

DRR AND COMMUNITY RADIO - A BASELINE SURVEY

ON

COMMUNITY CAPACITY BUILDING ON DISASTER RISK REDUCTION (DRR) BY COMMUNITY RADIO (CR) IN HATIYA, A COASTAL DISTRICT OF BANGLADESH IMPLEMENTED BY DWIP UNNAYAN SONGSTHA (DUS)



CONDUCTED BY



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LIST OF ACRONYMS, TERMINOLOGIES AND ABBREVIATIONS

BHN	:	Basic Human Needs Association, Japan
BNNRC	:	Bangladesh NGOs Network for Radio and Communications
BPCS	:	Bangladesh <i>Palli Chikitsak Samity</i>
Char	:	Island
CR	:	Community Radio
CRI	:	Community Radio Initiator
CSO	:	Civil Society Organization
DC	:	District Commissioner
DRR	:	Disaster Risk Reduction
DUS	:	Dwip Unnayan Sangstha
FGD	:	Focus Group Discussion
FM	:	Frequency Modulation - a modulation technique that varies the carrier frequency of a transmitter in accordance with the variations in the strength of the modulating audio signal
GOB	:	Government of Bangladesh
JAICA	:	Japan International Cooperation Agency
<i>Kabiraj</i>	:	Ayurvedic Doctor, a person who treats different diseases with herb, plants, etc.
KII	:	Key Informants' (in-depth) Interview
MDG	:	Millennium Development Goal
NGO	:	Non Government Organization; not-for-profit private voluntary social organization
OC	:	Officer in Charge of a Thana (Police Stations)
PRSP	:	Poverty Reduction Strategy Paper
Quack/ Quackery	:	A person who fraudulently demonstrates/pretends, professionally or publicly, to have skill, knowledge, or qualifications of a doctor
<i>Sadar</i>	:	District Headquarter
SMC	:	School Managing Committee
<i>Thana</i>	:	Police Station; Also Upazilla
Tk	:	Taka
UNO/TNO	:	<i>Upazilla Nirbahi Officer/Thana Nirbahi Officer</i> (Administrative Officer)
UP	:	Union <i>Parishad</i>
<i>Upazilla</i>	:	Decentralized Administrative Structure, often known as <i>Thana</i> or Sub District
Village Doctor	:	A rural health caregiver; A person completed a course from Bangladesh <i>Palli Chikitsak Samity</i> (Bangladesh Village Doctor Association)

FORWARD

Disasters cost lives, destroy infrastructure, disrupt livelihoods and leave a major impact on the survivors' physical and psychological wellbeing. Over the past decades there has been a substantial increase in the number of people affected by disasters and the subsequent socio-economic losses. In 2007, 414 disasters resulting from natural hazards were reported globally. They killed 16,847 people, affected more than 211 million others and caused over 74.9US\$ billion in economic damages. Last year's number of reported disasters confirmed the global upward trend in natural hazard-related disasters, mainly driven by the increase in the number of hydro-meteorological disasters. In recent decades, the number of reported hydrological disasters has increased by 7.4% per year on average.

The reality is that developing countries bear the brunt of natural and man-made disasters (90% of the people affected live in Asia) and these countries lack the resources and capacities to respond effectively. Disasters pose a major threat to sustainable development and the attainment of the Millennium Development Goals (MDGs).

People in general and poor in particular are more exposed to threats or hazards. The key question is why are disastrous events having increasingly severe impacts on poor. To what extent the poor are affected by a particular hazard and the risks they faced depend on two main factors:

1. The nature of the hazard
2. The vulnerability of the affected people

Poverty, vulnerability and disasters are linked; it is most often the poorest that are worst affected and suffer most. Their different dimensions of poverty make them more vulnerable. Their capacities to cope with disasters and recover from the effects are constrained by their lack of resources. Disasters rob the poor of their meagre possessions, their homes and livestock and most importantly, their livelihoods. Conversely, droughts, floods and even earthquakes have impacted on people's lives and livelihoods without being deemed a disaster, when those people were sufficiently prepared and had the capacity to cope and recover quickly.

While disasters have traditionally been viewed as dramatic natural occurrences over which passive victims have little or no control, many more poor people are at risk from hazards other than cataclysmic events. Hunger, disease, slow-onset, man-made disasters and conflict claim many more lives than floods or earthquakes. Yet these disasters pass largely unnoticed; they are "normal" events in less developed countries. Disasters are rarely just one-off events, but more often the result of deep-rooted long-term failures of development which exacerbate the situation. Very often the impact of several small adversities is all that is required to drive the poor from a state of vulnerability to one of total destitution.

If vulnerability is the key component of both the sustainable livelihoods approach to poverty reduction and disaster risk reduction, then all activities which seek to strengthen livelihoods, increase resilience and reduce the vulnerability of poor people are risk reduction measures. The sustainable livelihoods framework identifies hazards as an influencing factor which impinges on the assets necessary to attain a sustainable

livelihood. All poor people are exposed to risks and hazards and seek ways to cope when their impact overwhelms their normal livelihood strategies.

Disaster risk reduction (DRR) should thus be regarded as part of long-term sustainable development work and should be a core element of development programme planning. DRR contributes to sustainable development by preventing or decreasing the frequency of shocks occurring, or by increasing the capital resource base of a community so that the impact of the shock is less and/or recovery is more rapid.

This important baseline survey on Disaster Risk Reduction with the help of Community Radio by providing key knowledge and information is a milestone work of Dwip Unnayan Songstha (DUS) and Basic Human Needs (BHN Association - Japan) supported by JICA. The findings of the study can potentially demonstrate the wider stakeholders and especially policy makers and development practitioners a new dimension to the DRR program activities in resource poor coastal areas not in Bangladesh but also in other developing countries of the world.

The preparation of this important baseline survey would not have been possible without the active support, hard work and endless efforts of a large number of individuals and institutions including the survey team.

We are grateful to JICA particularly to Mr. Anisuzzaman and BHN Dhaka and Japan Team particularly Ms. Anna Tamaki, Project Officer and Mr. Tadayoshi Kotoge, Project Manager, BHN Japan and to Md. Rafiqul Alam, Executive Director, Dwip Unnayan Sangstha (DUS) for their excellent support and useful guidance to the team in conducting this innovative task. Our special thanks to Mr. Naonoori Kusakabe, BHN Consultant for generating the whole idea about this study. We are also thankful to Mr. Kazi Shahidur Rahman, CEO of NIRAPAD for his valuable contribution during this study formulation. We are also grateful to Mr. Enamul Haque, Chairperson of DUS to make the survey fruitful. We are also thankful to the members of Supervisory Committee especially to:

1. Mr. Bimal Kanti Kuri, PD DUS
2. Mr. Sanjoy Majumder Country Representative, BHN BD
3. Md. Abdul Jalil Site Manager, BHN BD
4. Md. Tamzid Uddin Project Coordinator, CR Project
5. Mr. Modabber Hossain Station Manager, CR Project
6. Mr. Iftekhar Hossain Program Producer, CR Project
7. Mr. Nur Uddin Site Assistant, BHN BD

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The cooperation and patience of all the respondents of the community – male, female, youth, children, as well as key informants and key stakeholders (local leaders, civil society organizations, academia, and key Government and Local Administration personnel) in answering the questions of the baseline survey were simply remarkable and the team would never forget their warm cooperation. The baseline survey was made easy and entertaining with the active support all these people working on different capacities.



Syed Tamjid ur Rahman
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EXECUTIVE SUMMARY

Community Radio (CR) is a new concept in Bangladesh, and as such, the DUS and particularly Sagor Dwip Community Radio are not exactly clear about the nature and kind as well as modality of CR programmes that can effectively address the existing DRR challenges faced by the communities. As a result, it was important that a baseline survey is conducted to identify the present situation of the community on a number of DRR parameters. The baseline survey was undertaken based on JICA and BHN Association - Japan to make Sagor Dwip Community Radio more effective to the local community people in Hatiya. As part of the project activities this baseline survey has been undertaken for understanding the present status of the community particularly relating to their access and preference to information, level of knowledge and actions regarding DRR related practices of the target audience living within the coverage area of Sagor Dwip Community Radio around the 14 unions of Hatiya Upazilla. The findings of the baseline survey are expected to help Dwip Unnayan Sangstha (DUS), BHN Association – Japan and JICA to make strategic decisions in designing and developing its programmes to improve the present struggles and challenges of the of the community people relating to DRR.

For the survey both qualitative and quantitative research methods have been used. The qualitative research methods used in the baseline survey include focus group discussions (FGDs) and Key Informant Interviews (KIIs). On the other hand, to gather quantitative data from the community people, the survey has been conducted in the areas that fall within the community radio station coverage area. The survey was conducted following the stratified within cluster sampling technique and the sample size, estimated for the baseline questionnaire survey assuming a 95% confidence level and 5% tolerable error, was 900. The total sample was divided as follows:

- a) 900 respondents through questionnaire survey,
- b) 136 respondents through Focus Group Discussions (FGDs)
- c) 17 respondents through Key Informant Interview (KII)

As per the stratification about 2% respondents were selected from “Near” (within 1km to 4km) range, 7% from “Middle” (within 5km and below 8km), 61% from “Far” (within 9km to 13km) and 31% from “Very Far” within 13km to 17km range. It may be motioned here that Sagor Dwip Community Radio operational area falls mostly within the critical disaster unions.

Of the total respondents 41% are household head and females were 49% and males 51%. The areas were fewer women respondents were observed are

Sukchar, Nalchira and Nijum Dwip. The level of education of most of the respondent shows that about 30% cannot read or write and 13% can read or write but have no formal schooling and equal number (13%) went to non-formal schools. 6% studied up to secondary school level and 1% from higher education level.

Majority of the respondents (30%) belongs to the age group of 6 to 18, followed by respondents within age group of 19 to 30 (22%). Age group below 5 years comprises 19%. Day labour (19%), agriculture farmer (16%), agricultural labour (12%) and homemaker (housewives) 11% occupy the major portion of representation. Respondents from other occupations are small business, fisherman, rickshaw puller/vehicle labour, fish trader, service, student, and market/shop worker with a share of 6% to 3%.

Almost all the respondents (99%) have reported that they have National ID card while 90% respondents are not under any social security. The income level of the major group of respondents (32%) falls within the income bracket of Tk. 5,000 to less than Tk. 7,000 per month followed by Tk. 7,000 to less than Tk. 10,000 per month (19%) and Tk. 1,000 to less than Tk. 3,000 per month (17%).

About 92% respondents said they took 3 meals a day last week, while comparing the same with last one month, the figure was reduced to 85%. About 66% respondents live in a wood/CI sheet house and 25% lives in a straw-roof house. About 57% respondents depend on neighbour's tube well as their primary source for drinking water supply. About 29% respondents do not use sanitary latrine and about 19% still uses open latrine. Only 1% respondents have electrical power sources and 69% still uses kerosene lamp and the rest uses solar power for primary source of light. In this regard 31% respondents could charge their mobile phone at home through electricity and solar power while almost equal number of respondents (30%) had to rely on the local markets kiosks for charging their mobile phones at a small fee.

Although 70% respondents reported that their houses are on their own land only 47% have cultivable land and only 6% have cattle (large ruminants – cow). The respondents, however, motioned different important wealth such as mobile phone 69%, solar panel 29%, bicycle 23%, agricultural equipments 17%, net\boat 14%, television 12% and radio 11% which are within their possession.

For health care services, the vast majority (87%) of respondents prefer Village Doctor/*Palli Chikitsak*/Rural Health Caregiver while 42% still relies on the salesperson of the drug-store to treat their illness. 33% respondents reported they go to Upazilla Health Complex for health care services and only 3% go to District Health Hospital/Clinic in Noakhali.

The respondents reported that they use a number of sources for information of their choice. The primary sources of information as reported by majority of the respondents are television (58%) and local gossip (word-of-mouth) communication (57%). Both of these are market based where people come to watch television and meet people to exchange information. The types of

information the respondents generally seek are weather information 83%, high tide/low tide 33%, political information 27% and entertainment 22%. The respondents are not extremely satisfied with the existing information and are looking for the following in a more customized way with local context - weather information 90%, high tide/low tide 66%, religious programme 61%, local songs/drama 54%, and local news 44%.

The most preferred time for listening most favourite radio programs are as follows: weather information from early morning (6:00 am) till noon; foreign job information (8:00 am to 10:00 am) and (2:00 pm to 4:00 pm); education (12:00 noon to 2:00 pm); agriculture information (4:00 pm – 6:00 pm); respondents do not want any program from 6:00 pm – 8:00 pm; public announcement (8:00 pm – 10:00 pm); sports news (10:00 pm – 12:00 am).

Despite the above response, about 89% respondents do not listen to radio and among the rest, 4% respondents listen to radio via their mobile phone. Not having radio is one of the primary reasons for not listening to radio as mentioned by 62% respondents while about 6% said they do not listen to radio programs because they do not understand the radio program language properly which are generally in proper Bangla and not in local dialect.

Only a fraction of the respondents (11%) said that they know about a local community radio station that is about to start under the auspicious of DUS while about 51% respondents said if such radio starts they want to participate in the program activities.

About 38% respondents said that clubs, associations or cooperatives (often known as *Shomitees*) exist in their community, while only 23% are engaged with the club activities. Major activities of these clubs and associations are related to micro-credit, different professional associations such as farmers, fishers, small traders, boat owners, etc.

