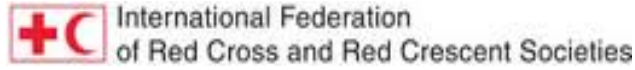




ASSOCIATION OF CARIBBEAN STATES (ACS)

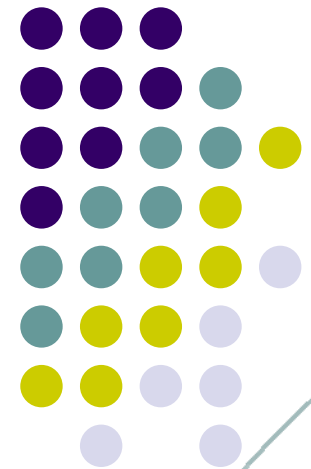
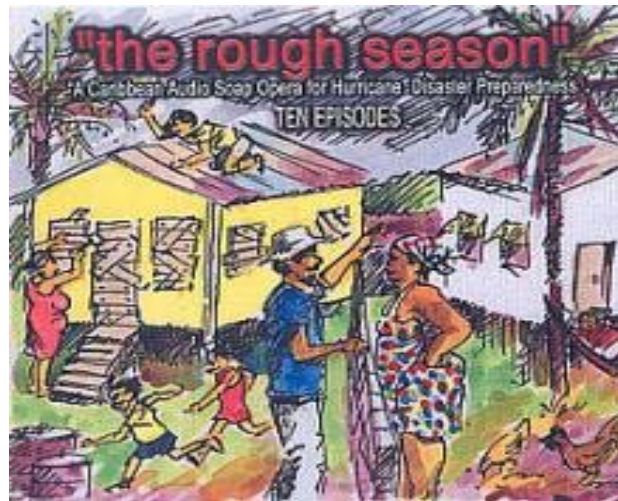
20th MEETING OF THE SPECIAL COMMITTEE ON DISASTER RISK REDUCTION
Port of Spain, Trinidad-and-Tobago, 22nd-23rd November, 2012

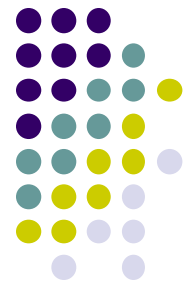


THE ROUGH SEASON

A RADIO SOAP FOR DISASTER RISK PREVENTION

20th MEETING OF THE SPECIAL COMMITTEE FOR DISASTER RISK REDUCTION
Port of Spain, Trinidad and Tobago, November 23rd, 2012





CONTENT

- **JUSTIFICATION**
- **PARTNERSHIPS**
- **OBJECTIVES**
- **IMPLEMENTATIONS**
- **RESULTS**
- **WAY FORWARD**



JUSTIFICATION

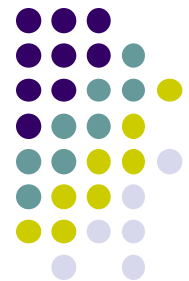


- The Caribbean : a region highly exposed to various disasters, particularly to hurricanes
- Promotion of disaster prevention : a challenge for increasing societies resilience and reducing hazards impacts
- A radio soap opera: a original and entertaining way of sensitizing the public.



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.





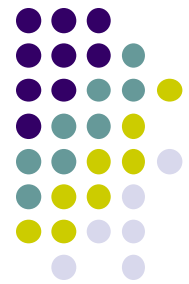
OBJECTIVES

- **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 a annual basis during the hurricane season at no charge by radio Talk City 91.1 FM

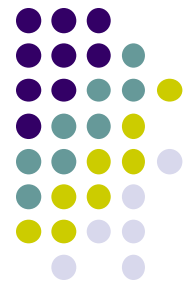




IMPLEMENTATION 2/2

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



RESULTS 1/2

The radio soap opera received a significant audience and support

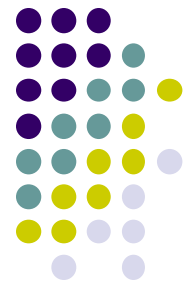
- Hundreds of telephone calls had been received according to the reports provided by the radio stations
- Success was due to its broadcast in Trinidad and Tobago where some radio stations have a large audience beyond the borders of the country
- Broadcasted in English speaking Caribbean islands



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

