Disaster and Emergency Directorate will currently apply in disasters and emergencies, and also the enhancement of the effectiveness of the volunteering capacity in the society, and the building of the volunteer management capacity of the institution.

The work being conducted by an experienced project team is being progressed under the headings below:

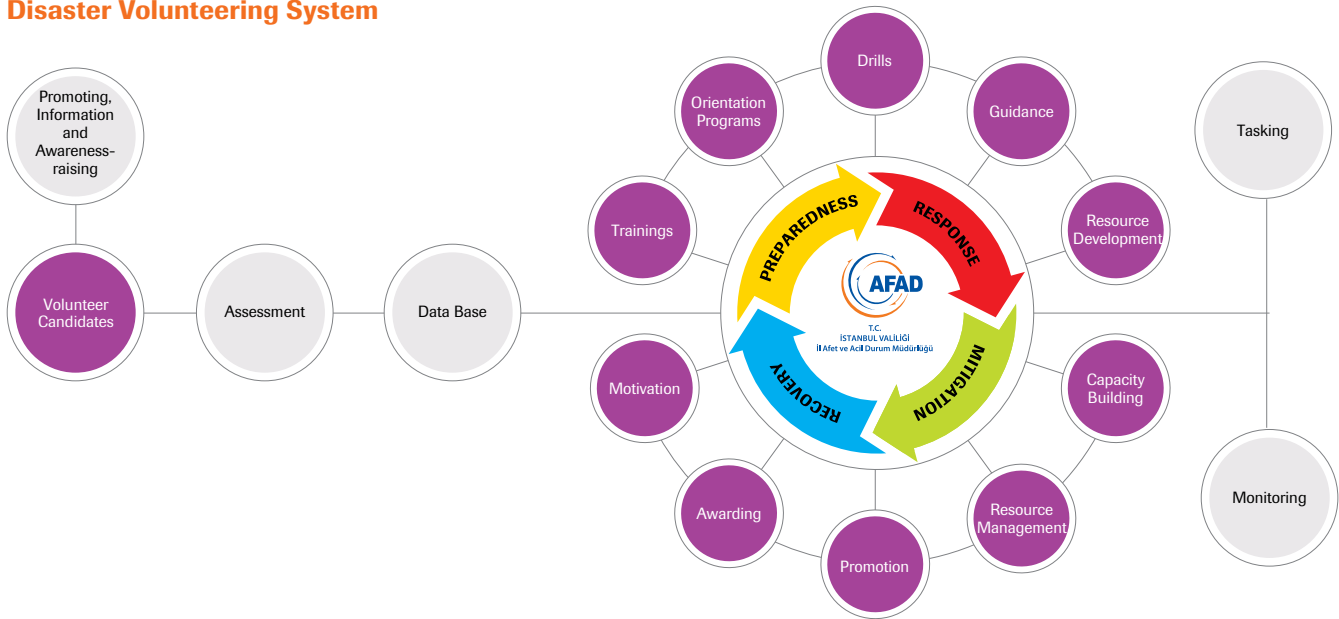
- Assessment of the institutions and organisations operating in the modern disaster management phases in Istanbul, by means of attended needs analysis
- Review of the applications and good examples in the world

- Development of a proposal for a volunteering system and management model for Istanbul DED.
- Preparation of the institutional structure and functioning proposals for the management of the volunteers for Istanbul DED.
- Preparation of the strategy and application plan
- Application and generalisation works

As one of the major steps of this comprehensive work gathering the institutions in charge of disaster management of Istanbul and the volunteers sources; the question “What do the disaster volunteers do?” has been assessed with the studies performed jointly with the volunteers and the representatives of the institutions concerned. It has been agreed upon 125 main areas where the volunteers can provide support in respect of mitigating the disaster risks and damages, preparation, intervention and rehabilitation, in line with the needs of the Istanbul disaster and emergency management system.

The key principles and bases for a correctly structured system have been determined jointly.

## Disaster Volunteering System



It is targeted that the volunteering system is launched in 2014 as a result of the fast-progressing works of which preparatory phase has been completed.

The Istanbul Safe Life Volunteering System has been being implemented in our country in compliance with the statutory framework and strategic programmes defined by the Prime Ministry Disaster and Emergency Management Agency, and the standardisation and accreditation models applied in the international platforms.