In the last 10 years a large majority (88%) of the respondents lost their properties due to different natural disaster. The major disasters that affected their lives and properties in the last 10 years were cyclone/tornado 97%, river erosion 23%, and flood/water logging 15%. The critical losses were destruction of trees 68%, partial damage of houses 52%, complete damage of houses 33%, destruction of and crops 30%. During these disasters majority (51%) of the respondents took refuge in the cyclone centre while 41% respondents said that they stayed in their own home. When asked if they generally receive disaster alerts/signals, 89% respondents said they have no problem in receiving disaster signals. Most of the disaster signals are received through miking/loudspeaker (71%), local people (64%), television (39%), and nearby market (26%). 78% respondents believes that they receive the signals on time and 59% expressed their satisfaction regarding the current signalling system and 97% have complete faith on the disaster announcements.

During a general precautionary warning 82% people stay at home and wait for the next signal; however during a danger signal 52% said they stay at home with

necessary safety precautions while 34% take preparation for evacuation to cyclone shelter. And during great danger signal 73% evacuate to safe places or to a cyclone shelter while 27% said they stay at home with all possible safety precautions. More than half of the total respondents said the nearest cyclone shelter is about 1km away from their house. 68% respondents believes the safe place is cyclone shelter however the distance is about a kilometre and they would take refuge at the cyclone shelter only when they feel that their house is not longer safe during the cyclone. Majority (55%) of the respondents shared their experience of going to the cyclone shelter in the recent past cyclone Mohasen. When asked who motivated them to go to the shelter 19% respondents said they made their own decision to go, while 18% said the Red Crescent volunteers and 17% said Miking motivated them to go to the cyclone shelter. The 40% people who did not go to the cyclone shelter and stayed at home said they did not go because there were “no place for keeping cattle (24%)”, “the road was inundated and was not safe 3%” and about 3% said “they did not go since their neighbours also did not go.”

Large majority (74%) of the respondents collects the weather information specially relating to cyclone on their own initiative and they generally collect the information from the local people (50%) and from miking (48%). As far as the nationally broadcasted weather information are concerned 48% respondents said that they do not understand the information because of they are not broadcasted in local language (15%) and also these information are not specific to local Hatiya context (15%). 61% respondents said that the weather information would be useful if they are broadcasted in “easy and local language”, while 52% said that “Miking” is the most effective and useful since many of them do not have access to radio or TV. 43% respondent said that the post disaster information should focus on destruction and losses while 27% said the post disaster information should focus on relief and rehabilitation and government assistance programs.

A Baseline Survey

ON

COMMUNITY CAPACITY BUILDING ON DISASTER RISK REDUCTION (DRR) BY COMMUNITY RADIO (CR) IN HATIYA, A COASTAL DISTRICT OF BANGLADESH IMPLEMENTED BY DWIP UNNAYAN SONGSTHA (DUS)

BACKGROUND

Community Radio (CR) is defined in the Bangladesh Community Radio Policy as ‘a medium that gives a voice to the voiceless, serves as mouthpiece of the marginalized and is central to communication and democratic processes within societies’¹. CR is generally a broadcasting system established by the efforts of a specific community, operated by the community for the purpose of the community’s welfare. It is, therefore, a radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience and is often overlooked by commercial or mass media broadcasters. CR station can serve the local community listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations. CR can provide news and information programming geared toward the need of the local area, particularly focusing on the marginalized groups that are poorly served by other major media.

RATIONAL OF THE BASELINE SURVEY

CR is a new concept in Bangladesh and particularly that focuses on DRR issues, and as such, DUS is keen about the nature and kind as well as modality of CR programmes that can effectively address the existing challenges faced by the local communities. As a result, it was important that a baseline survey is conducted to identify the present DRR situation of the community on a number of parameters. The baseline survey was undertaken based on DUS, JICA and BHN project focus on “Disaster Risk Reduction” to make the community radio initiative more effective to the community people in Hatiya. As part of the project activities this baseline survey was conducted to identify community's situation such as – access and availability of information focusing on DRR as well as the preference and time of information, their own initiative and practices of risk reduction, evacuation and safe shelter, etc. The results are expected to be used to plan and design more appropriate DRR interventions to strengthen the capacity and strengthen the community radio to accelerate a sustainable DRR program intervention in the local area.

The baseline survey focused primarily on the core level of current status relating to accessibility, availability and usage of information.

Therefore, the following four key areas constitute the scope of the baseline survey:

1) Demographic features

¹ Community Radio Installation, Broadcast and Operation Policy 2008

- 2) Accessibility and availability of knowledge and information on DRR
- 3) Status of information and knowledge on DRR on different indicators
- 4) DRR practices in the community

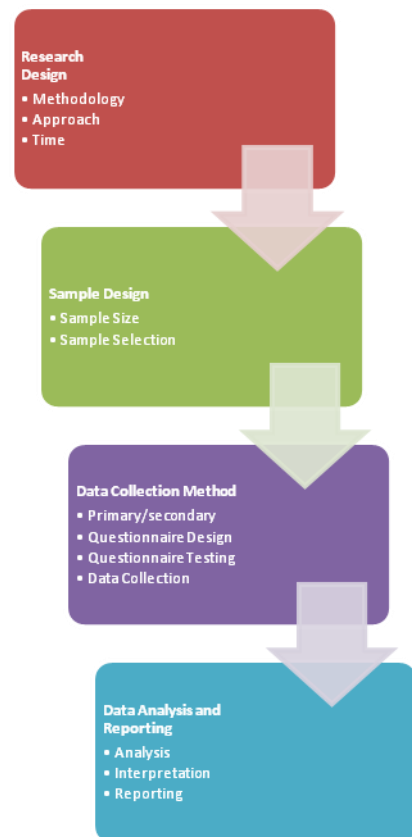
OBJECTIVES OF THE BASELINE SURVEY

The wider objective of the baseline survey is to understand the present status of the above motioned issues among the community people and later develop appropriate radio programme by DUS in their locality to ensure meaningful and effective improvement of DRR conditions at the community level. It is expected that the appropriate DRR programmes will be developed by DUS CR operation with full involvement and participation of the community people and local stakeholders, effectively reach the underserved marginalized communities, and create accessibility and availability of needed information particularly emphasizing both the need and outreach of women.

Specific objectives of the baseline survey are -

To enhance the ability to deal with the disasters with the active use of community radio

1. To establish the operational and managerial system of the community radio (CR) broadcasting system which is aimed to become a disaster early warning systems
2. To establish the weather & disaster protection information broadcasting system specialized in the target area to minimize the disaster risks
3. To establish the environmental system that the local inhabitants could actively utilize the disaster early warning system based upon the CR system
4. To establish the evacuation system against disasters in the target area.



METHODOLOGY

This baseline survey used both qualitative and quantitative research approaches. The qualitative research techniques used in this baseline survey includes Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs). Eight FGDs were conducted in the survey area covering 10 unions and the municipality. The FGDs took into account diversified categories – professional group and women were chosen for the discussions. The issue of participation were ensured and

facilitators tried their best to create a favourable environment, so that the participants especially women could make their voices heard. Each FGD consisted of an average of 18 participants with different variations based on the local needs. Some important issues that were taken into consideration in conducting FGDs were the effective role of the facilitators and ensuring participation. The groups were particularly represented by women and adolescents. The baseline survey also included 17 KIIs with local level elected representatives, policy makers, experts, community leaders, teachers, government officials, development activists etc. from the 10 unions.

- (a) Review of Existing Literature:** A desk review was conducted on the existing literatures, produced mostly the BNNRC, ChangeMaker, NIRAPAD, and academic reports and documents as well as newspaper clippings. A number of materials were also consulted from different Ministries and Department of the Government and the Non-Government Agencies on the situation of local area as well as issues related to knowledge and information access gap, demand and local traditions for collecting information. References of these documents are mentioned in the text as well as at the end of the report.
- (b) Field Work:** Key Informant interview (KII), Focused Group Discussion (FGD) with members of the community, members of civil society, members of local government institutions, etc., were conducted to understand their current level of access to knowledge and information, views on different aspects of social and economic issues as well as status of women and children issues. These views are the most important ingredients of the report as they provide both the community people’s reflection on the issues. Practical and present views and struggles of the community people particularly women and the marginalized groups as well as local elites and community leaders on different aspects of access and availability of knowledge and information dynamics have been incorporated in the report.

SAMPLING TECHNIQUE

A purposeful sampling technique was used for the baseline survey where the respondents were selected in a randomized way. The community people and the members of the civil society were selected based on a criterion of serving in the selected areas of the station coverage areas.

Sample Area:

The baseline survey was conducted in the following unions of Hatiya and within the CR area locations emphasizing the 17 km broadcasting range of the radio:

Sl.	Locations	Total Population	Sample Population
1	Sukchar	10,569	27
2	Nalchira	12,563	36
3	Char Ishawer	26,228	72

4	Charking	40,072	117
5	Tamiruddi	27,979	81
6	Sonadia	34,183	99
7	Burirchar	53,743	153
8	Zahajmara	56,005	153
9	Nijum Dwip	12,796	36
10	Pourashava	44,802	126
	TOTAL	318,940	900

A purposeful sampling technique was used for the baseline survey where the respondents were selected in a directed way. The women and youths, and the targeted community members were selected randomly. The sample is segregated as follows:

- Population living within 4 km radius of CR broadcast area
- Population living in more than 4 km and less than 8 km of CR broadcast area
- Population living in more than 8 km and less than 13 km of CR broadcast area
- Population living in more than 13Km and less than 17 km of CR broadcast area.

Group Discussions:

1. Eight Group Discussions consisting on an average 18 participants in each discussion:

Sl. No.	Category of Participants	Venue	No. of Participant Attended			Remarks
			Male	Female	Total	
01.	Agriculture Group	Pansail Village Reg. Primary School, Hatiya	14	04	18	
02.	Fishers Group	Bangla Bazaar Cyclone Shelter, Char Ishwar, Hatiya	12	06	18	
03.	Upazila Disaster Management	Upazila Conference Hall, Hatiya	12	01	13	07 Govt. Officers
04.	Women's Group	Madya Laxmidia, Hatiya Pourashava	0	16	16	Community Women
05.	Student Group	Eng. Fazlul Azim Women College, Hatiya	0	18	18	Class IX to XI
06.	Teachers Group	A.M. High School, Hatiya	15	05	20	
07.	Mixed Group 01	CDSP Bazaar Cyclone Center. Nijumdwp	12	03	15	Community people of different professions
08.	Mixed Group 02	Dwip Unnayan Sangstha, Tamiruddi Branch, Hatiya	15	03	18	
Grand Total:			80	56	136	

KII Interviews:

Sl. No.	Name of Interviewee	Designation	Department/ Organization
01.	Mr. A.K.M. Yusuf Ali	Mayor	Hatiya Pourashava
02.	Mr. Md. Mahidur Rahman	Upazila Nirbahi Officer	Hatiya Upazila
03.	Ms. Nasima Khanam	Vice Chairmen	Hatiya Upazila
04.	Mr. Md. Khorshed Alam	Officer In-charge	Hatiya Thana
05.	Mr. Md. Abdul Kader	Upazila Health & Family Planning Officer	Hatiya Upazila
06.	Dr. Md. Delawar Hossain	Upazila Livestock Officer	Hatiya Upazila
07.	Mr. Md. Faruque Saiduzzaman	Upazila Fisheries Officer	Hatiya Upazila
08.	Mr. Md. Dulal Uddin	Project Implementation Officer	Hatiya Upazila
09.	Mr. Md. Gias Uddin	Officer In-Charge	Weather Dept., Hatiya
10.	Mr. A.B.M. Sajedul Islam	Range Officer	Forest Dept., Nolchira, Hatiya
11.	Mr. Md. Yusuf	Assistant Teacher	Burir Char Ahamadia Alim Madrasa
12.	Ms. Hasina Akhter	President	Women Forum, Oskhali, Hatiya
13.	Mr. Masud Hasan	Agriculture Extension Officer	Agriculture Department, Hatiya
14.	Mr. Md. Gias Uddin	Ex. Head Teacher	Sunyer Char Miha Bari, Hatiya
15.	Mr. Bakhtiar Sikder	District Representative of Noakhali	Bangladesh Radio/Betar
16.	Mrs. Papiya Begum	Officer In-Charge	Ansar VDP Office, Hatiya
17.	Mr. Shamsut Tibriz	Ex. Teacher	House of Mr. Tibriz

MEETING WITH WIDER COMMUNITY:

In addition to the above meetings with a few randomly selected wider community and stakeholders such as Partner Organizations, Network Partners, Journalists, UP Members were also made as and where possible, collected information as felt necessary to improve the quality of the report.

LIMITATIONS OF THE BASELINE SURVEY

The primary limitation was time and diversified community, particularly the remoteness of the areas. Some of the limitations are provided below:

- **Cooperation** – Getting adequate cooperation and time from the senior government and non-government officers were a major limitation. Particularly the members of local government, community leaders and members of civil society organizations.
- **Questionnaire** - The length of the questioner to understand the present status, specially social and economic status was time consuming. A large number of respondents did not manage the time to answer all the questions.

INTRODUCTION

A baseline survey is a systematic process for determining, understanding and appreciating the "present" or current conditions existing at the target areas. The focus is primarily on the current conditions that exist in the community on different social, economic and human indicators. The baseline studies are an important part of a project process, often used for understanding how the programming can improve in individuals, institutional, or community level situations as well as can measure the real changes at any time of the project period. Baseline studies can refine and improve a product or service a client/target group receives. It can be an effective tool to clarify problems and identify appropriate interventions or solutions. By clearly identifying the existing challenges and problems, the limited resources can be effectively directed towards developing and implementing a feasible and applicable solution that the community can benefit the most. Gathering appropriate and sufficient data informs the process of developing an effective product or service that can appropriately improve the present situation.

The CR baseline survey took a process of combination of information gathering, community engagement and focused action with the goal of DRR improvement through knowledge and information dissemination using community radio.

