ASSOCIATION OF CARIBBEAN STATES (ACS)

20th MEETING OF THE SPECIAL COMMITTEE ON DISASTER RISK REDUCTION
Port of Spain, Trinidad-and-Tobago, 22nd-23rd November, 2012
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JUSTIFICATION

- The Caribbean: a region highly exposed to various disasters, particularly to hurricanes.
- Promotion of disaster prevention: a challenge for increasing societies resilience and reducing hazards impacts.
- A radio soap opera: a original and entertaining way of sensitizing the public.

Initiative born in 2004, during the 8th SCDRR and launched officially as a project on August 19, 2005 at the ACS headquarters.
PARTNERSHIPS

A successful example of cooperation in DRR

• Produced by the Centre for the Creative and Festival Arts (Arts in Action) of the University of the West Indies (UWI), and co-financed by the ACS, the IFRC, PAHO, the ISDR and the CDB.

• The Canadian High Commission and the Kingdom of the Netherlands provided the additional funding for broadcasting the radio soap opera.
OBJECTIVIES

● General Objective
  ➢ Reducing vulnerability and improving disaster resistance in the Caribbean

● Specific Objective
  ➢ Broadcasting a radio soap opera aimed at sensitizing the Caribbean and increasing their knowledge as well as improving their reaction to meteorological phenomena
IMPLEMENTATION 1/2

Created for the Caribbean English speaking countries, the project was developed in three phases:

- **Phase 1: Design and Production of the Soap Opera “The Rough Season” in CD Format**
  - “The Rough Season” consists of 10 chapters, each having a duration of 15 minutes

- **Phase 2: Mobilization of additional funds and Broadcasting of the soap opera**
  - Broadcasting on radio stations in Trinidad and Tobago radio stations as well as in others English speaking Caribbean countries

- **Phase 3: sustainability of the project**
  - Broadcasting of the radio soap opera on an annual basis during the hurricane season at no charge by radio Talk City 91.1 FM
IMPLEMENTATION 2/2

Schedule and cost

- Phase 1: 2004 – 2005 / cost : $ US 21 000
- Phase 2: 2006 - 2009 / Cost : $TT 80 500 received from the Canadian High Commission and $US 3 000 from the Kingdom of the Netherlands
- Phase 3: Since 2010, the soap opera has been broadcasted free of charge by Talk City 91.1 FM
The radio soap opera received a significant audience and support

- Hundreds of telephone calls had been received according to the reports provided by the radio stations
- Success was due to its broadcast in Trinidad and Tobago where some radio stations have a large audience beyond the borders of the country
- Broadcasted in English speaking Caribbean islands
RESULTS 2/2

Broadening of targeted audience

- The radio soap was used as a teaching tool in some schools of Trinidad and Tobago.

- In 2011, collaboration was done with Martinican Educational institutions with the purpose of disseminating the radio soap opera and reproducing a part of it in a linguistic publication for French students.

- In 2012, OECS and UWI expressed their interest to use the radio soap.
WAY FORWARD

- Translating the radio soap opera into French and Spanish
- Continuing the broadcast on more radio stations in Trinidad and Tobago
- Reactivating the network in the English-speaking islands for the soap opera broadcasting
- Expanding the usefulness of the radio soap opera, especially in the field of education
THANK YOU

FOR YOUR KIND ATTENTION