The model to be developed is targeted to consist of an integrative structure containing the headings such as assessment and documentation, volunteers management, monitoring and assessment, national integration, sustainability, beginning from the phase of volunteer recruitment; in such a way that the model caters to all phases of disaster management.

## Future of the Social Capacity Building Works

Having started and achieved significant changes in Istanbul in order to leave a safe city to the next generations, ISMEP aims to maintain through institutional cooperation and capacity building programmes the permanence of the collaboration it has obtained by contribution of the society and the stakeholder institutions, and to ensure sustainability.

In the works systematised with the projects such as Istanbul Safe Life Volunteering System, Istanbul ADMiPi Perfection Centre, the expectations and proposals are collected from the society and the stakeholders, which are then assessed with care and converted to new projects.

For purposes of an effective disaster management, also the capacities of the institutions who are stakeholders of Istanbul DED are supported, and plans are being made to generalise the existing works through cooperation programmes.

The works consisting of a number of headings such as trainings, project supports, peripheral systems, etc., are handled in line with the Safe City Safe Life Social Capacity Building Matrix developed for the project continuation works, and developed so that all related aspects are catered to in line with the needs of Istanbul.

### Capacity Layers

Specifically in respect of disasters, the types and tiers of capacity used here are as follows:

#### Individual Level

Means the skills, experience and knowledge level of the persons in respect of disasters and mitigation of disaster risks.

In the Social Capacity Building, every individual has functional and technical skills to use them to mitigate the disaster risks at home, at work or in the society, and it is assumed that some competences are acquired by training, and some by experience. For instance, volunteers at Safe Life level 1, 2.

SOCIAL CAPACITY TYPES CAPACITY TIERS	INDIVIDUAL LEVEL	INSTITUTIONAL LEVEL	ENVIRONMENTAL LEVEL (ADMINISTRATIVE & SOCIAL)
KNOWLEDGE CAPACITY	●	●	●
MOTIVATIONAL CAPACITIES	●	●	●
NETWORK CAPACITIES	●	●	●
ECONOMIC CAPACITIES	●	●	●
INSTITUTIONAL CAPACITIES	●	●	●
PROCEDURAL CAPACITIES	●	●	●

### Institutional Level

Means the environments and systems constituting the collaboration based on the social basis against disasters. Together with the communities and the society-based organisations, it covers the common working forms, policy making capacities for the decision makers.

For instance local disaster volunteers

### Environmental Level

Means the administrative and social level containing the larger systems which include individuals and institutions as well.

Particularly the laws, rules, social norms and policies involving the Disaster Management are the cores constituting the environmental level which impede or facilitates the existence and performance of the individuals and institutions.

For instance the disaster volunteering system, Istanbul ADMIP (Disaster Emergency Prevention, Intervention and Rehabilitation Plan)

### Social Capacity Types

#### Knowledge Capacities

Knowledge about the threat and its risks, knowledge about the preparations to be made to cope with the negative effects of the disasters and avoid such effects, knowledge about the other actors within the disaster management, knowledge about its legal frameworks and the public institutions determining the subject-specific laws, knowledge about the thinking and beliefs of various actors on the social values basis

#### Motivational Capacity

Encouragement of the preparations to be made to cope with the negative effects of the disasters and avoid such effects, creation of the sense of responsibility in persons also for the actions towards other actors beside their own actions

#### Network Capacity

Sum of the existing or potential sources towards the possession of a permanent network established with mutual friendship and acquaintance relationships which are already more or less institutionalised

### Economic Capacity

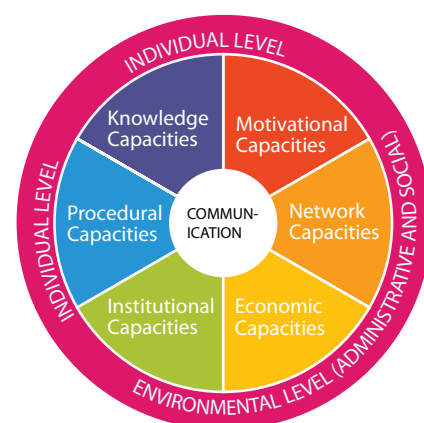
Availability of the financial sources

### Institutional Capacity

Consideration of the fair governance principles (legitimacy, equality, transparency, responsiveness and accountability) and consideration of the diversity of the problem frameworks, their multi-factor, multi-stage, multi-sector solution abundance and excess.

### Procedural Capacity

An understanding, skills and knowledge stocks regarding how the capacity in question is to be ensured and applied.





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