The community level baseline data is beneficial and crucial to the planned DRR intervention of the DUS on behalf of communities facing DRR challenges with regard to knowledge and information issue. The baseline survey is expected to assist DUS to determine the nature and scope of a problem at which the on-air content might be aimed, with the objective of finding out what possible DRR programmes or interventions might be successful in alleviating the current situation. The baseline survey is also expected to engage the members of the community who are most likely to engage and participate in the community-radio programme activities and therefore most effective benefit from the programme.

THE BASELINE SURVEY

DUS works with underprivileged coastal community of Bangladesh whose lives are dominated by extreme poverty, illiteracy, disease and natural disasters. With multifaceted development interventions, DUS strives to bring about positive change in the quality of life of the poor community of rural Bangladesh. DUS firmly believes and is actively involved in promoting human rights, dignity and gender equity through poor people's social, economic and human capacity building. Though DUS work with individual, it always emphasis for institutions building of the marginalized that creates an environment which permits the poor to break out the cycle of poverty and hopelessness.



To this end, DUS endeavors to bring about change on poverty reduction and social progress. DUS is committed to making its programs socially, financially and environmentally sustainable, using new methods and improved technologies. DUS places a strong emphasis on organizational development, simultaneously engaging itself in the process of capacity building on a national scale to accelerate societal emancipation.

Located in the Bay of Bengal, Hatiya Island is designated as a Cyclone High Risk Area. Every year the island suffers damages by cyclones and their incidental high-tides, especially in the coastal areas. However, at the time of imminent disaster, the most important disaster information & warnings are delivered by Community Preparedness Program (CPP) volunteers running & carrying loud speakers since the days of 70s. Being delivered by human power, its distribution areas and information accuracies are limited. Also, even after the warnings of approaching cyclone, some part of the islanders won't move to evacuate due to the lack of confidence on the information or by the concern of their properties and livestock. With such background, we understood that, in Hatiya Island, it is necessary to establish media to collect accurate weather & disaster warning information from the Meteorological Agency, as well as the necessity to deliver this information fairly and simultaneously to the inhabitants. Further, as it is also necessary for the inhabitants to understand such information correctly and move to evacuation, we have concluded to implement this project.

PROJECT PURPOSE

To enhance the ability to deal with the disasters with the active use of community radio

1. To establish the operational and managerial system of the community radio (CR) broadcasting system which is aimed to become a disaster early warning systems?
2. To establish the weather & disaster protection information broadcasting system specialized in the target area to minimize the disaster risks.
3. To establish the environmental system that the local inhabitants could actively utilize the disaster early warning system based upon the CR system.
4. To establish the evacuation system against disasters in the target area.



DUS is about to operationalize their CR services for the benefits of the community. The challenge facing this initiative is to determine when and how to provide this service targeting the marginalized group in the community, and whether that service is likely to be truly benefited and used by the community. This Baseline Survey is actually conducting a Community Mapping where DUS and the related stakeholders can have an in-depth understanding about the community and their current methods of accessing DRR related knowledge and information, their satisfaction about the existing DRR information service provisions, their present DRR struggles and situations. The community map will give an indication of what programmes to design, when to deliver the service, who to engage in the process, what new information can help improve the present DRR challenges of the community, etc., so that the new alternative community information service media can most conveniently be accessible to the community, programmes are designed and prepared based on their opinions and participants and the programmes are catering the long struggles of the community and are truly assisting them to improve their life and livelihood.

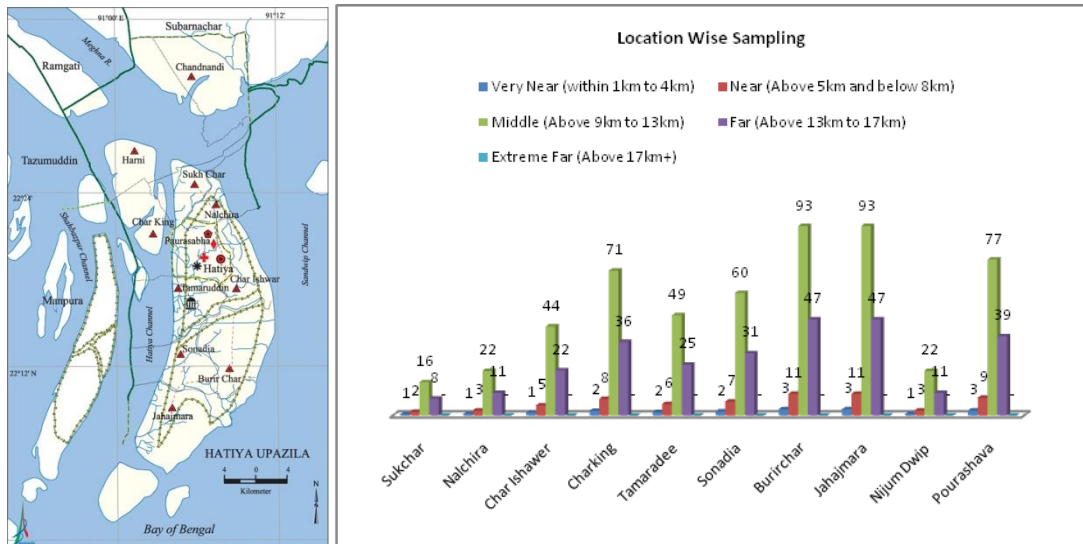
FINDINGS AND ANALYSIS

SECTION 1: DEMOGRAPHIC STATUS OF THE RESPONDENTS

Community demographics are expected to assist DUS to get a feel of the field that they will be working in. Demographics include issues such as education, occupation, age ranges, the number of people living in the area within the CR range, the number or percentage of people within a certain socio economic status and gender characteristics, etc.

LOCATION WISE SAMPLING

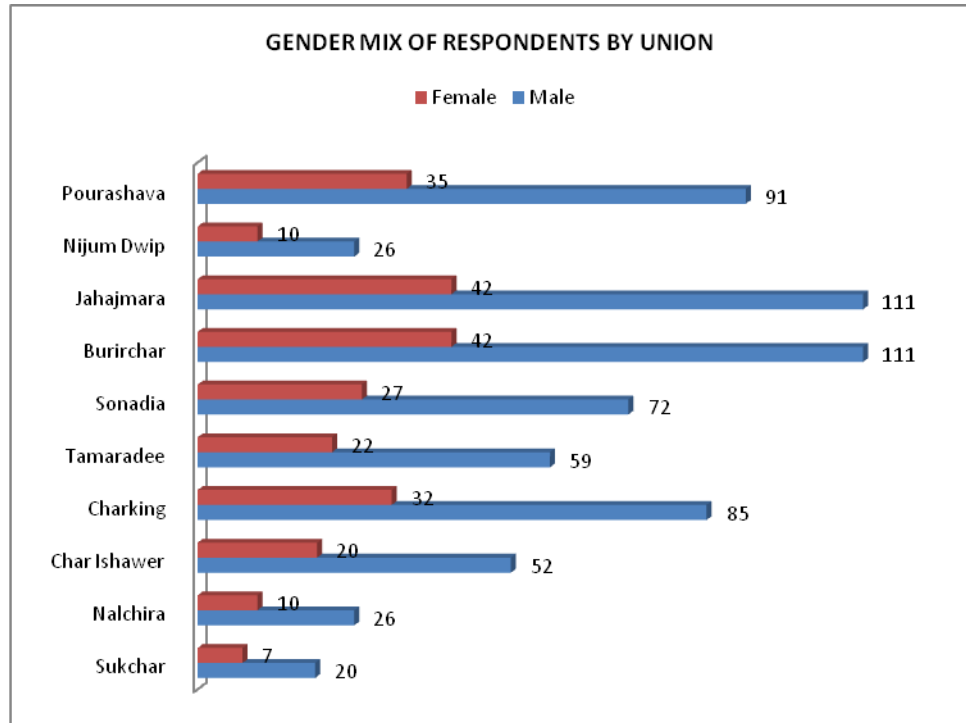
To have a fair understanding about the existing status, the baseline survey was designed to cover the different locations of the CR broadcast coverage area.



GENDER MIX OF RESPONDENTS

Although the emphasis of the baseline survey was given on women children, however knowledge, awareness and attitude of male counterpart were essential. The number of male respondents was slightly greater than the number of female respondents.





IF THE RESPONDENT IS HOUSEHOLD HEAD

Majority of the respondents are not household head. This also suggests that the decision makers were represented less in the survey. Since majority of the critical decision making is generally taken by the household head almost unilaterally, the decisions in the survey such as evacuation and selection of cyclone shelter, post cyclone rehabilitation activities may be different than what was enumerated.

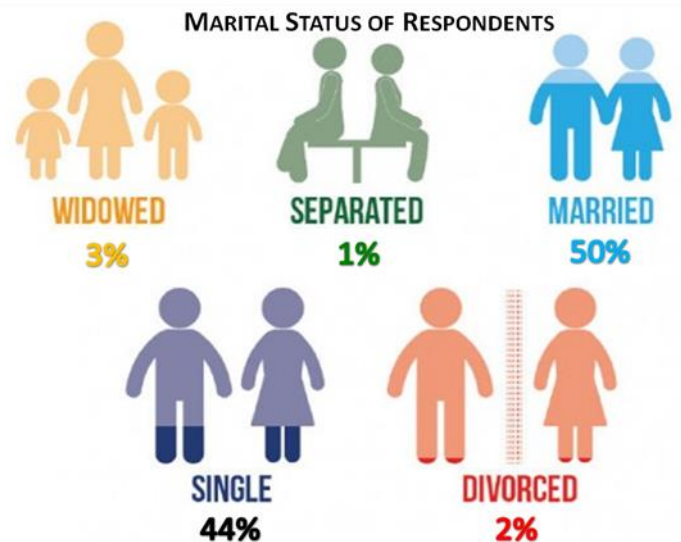
If the Respondent is Household Head



Yes 41% No 59%

MARITAL STATUS OF RESPONDENTS

Majority of the respondents are

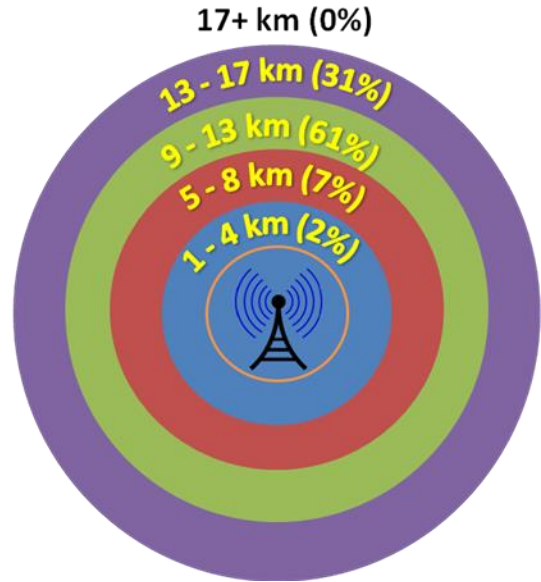


married followed by single. Large number of single respondent is due to higher number of children and youth sample.

Although about half of the respondents are married, it is important to observe if the women has have role in making decision making particularly relating to evacuation and going to cyclone shelter.

DISTANCE OF HOUSE FROM RADIO STATION

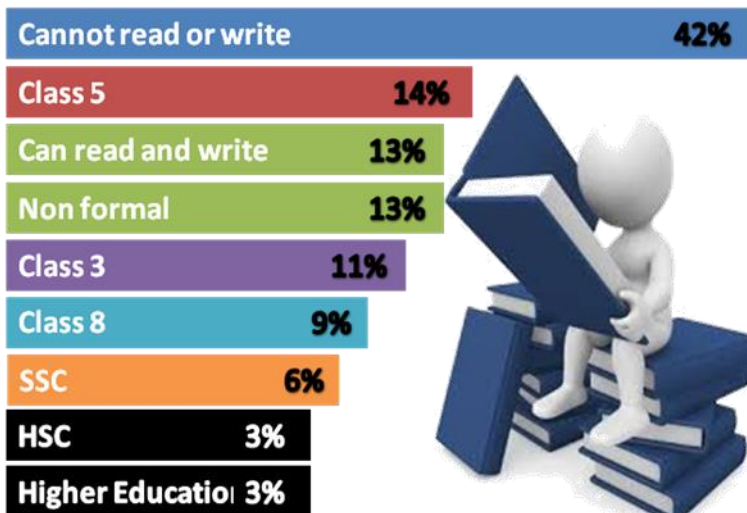
Majority of the respondents are from 9-13km distance from the proposed radio station. About 31% of the respondents are from even further (13-17km) away from the station.



EDUCATIONAL LEVEL OF RESPONDENTS

The survey found that majority of the respondents (42%) cannot read or write. The respondent who can read and write but did not attend any school is about 13%.

Educational Level of Respondents



Equal number of respondents also expressed that they attended non-formal schools run by the local NGOs. Respondents who have attended Higher Secondary (HSC) 3% and Higher Education beyond HSC (such as graduation) is also 3%. Primary level (class 5 and below) is 25%.

The education level signifies that verbal communication is important to reach a large majority who cannot read or write. Therefore, radio and miking (loud speaker) can play a significant role in

getting the messages across to this population regarding cyclone warning and evacuation.

OWNERSHIP OF MOBILE

About 69% of the respondents reported that they have mobile phone, while 31% do not have mobile phones.

Although the access to mobile has become quite easier in the target area because of a number of service providers, the access still remains limited to women, even when with the ownership of mobile at home. Because majority of the time, the mobile is carried by the male member, who is out for work and returns home in the evening. Although the survey shows that about 31% respondents do not own a mobile phone, however, majority of them have access to phone services either through neighbours or through private service providers. In many of the cases, the service providers even provide home-call services.

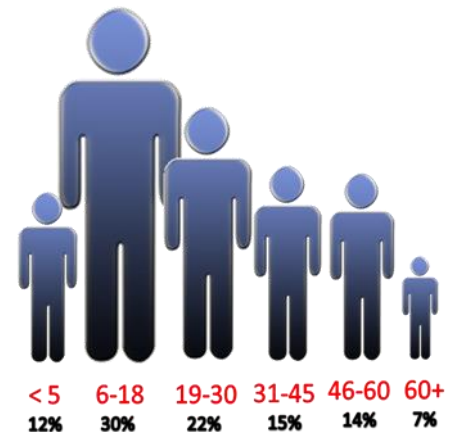


AGE DISTRIBUTION OF RESPONDENTS

Majority of the respondents (30%) belongs to the age group of 6 to 18 followed by respondents within age group of 19 – 30 (22%). The age group from 31 and above consists of 36%.

It is also important to observe who actually if the 35% respondents within the age group 18-33 are in a position to make decision during the critical evacuation time.

Age Distribution of Respondents



NATIONAL ID

Almost all (99%) respondents have national ID Card. Not having National ID (1%) mostly belongs to the population under 18 years of age. The percentage of population below 18 shows much higher because their inclusion in the group discussions and not questionnaire survey.

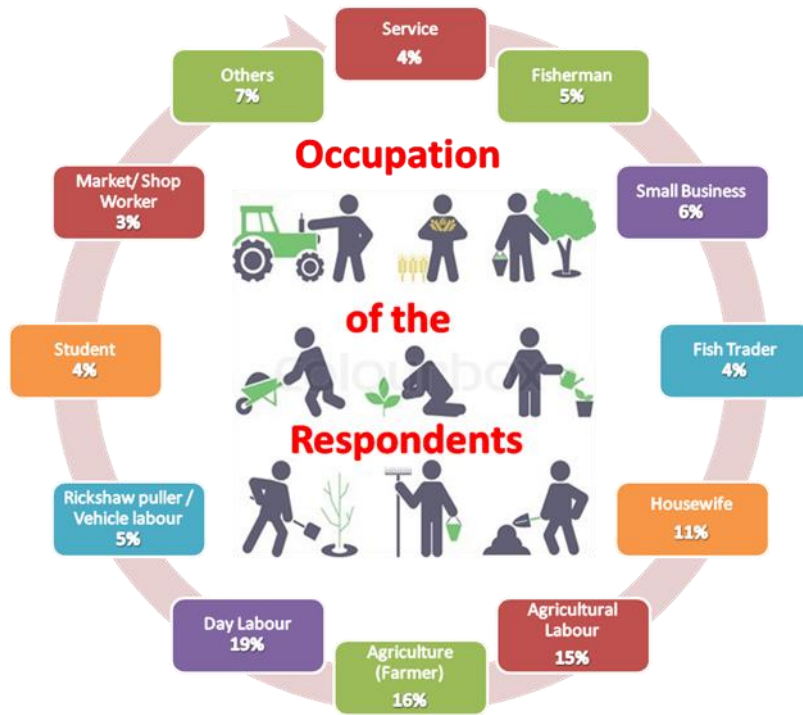
Yes 99%



No 1%

OCCUPATION OF THE RESPONDENTS

Day labour, agriculture farmer and agriculture labour occupy the half (50%) of the respondents. While the respondents from other occupations are fishers and fish traders (9%), homemaker (11%), service and small business (10%) rickshaw puller and shop worker (8) and students (4%).

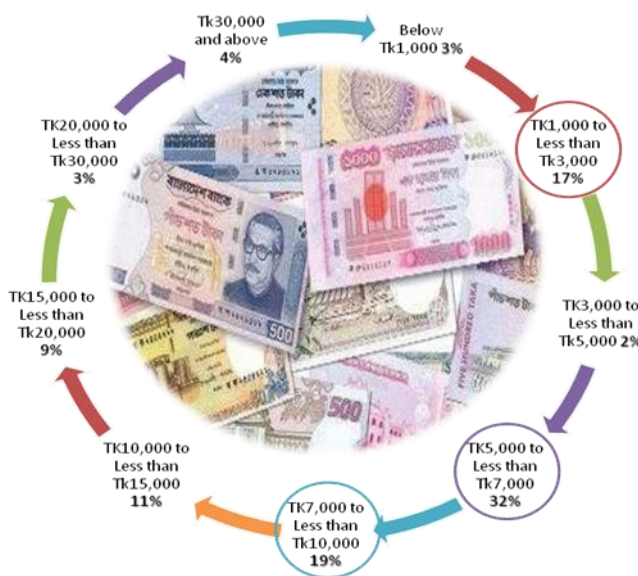


The agriculture sector is more susceptible to damage by cyclone, while the fishers are more at risk. The 11% homemakers (house wives) are generally not covered under timely information services except for miking (loud speaker). Although the women rarely in a position to make decision, the timely information can help them to take necessary preparation for

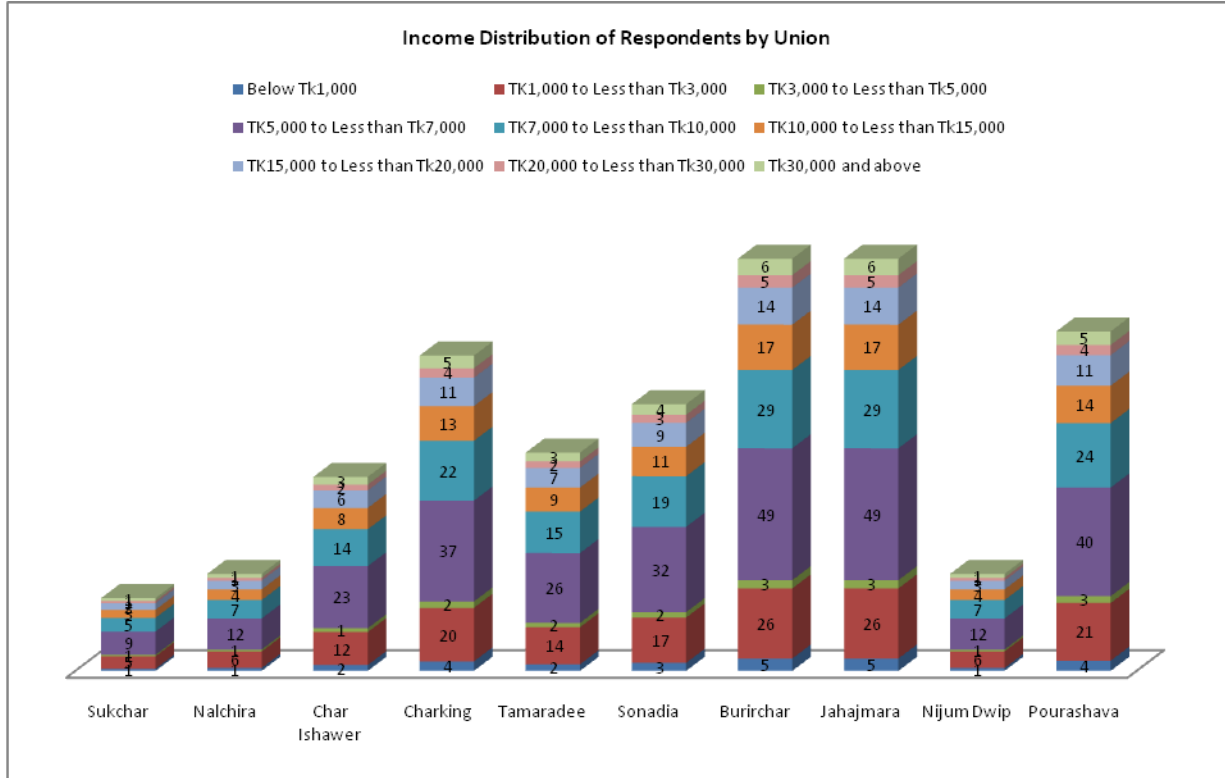
evacuation, so that even the decision is late, the evacuation can be effective.

INCOME DISTRIBUTION OF RESPONDENTS

Diverse set of income levels has been observed within the respondents. The income level of the major group of respondents (32%) falls within the income bracket of Tk. 5,000 – less than Tk. 7,000 followed by Tk. 7000 – less than Tk. 10,000 (19%) and Tk. 1,000 – Tk. 3,000 (17%). It can be observed that people having income less than Tk. 10,000 dominates the survey and consists about 84%. The pre and post cyclone needs and challenges of this majority can make the DRR interventions extremely challenging. On the one hand, they would not only require effective communication but also motivation to evacuate, arrange space in the shelter (because most of the time,



because of their marginalization, they are not being attended properly at the shelter or being denied their entry). On the other hand, the rehabilitation of these people in the post cyclone time is critical since they lack saving and are mostly day labourers.



FOOD INTAKE

The survey wanted to see the regular food intake i.e. at least 3 meals a day, of the respondents for the last 1 week and also in the last one month. Although the “yes” percentage dominates the food intake, the qualitative and quantitative aspects of the food in general and particularly the intake by gender and pregnant women were not judged.

Last WEEK: Yes 92% - No 8%



Last MONTH: Yes 85% - No 15%

SOCIAL SAFETY NET

Majority (90%) of the respondents do not fall under any social safety net programs of the government. Only 10% have different social safety net cards. The situation can

SOCIAL SECURITY	
Agricultural card holder	1%
VGF card holder	3%
Widow Allowance card holder	1%
Old Age Allowance card holder	4%
Disability	1%
Not applicable	90%



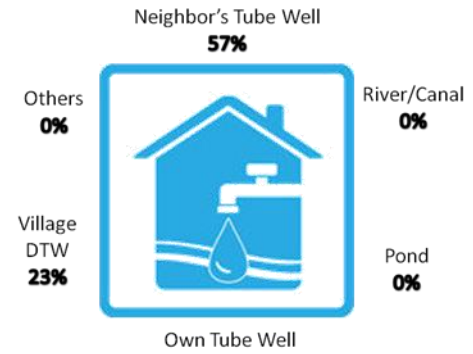
be critically looked into if the majority actually do not fulfil the criteria to come under SSN coverage or are they been deprived. How the 10% actually getting benefits out the SSN program is also one of the issue remains to look into more critically.

ACCESS TO BASIC UTILITY SERVICES

SOURCE OF DRINKING WATER

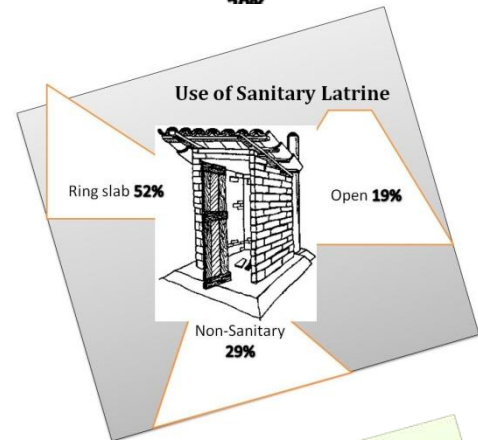
Neighbour's tube-well is still the predominant source of the community's drinking water.

Village Deep Tube-Well (DTW) is equally important source of water as their own tube-well for about one quarter of the community people. The use of river/canal or pond is not at all used by the community people.



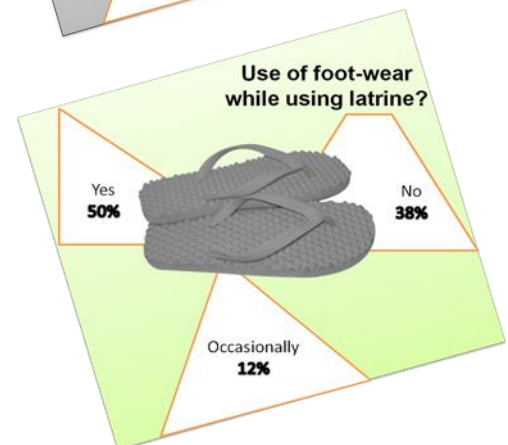
USE OF SANITARY LATRINE

About 19% respondents still do not use any sanitary latrine and defecating in the open. In addition to this non-sanitary latrine usage is also high 29% compared to national standard. As a result, it shows that about 50% population is still out of sanitation program. This has remarkable impact during the flood and storm water and the outbreak of wide spread water-borne disease in the Upazilla.



USE OF FOOT-WEAR WHILE USING LATRINE

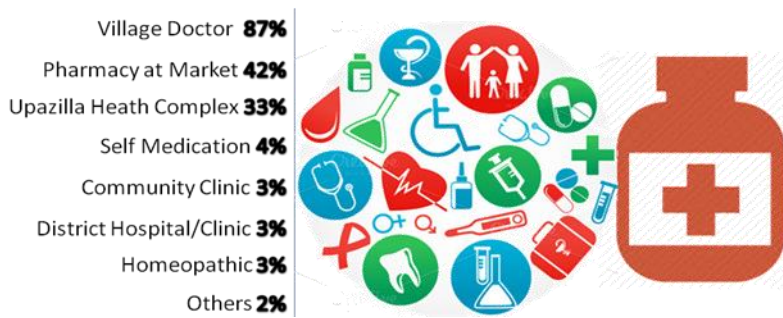
The non use of footwear while using latrine is also significantly high and together with occasional user of footwear makes the figure about 50%. When this is related in reference to the use of sanitary latrine, the risk of outbreak of wide spread water-borne disease increases even dramatically.



PRESENT SOURCES OF HEALTH CARE SERVICES

For health care services, the community people generally go to Village Doctors / *Palli Chikitsak* / Rural Health Caregiver.

The advice from the local Pharmacy (medicine salesperson) is also quite high because of it does not require any fees, and also because the illnesses are



generally relatively simple such as cuts, simple burns, stomach upset, headache, fever etc. The Upazilla Health Complex more preferred than the community clinics since the quality of service delivery of the later is not very satisfactory to the respondents. The availability of improved health care services

with reasonable distance of the community is a challenge mentioned by the respondents. As a result, despite the improved health care services, the District Hospitals and Clinics in Noakhali are less visited by the respondents. It may be noted here that reaching Noakhali requires about 5 - 8 hours and often the community people cannot afford the fare.

A few people stated that they still believe religious faith and religious healing works for them and they continue to seek this service.

Are 'Village Doctors' in Bangladesh a curse or a blessing?

Reasons for Choosing Village Doctors

- Quality of treatment is good
- Nearest health care provider
- Low treatment cost
- Well behaved health care provider
- Treatment cost on credit
- No other health care facility available nearby
- Health care provider is a family member or a relative or a known person
- Advised by the neighbors or others

Why are the Village Doctors So Popular?

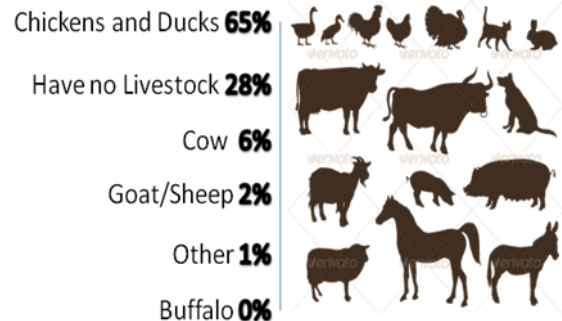
- They are always available
- In case of emergency they go to the patient's house
- They charge lower consultancy fee
- They refer patients to other doctors if and when needed
- Patients can get medicines according to the money they have

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SECTION 2: INFORMATION RELATED TO WEALTH

LIVESTOCK AND POULTRY

Raising chickens and ducks are almost common among the respondents. These are primarily scavenging local variety poultry and are



used mostly for domestic purpose. However, many of the respondents sell these poultry or eggs for extra income of the family.

Since majority of the respondents stay on the embankment, rearing cattle is challenging for them because of lack of space. The 6% respondents who mentioned rearing cattle are for cultivating lands and are generally kept in cattle-yards.

IF THE HOUSE IS ON OWN LAND

From the survey, it was found that the 70% respondents' house is on their own land. While only 30% said that their house is not on their own land and lives on the embankment. Although living on the embankments is not entirely legal, however increased marginalized due to river erosion, cyclone disaster, etc., the settlement on the embankment has become part of life.

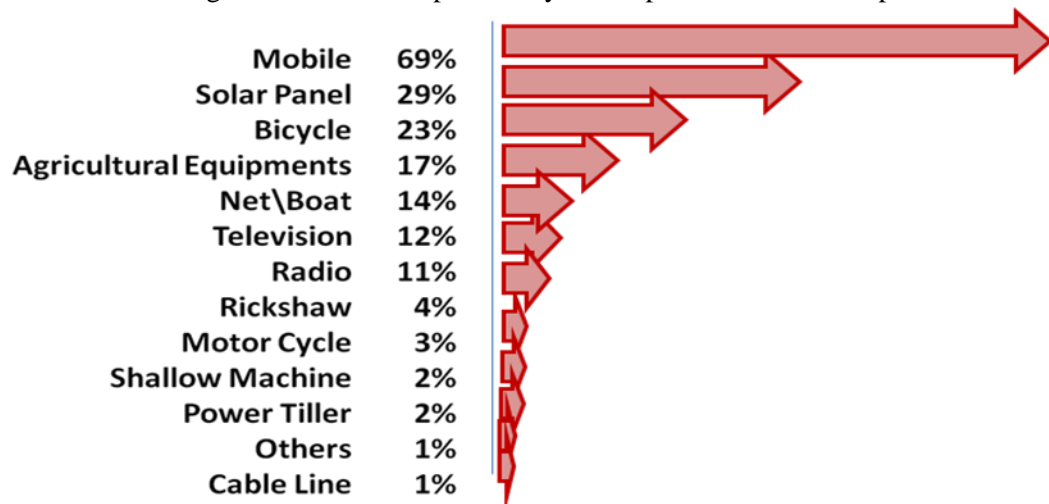


LAND OWNERSHIP

From the survey, it was found that 47% of the respondents have posses land. Although majority of these lands are government “Kash” land but the respondents, being landless, have made arrangements from the government to stay on the land. About 53% respondents do not have any land.

IMPORTANT WEALTH

The respondents possess a number of wealth for their daily life and livelihood. The most significant wealth expressed by the respondents is mobile phone. Solar

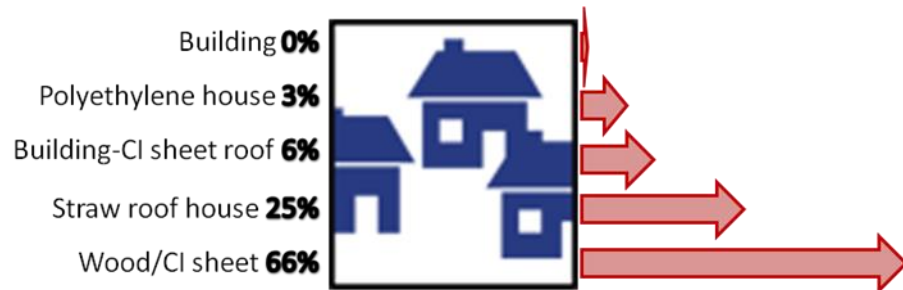


panel and bicycles are also important wealth owned by the respondents. The different agricultural tools and equipments include plough, manual thrasher,

treadle pump, etc. are also regarded as important wealth to the respondents. About 12% respondents said that they have television and 11% mentioned they have radio owned by them.

TYPE OF HOUSE

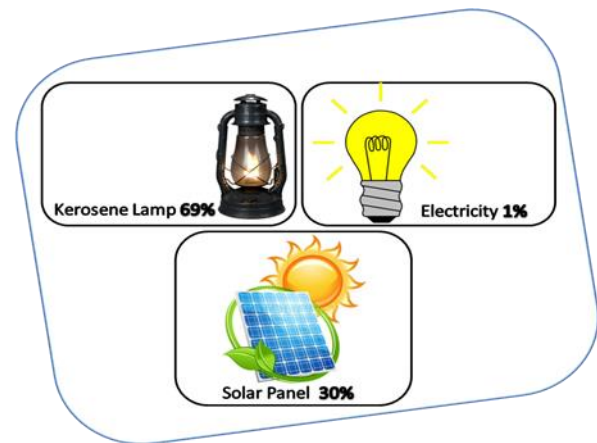
Majority of the respondents lives in a wooden house with CI sheet (Tin) roof house or fully CI sheet house followed by straw (thatched) house. Only a fraction (6%) possesses a building frame with CI sheet (tin) roof house, while 3% lives in a polyethylene house.



The survey shows that wood/CI, Straw roof and Polyethylene consists of 94% which are susceptible to damage even with slightly above average wind velocity. The CI sheet in particular is extremely dangerous to humans and livestock when it starts to fly with high wind speed.

SOURCE OF LIGHT

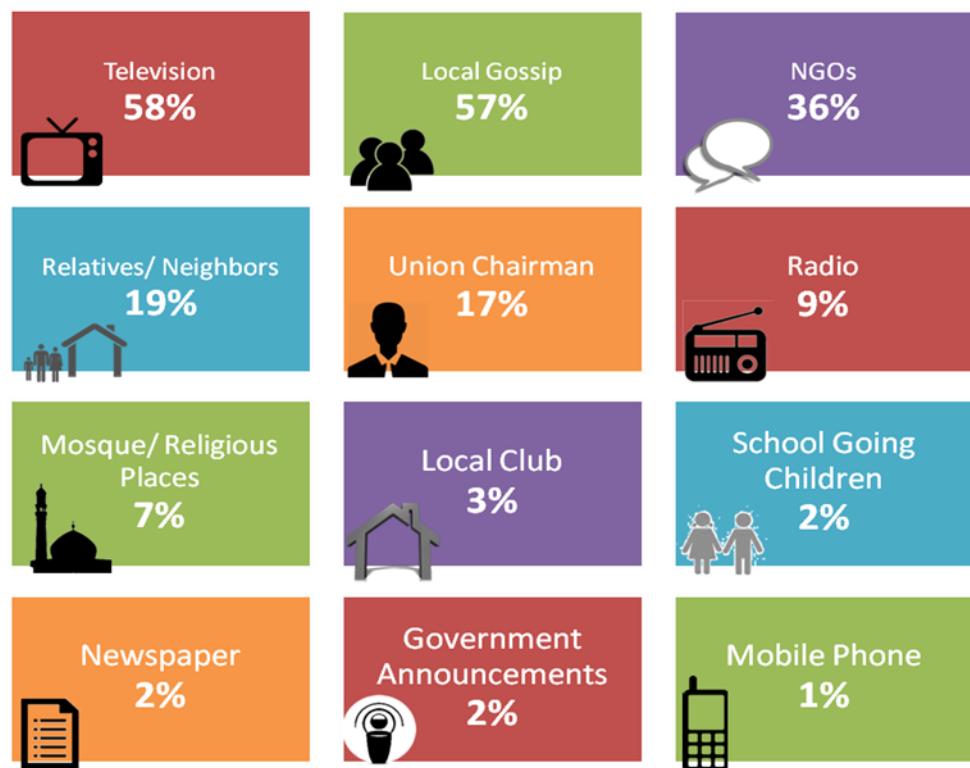
The major source of light for the respondents is Kerosene Lamp. About 69% uses Kerosene Lamp, while only 1% respondents reported that they have Electricity. Grid line electricity is major problem in Hatiya, as result many of people are increasingly relying on solar power. About 30% respondents, who reported using solar panel, purchase them through micro credit provided by the different micro finance institutions. A 40 Watt mini solar power home system package costs about Tk.14,000 to Tk. 20,000. The package includes solar panel (photovoltaic/PV cell panel), Instant Power Supply (IPS) unit [SMF battery + control unit], DC SMD light, DC table fan, 220 AC socket for mobile charging and necessary accessories for installation.



SECTION 3: ACCESS TO INFORMATION AND THEIR SOURCES

WHERE DO THE RESPONDENTS GET INFORMATION

While asking about the information and their sources 58% respondents reported that their primary source is Television. Although the television ownership of the respondent (12%) is far below the national average, however, the viewing rate is much higher. People actually go to neighbours, community centres and tea stalls to watch television programs. They mostly watch movies, drama, songs and also news.



From the survey, it was also identified that local gossips (word of mouth) communication is almost equally important source of information about 57%. Together with the 19% source of “Relatives and Neighbours” (which also broadly falls under gossip), the gossip figure can be as high as 76%, which is extremely significant. However, such communications can be highly susceptible to grapevines and bias and the message can be distorted from the original. Nevertheless, because of lack of proper communication means, gossips and word-of-mouth becomes one of the important sources for both men and women.

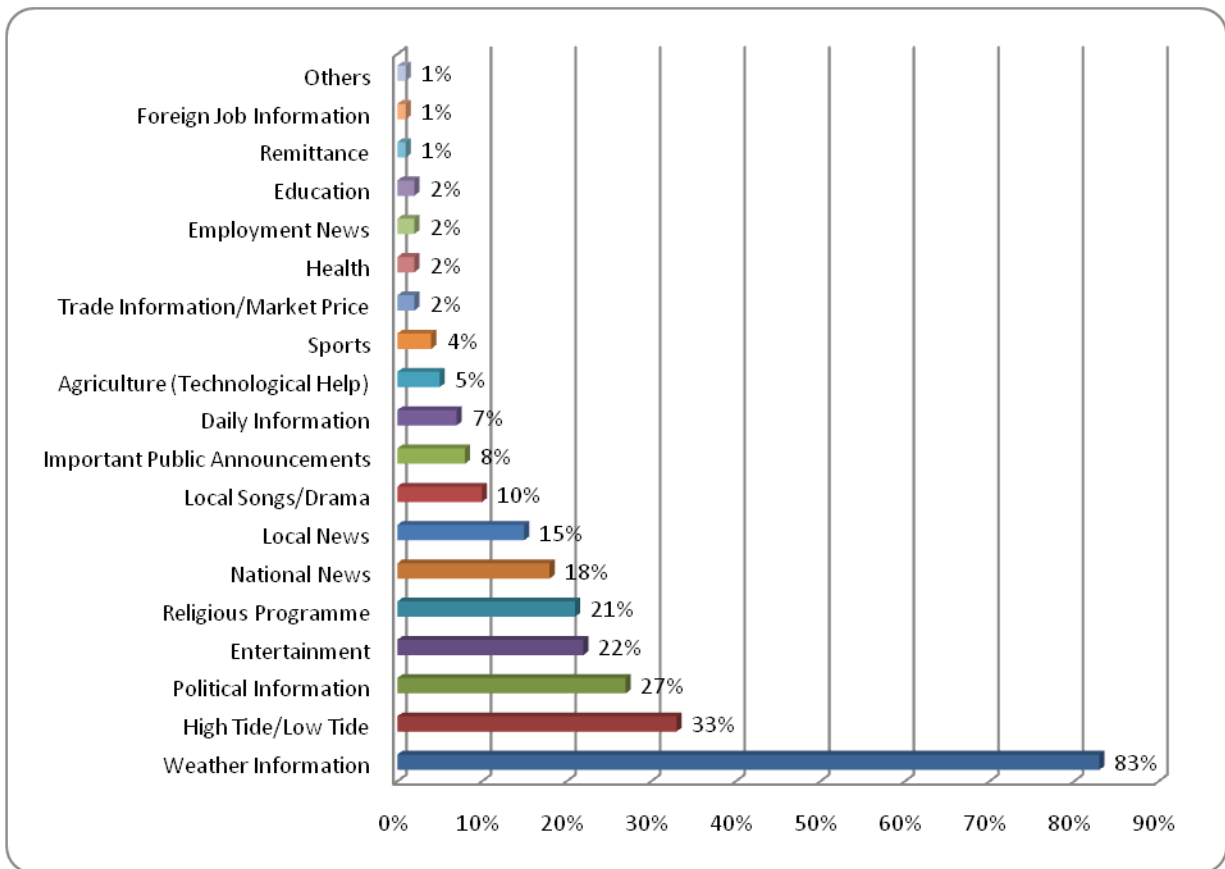
The NGOs seem to play a very critical role in disseminating information and 36% respondents considers them as one of the major source of information.

Interestingly, although the respondents see Union Parishad members as quite an important source of information, while the Government announcements are considered very low. One of the reasons could be the accessibility and proximity of the UP members than the Government announcements. The other interesting fact is relying on mobile phone as source of information is significantly low.

Radios and Mosques also have a good share for important source of information.

TYPE OF INFORMATION RECEIVED

The respondents almost unanimously (90%) agree that they receive weather information on a regular basis. The weather information is regarding general everyday weather and special weather bulletins during a cyclone. The information about low and high tide is also important to the respondents particularly for the fishers.



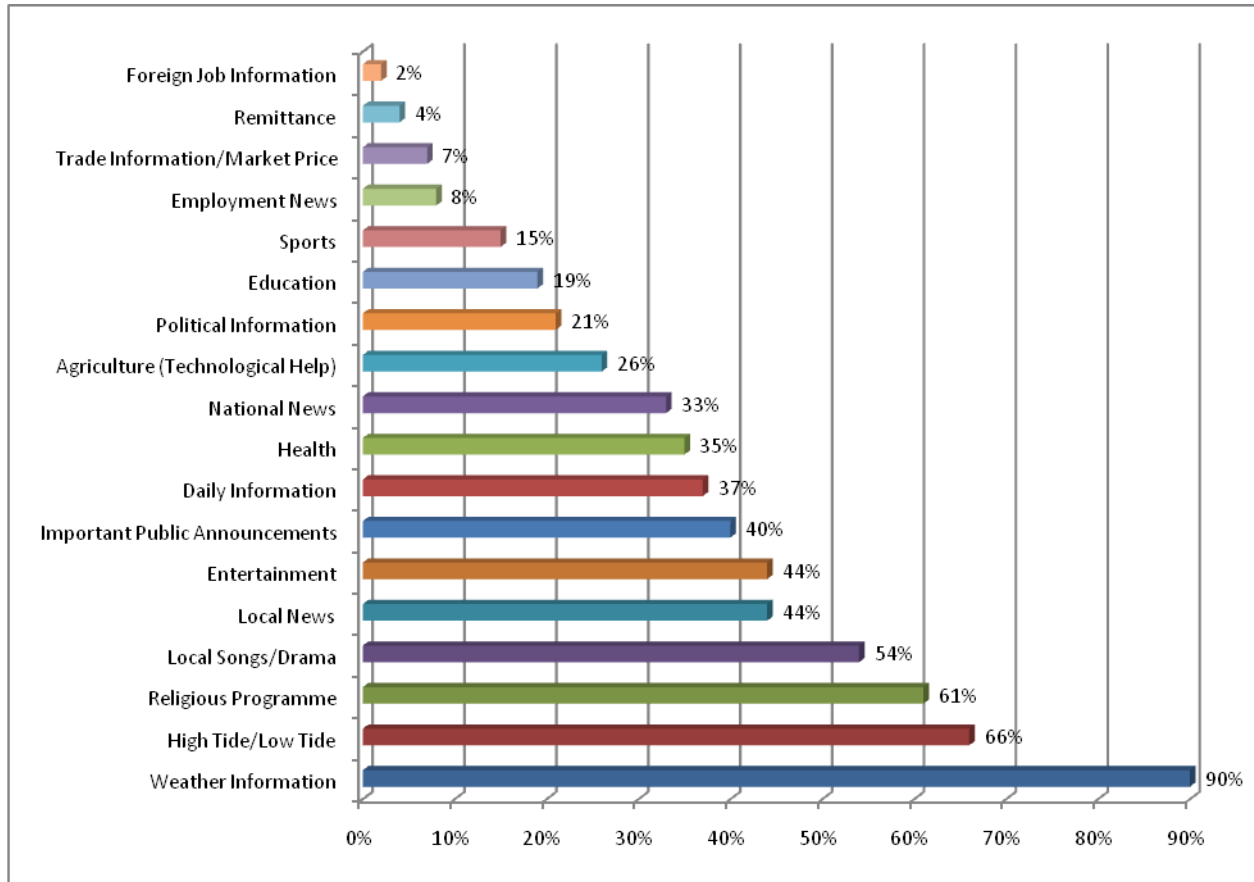
In addition to the information regarding weather and tide, the respondents also receive, almost with equal importance, the political entertainment and religious information.

The above data shows that the people in Hatiya have access to important

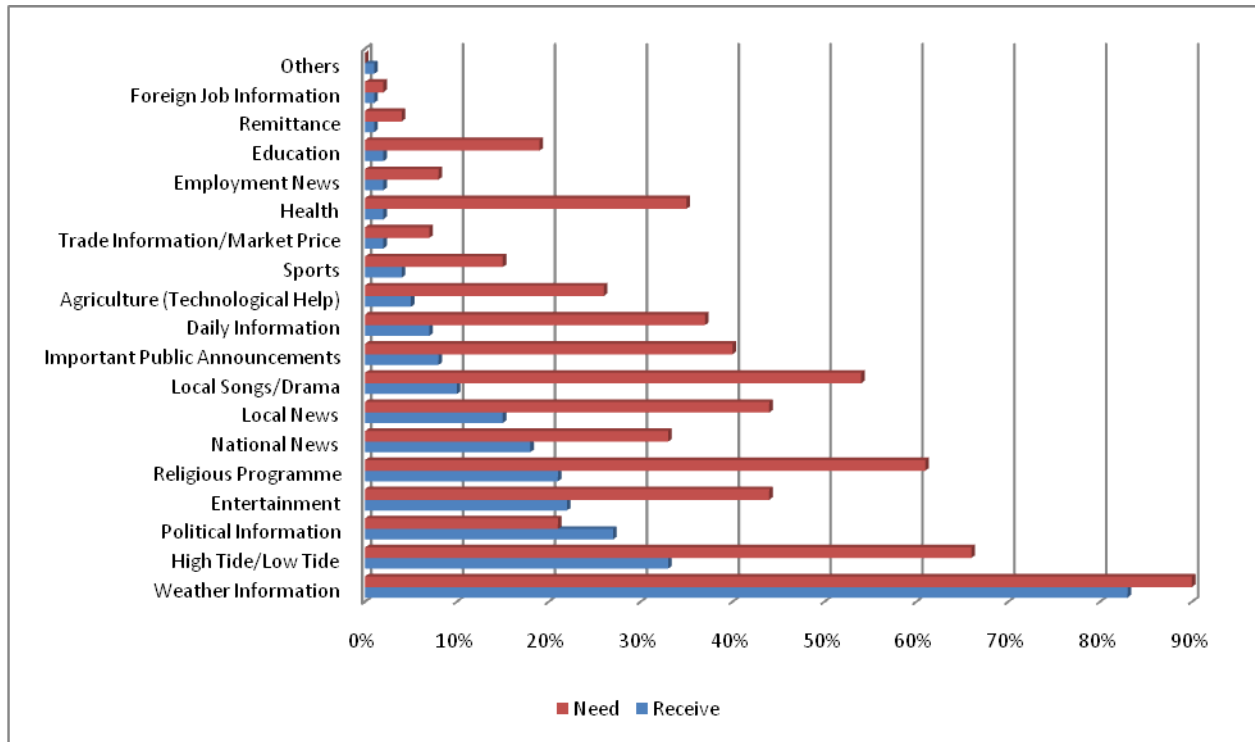
information on a daily basis. However, it is critical to know how quickly the information is actually made available to the people. It was observed that there is significant lag in receiving information – it varies between 2 to 15 hours. The information are often received by the male members of the family and when he returns home from work it can be too late to make an effective decision or action.

INFORMATION NEED OF THE RESPONDENTS

The present information that the respondents are receiving is not particularly what they want. They expressed their need for more appropriate information that can be more useful to them. The following graph shows their need for more appropriate information.

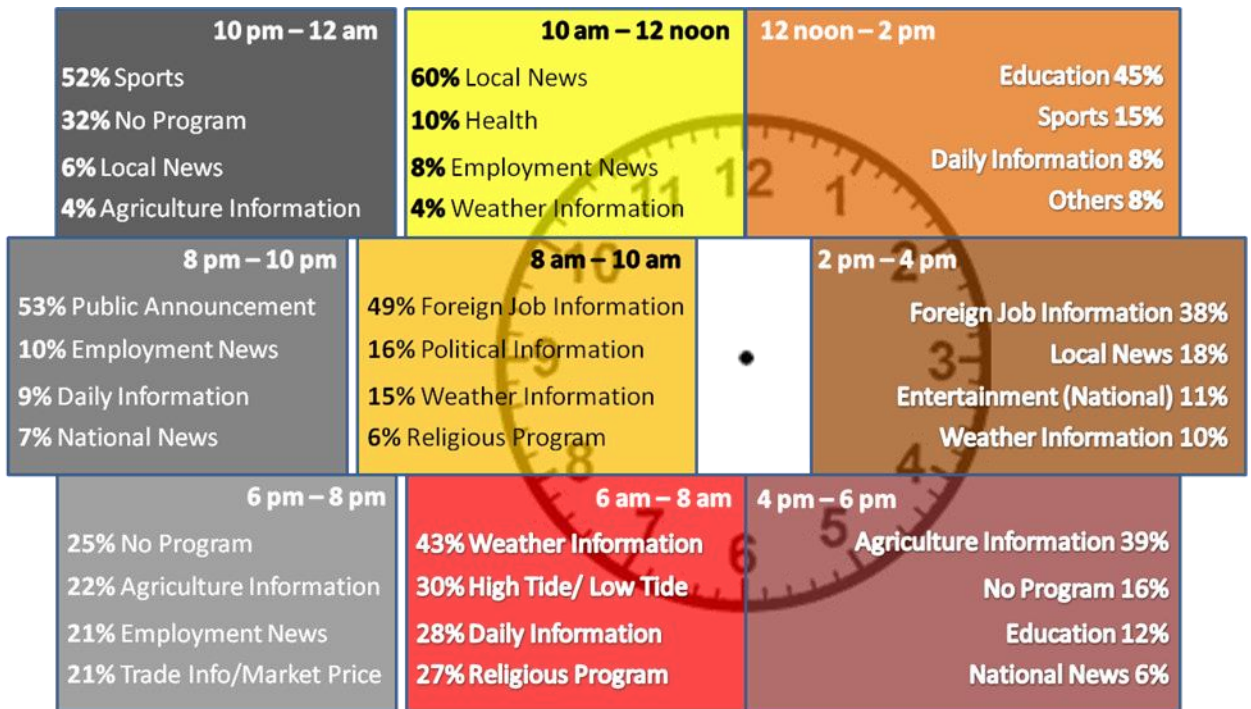


While comparing the existing vs. the need, although there is not much significant differences, however the variations are important particularly the frequency and qualitative aspects of the information. The following graph shows the comparison.



WHEN AND WHAT TYPE OF RADIO PROGRAM IS PREFERRED

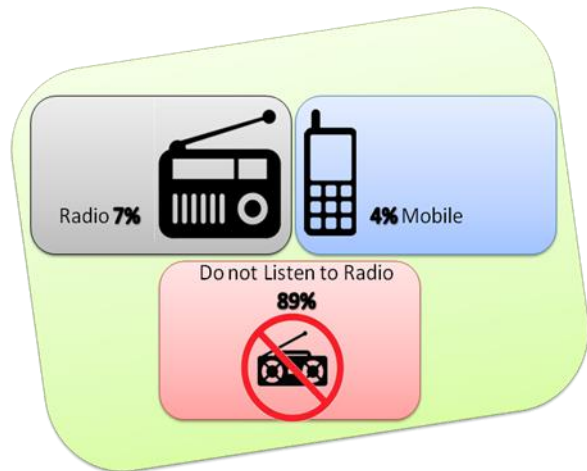
The preference of different radio programs and their time for listening is extremely diverse according to different respondents. The time ranges from early



morning 6 am to midnight. The preference of programs is also extremely diverse, ranging from weather news to sports to agricultural as well as no program at all. The pattern of listening preference reflects the unique needs of different age groups and gender mix. During the group discussion many women wanted to have programs on food and nutrition, legal issues specially rights and development issues for example success stories of women entrepreneurs, effective and innovative income generating ideas, etc.

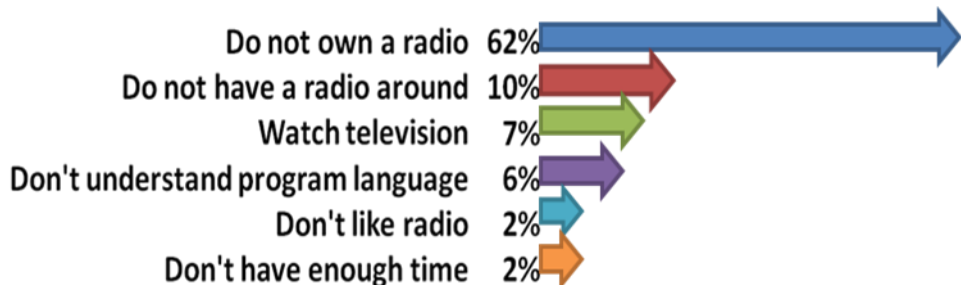
WHETHER LISTEN TO RADIO PROGRAMS

About 89% respondents reported that they generally do not listen to radio programs; only 11% respondent stated that they listen to radio program regularly. A large number of respondents within the 89%, who do not listen to radio, actually listen to special programs during special time. The respondents who listen to radio reported that they listen to program on radio as well as on mobile phones.



WHY RESPONDENTS DO NOT LISTEN TO RADIO PROGRAMS

One of the major reasons for not listening to radio is lack of access to radio sets. It is also interesting to note that about 6% respondents mentioned that languages of the national radio programs are not in local dialect as a result it is difficult for them to follow. Language or local dialect is often motioned as a barrier by many listeners. Although the national radio has regional programs in regional dialects, appropriateness of programs to the audience is a big question.



AWARENESS ABOUT THE PROPOSED COMMUNITY RADIO

Since the survey was conducted at the very early stage of DUS's CR initiative, many respondents are still not aware about the proposed local community radio in Hatiya. Only 11% respondents said they knew about the initiative, while 89% do not know much about the new community radio in Hatiya. However, it is important that a massive campaign is organized by DUS to create general awareness about the community radio as well as motivate people to participate in the initiative.

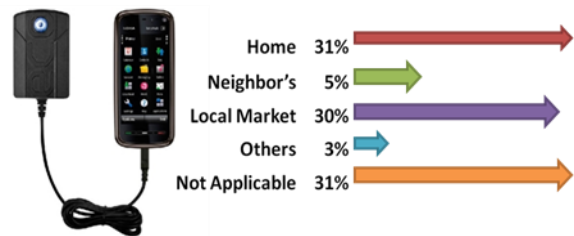


WILLINGNESS TO PARTICIPATE IN THE COMMUNITY RADIO INITIATIVE

When asked if the respondents would want to participate in the community radio information sharing, planning and designing programme activities, majority (51%) of the respondents stated that they are interested to participate. During the discussion it was found that majority of the people do not have much idea about community radio and its operational methods and obviously they do not have much idea how can they participate and play a role in the radio broadcasting activities. As a result, about 49% expressed in negatively.

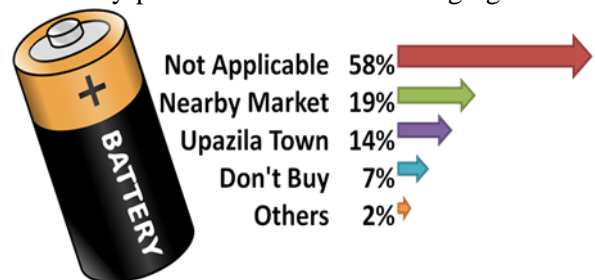
CHARGING MOBILE PHONES

A large number of respondents who have solar panel at home and they can charge their mobile phones at home. However, those houses that do not have own power had to rely on neighbours and different mobile phone charging centres in the market. The markets charges phones at a fees of Tk 5. About 6% respondents said they charge their phone at their workplace. 17% respondents do not have any phone as a result the charging of phones does not apply for them.



PURCHASE OF BATTERY

Batteries are one of the essential products especially for the people living in the rural Bangladesh outside the national electricity gridline.



CLUBS AND ASSOCIATIONS IN THE COMMUNITY

Information on different existing clubs and associations were taken to see if these institutions can be used as a leveraging point for knowledge and information sharing hub as well as a point of access for participation in the community radio operations and activities. About 38% respondents expressed in affirmative about the existence of clubs or association in their community. On the other hand about 62% said they do not know if any such institutions exist in their community.

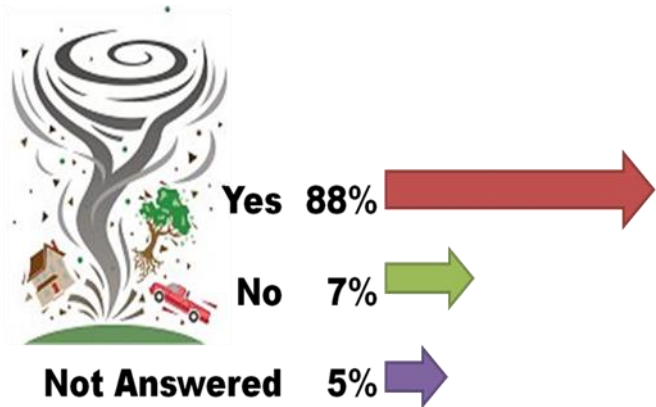
IF THE RESPONDENTS VISITS THE CLUBS AND ASSOCIATIONS

Among the respondents who know about the existence of clubs and associations in their community only 23% visits the clubs, while 15% said they never visited, however they know such clubs exists in their community.

SECTION 4: KNOWLEDGE ABOUT DISASTER AND ITS APPLICATION

DAMAGE BY DISASTER IN THE LAST 10 YEARS

Typhoons are tropical revolving storms. They are called 'Cyclones' in English and "Tuphan" in Bangla, when they occur in the Indian Ocean area. The coastal regions of Bangladesh are subject to damaging cyclones almost every year. They generally occur in early summer (April-May) or late rainy season (October-November).



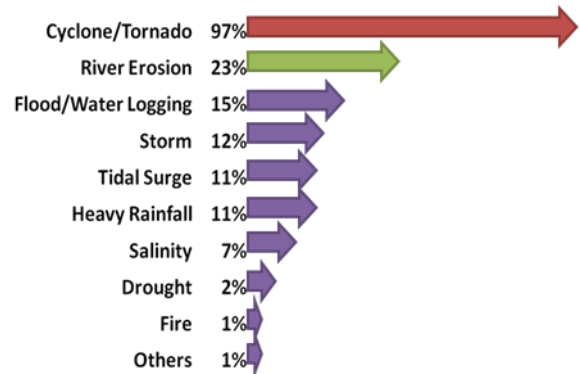
During the last 10 years (2003 through 2013)

Hatiya experienced 10 major cyclones along with moderate to severe tidal surge. However, the severity of damage can greatly be felt on the physical location of the respondent. Respondents coming from Southern part of Hatiya as well as respondents living on high-risk areas such as embankments, coast lines, flood plains, etc. will experience higher damage. As a result about 88% respondents reported that they experienced damages from disaster in the last 10 years. The people who did not answer are mostly school children.

TYPES OF DISASTERS, DAMAGES / LOSSES AND COPING MECHANISMS

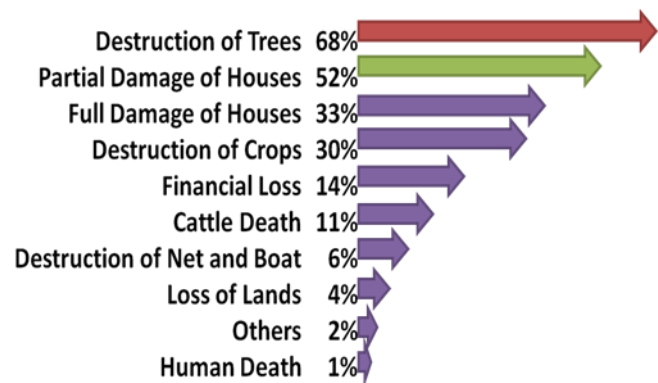
Disasters:

The respondents could enumerate a number of disasters that they have experienced in the last 10 years. The most important was cyclone followed by river erosion



Damages/Loss:

The notable damage or loss from the disasters were destruction of trees and damage of houses (partial damages were almost double than full damage). Destruction of crops, death of livestock and damage of nets and boats are one of the major concerns of the respondents.

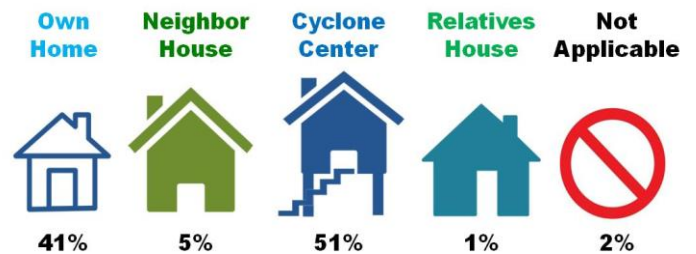


Loss of land due to river erosion is also quite significant in Hatiya in certain locations.

Despite various physical damages and loss, human toll of the disasters are remarkably low. This is probably because of the increased DRR activities, significantly high awareness and improved coping capacities of the respondents.

Shelter during Cyclone:

Cyclone centre is the first choice of shelter for slightly more than half (51%) of the respondents. It may be mentioned here that the number and capacity cyclone shelters are not adequate to accommodate all the high risk people in Hatiya, moreover the distance and the destruction of the approach road to the cyclone shelter make the respondents to stay home. About 41% respondents said that they stay at home because cyclone shelters are not true women and old people friendly. Besides the extreme poor has fairly less chance for accommodation. A few respondents said that they take refuge at the neighbours and relative's house during cyclone.



INFORMATION RELATED TO DISASTER WARNING

When asked if the respondents receive disaster warning information majority of the respondents about 89% said that they receive disaster early warnings. There are a number of ways the disaster warnings are provided, such as a) loud speaker, b) siren, c) flag, d) radio, e) word-of-mouth (Miking).

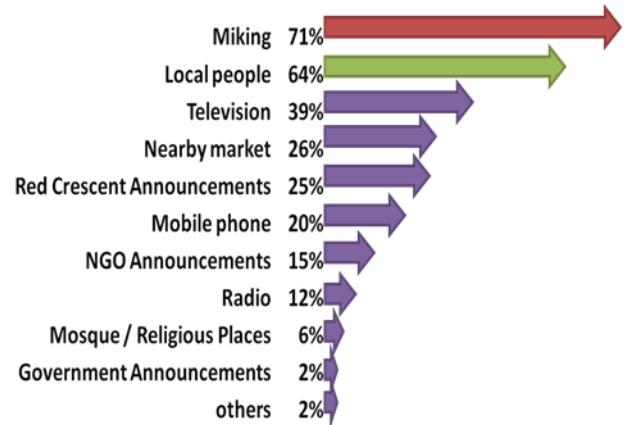
The flag is still not very effective to the community since majority of the respondents could not identify the signalling process.

The other important question related to disaster warning was how timely was the information and whether the information also had motivational and action oriented messages such as when to evacuate, how to evacuate, where to go, who to go to for help, the primary dos and don'ts, information related to safe-guarding property and livestock, etc. It was observed that this value-added information could be extremely useful to the respondents.



SOURCES OF DISASTER WARNING

For the respondents, miking (loud speaker) and word-of-mouth information are still the primary sources of disaster warning information for the local people. Information received from local people and nearby market together will make the single most important source, however, the credibility, content and the distortion of the information could not be overruled.



CREDIBILITY OF THE DISASTER WARNING

The respondents almost unanimously (97%) expressed that they generally believes the disaster warning irrespective of the source. This is extremely interesting phenomenon and only justifies the positive relationship between the tendency to gossip and a close-knit people-oriented community with almost same

basic needs to rely on each other especially during emergencies.

TIMELY DISASTER WARNING

The majority of the respondents (78%) expressed that the disaster warning information that they receive were timely. The 22% respondents who expressed that the information was not time are mostly women and generally they are the last person to know about the different disaster warnings.



Yes 78%
No 22%

From the survey it was identified that it would be a useful exercise to actually know the communication dynamics of the local community particularly the gender sensitiveness of the communication. It is apparent from the survey that despite the advent of various state-of-art communication tools and methods, a section of the community people specially women almost always remains out of the reach of easy communication.

SATISFIED WITH THE DISASTER WARNING SYSTEM

The survey shows that the respondents, although mentioned 59% yes, but a large number 49% are not satisfied with the existing disaster warning system.



Yes 59%

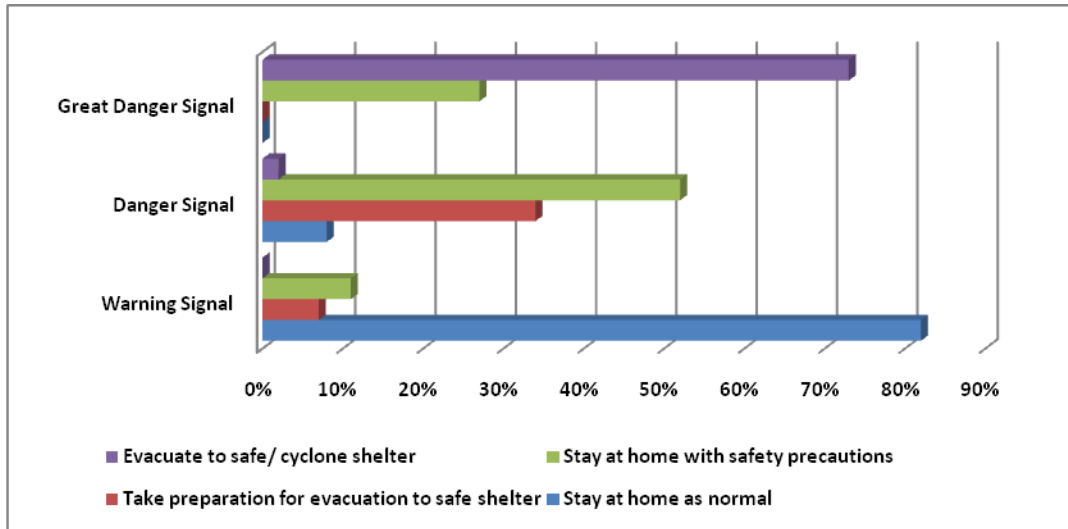


No 41%

The dissatisfaction result primarily from the challenges a respondent had to go through due to productive and non-productive warning system. The intensity of cyclone, the time when the cyclone will strike or cross the locality as well as the weakening of cyclone or changing course of cyclone, etc. are the primary influencing factor for satisfaction or dissatisfaction.

WHAT DO YOU DO WHEN YOU GET DISASTER WARNING

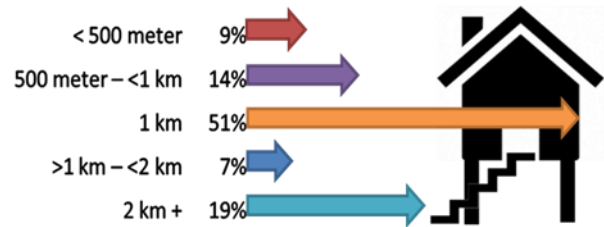
Depending on the risk factors and signal of the warning, the respondents take a number of decisions. The decisions are summarised below:



DISTANCE OF NEAREST CYCLONE CENTRE

The maximum distance of nearest cyclone centre has reported by 19% respondents is more than 2 kms. while 9% mentioned the minimum distance is less than 500 meters.

More than half of the respondents mentioned that the nearest distance is about 1 km.



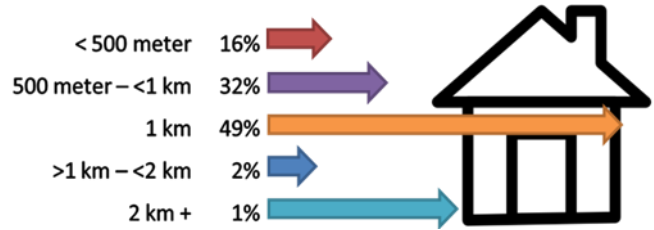
THE MOST NEAREST SAFE PLACE

Cyclone shelter is the nearest place expressed by 68% respondents. While 25% respondents said relative's house. Only 7% mentioned neighbour's house.



DISTANCE OF NEAREST SAFE PLACE

The maximum distance of nearest safe place has been reported by 1% respondents is more than 2 kms. while 16% mentioned that the minimum distance is less than 500 meters. Almost half (49%) of the respondents mentioned that the nearest distance is about 1 km.



The safe place is much nearer than the cyclone shelter to many of the respondents and particularly to the large number of respondents who had to travel more than 2 kms.

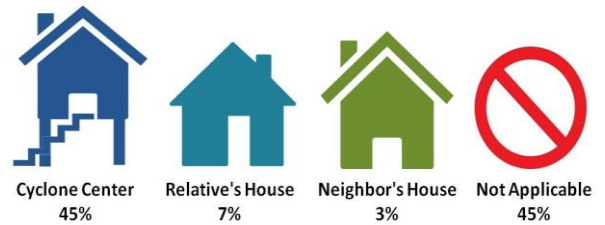
EVER WENT TO ANY SAFE PLACE

While asking about whether the respondents ever went to the safe place, 55% respondents reported that they went to a safe place during the last cyclone while 40% of the respondents motioned that they did not go to a safe place.



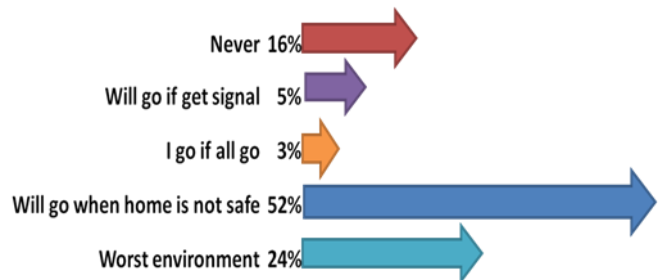
WHICH SAFE PLACE DID YOU GO

The safe place according to majority (45%) of the respondents is cyclone shelter where they took refuge in the last time. While the relative’s house is 7% and neighbour’s house is only 3%. It should be noted that about 45% respondents did not go anywhere and stayed in their house.



TO “GO” OR NOT TO “GO” TO CYCLONE SHELTER

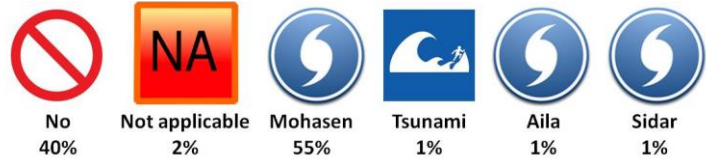
What actually makes the local people to go or not to go to the cyclone shelter. More than half (52%) respondents said, they will only go to a cyclone shelter only when they feel that the house is not longer safe to stay anymore. 24% respondents said they will go to cyclone shelter only when



the weather really turns worst and unbearable. In both the above cases, this might be too late to move and moving out may become more risky with high wind or surge water already submerged the local area.

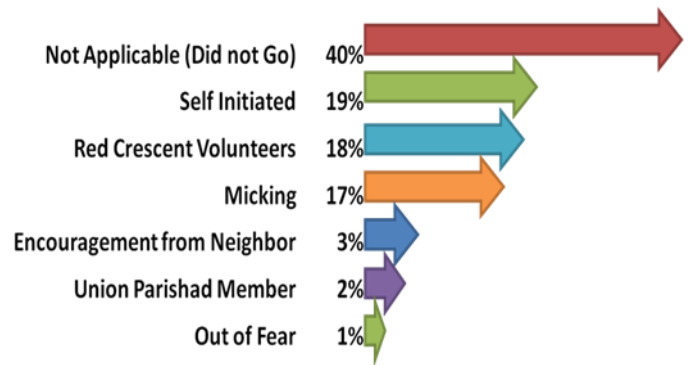
FOR WHICH DISASTER DID YOU GO TO THE CYCLONE SHELTER LAST?

It shows that during the recent cyclone Mohasen majority of the people moved to the cyclone shelter. One of the reasons for such high number of people moving to the shelter could be the scar of destruction caused by Sidar created a panic among the people. After Sidar, both Nargis and Mohasen with almost equal destructive force moved slightly below Bangladesh and the eye of the cyclone actually hit Myanmar.



WHO OR WHAT HAD ENCOURAGED YOU TO GO TO CYCLONE CENTRE

Red Crescent Volunteers and extensive miking covering almost all the corners of the locality actually helped motivate the respondents to go to the cyclone shelter. At the same time self motivation was also seen as a major encouragement to take refuge at the cyclone shelter. The self initiated is primarily due to extensive awareness created by different government and non-government and social organizations.



INITIATIVE FOR COLLECTING WEATHER NEWS

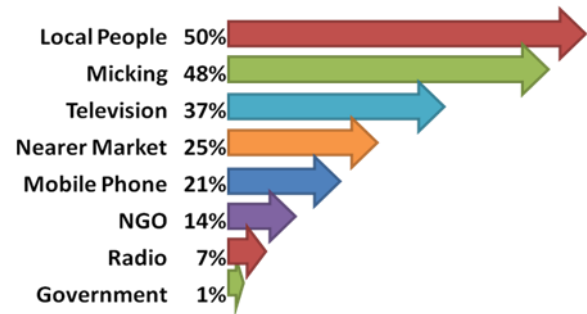
While asking about their own initiative to collect weather information (both the day-to-day and special weather bulletin on cyclone) it was observed that the local people collect the information on their own initiative. This is



both because of increased awareness and also because many of the respondents are engaged in fishing and had to keep track of weather information all the time.

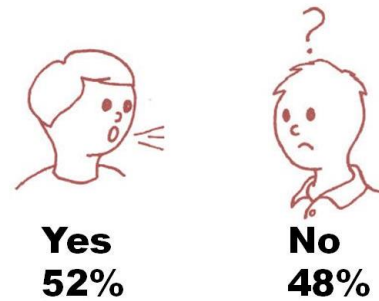
FROM WHICH MEDIA THE INFORMATION IS COLLECTED

The weather information that are collected through own initiative are mostly from the local people and the local market place. The respondents also collect information from miking when they approach the person engaged in miking and ask for detail information. Mobile phone and NGOs are also playing a critical role as a source of disaster information. Since radio listening habit is still very poor, only 7% respondents mentioned they collect information from radio.



UNDERSTAND WEATHER INFORMATION EASILY

Slightly more than half of the respondents said that they can understand the weather and disaster information broadcasted in the national media while about 48% cannot understand the language



REASONS FOR NOT UNDERSTANDING WEATHER INFORMATION EASILY

The respondents (48%) who said that they do

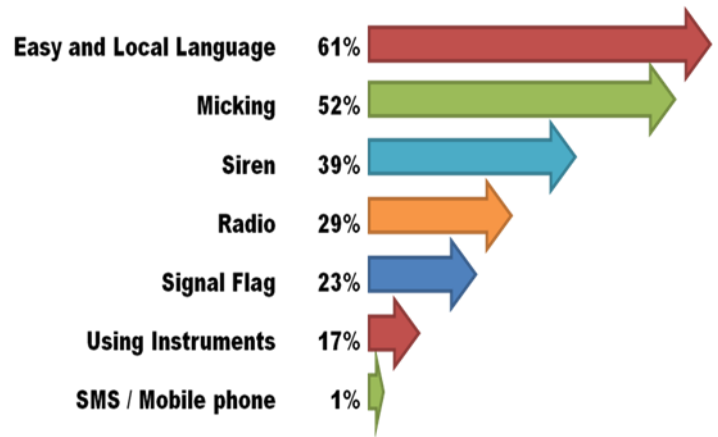
not understand the weather information of the national media forwarded their reasons as the information are too complex, such as “Tropical Cyclone MAHASSEN formed in the Indian Ocean on 10 May, is heading towards the coasts of Bangladesh and Myanmar. At 00:00 UTC on 10 May its centre was located in the Bay of Bengal, ca. 1,200 km SSW of the coasts of Bangladesh, it had a max. sust., wind speed of 93 km/h (equivalent to a Tropical Storm) and was heading N...” In addition to the above many of the respondents also said that they find the proper Bangla language difficult to understand since the respondents speak in a local dialect. There are marked differences in certain words and terminologies such as “Jhor” (storm in English) is equivalent to rain in local dialect. “Tufan” in local dialect is actually Jhor or storm/cyclone.

Don't understand language	Complex information	Not specific to Hatiya/ locality	Not applicable
15%	18%	15%	52%

HOW TO MAKE THE WEATHER INFORMATION EASILY UNDERSTANDABLE

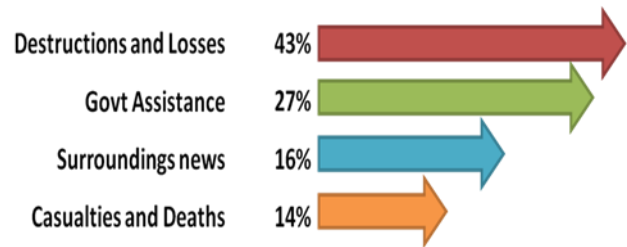
The respondents feel that the weather information should be in extremely easy and understandable language and preferably in local dialects so that they can precisely understand the meaning. More than half of the respondents feel that the local miking is the best way to communicate the weather information to the local

people. Majority of these respondents do not use any other means such as radio or TV for accessing weather information. To avoid communication barriers, many respondents suggested a siren for cyclone alert. Signal flags are suggested mostly by the fishers who mostly stay near the coast.



POST DISASTER PREFERRED INFORMATION

Post disaster information plays a critical role to the respondents and during this post disaster period they generally look for information related to destruction and losses, relief and rehabilitation works as well as government and non-government assistances that are offered to the victims of disaster. Many of the respondents also said that they are interested to know information about the casualties and deaths.



CONCLUSIONS AND WAY FORWARD

CONCLUSIONS

From the baseline survey it was found that access and availability of knowledge and information is one of the critical issues for effective DRR intervention. The community has different challenges regarding accessing critical DRR information in terms of utilities, radio ownership and listening habits, etc., to take appropriate action. Language and clarity of DRR information is a significant impediment in taking appropriate action. Many of the people actually believes that local communication especially word-of-mouth communication is more effective; however, it may have different distortion in the messages. The community believes that a local contextual knowledge and information particularly addressing the marginalized and specially women can proved to be extremely useful to the local community if they are designed as per the current struggles of the target groups.

Although there is been fairly a good consensus by the respondents that DRR information do have the potential to improve the present life and livelihood as well as present local social and economic performance they feel that only knowledge and information is not sufficient. Appropriate infrastructure such as capacities of cyclone shelters, separate toilet facilities for women & adolescents girls, improvement of approach road to get to the safe shelter, shelter for cattle, etc. are utmost important.

It is important to note that improving the present status of DRR and its relevance to livelihood and quality of life of women and marginalized is not limited merely to the knowledge and information, but has critical dynamics of true participation and ownership of the marginalized groups particularly the women and children and a commitment from all levels of people in the community. The most successful results can be harnessed by involving women and youth as well as key community leaders with experience in issues related to DRR and post disaster issues. An inclusive knowledge and information system can effectively address the present DRR struggles of the target people.

DUS's programme activities focus on developing appropriate knowledge, awareness and capacities of not only the target groups but also the key members of community and the service providers to improve quality of DRR actions. Gaining the involvement, participation, cooperation of community people as participants can be challenging, often, because of their lack of readiness in accessing information through radio.

The role of women in critical DRR decision making process could also become a critical challenge since the women find it hard to identify themselves as participants in the DRR process. DRR initiative requires cooperation among many stakeholders. DUS must consider their questioning strategy to elicit appropriate information about availability and access to not only DRR knowledge and information but also critical DRR services. DUS may consider working closely with community people and the government and non-government service providers to secure collaboration to compliment and supplement in areas of their respective weaknesses. Other agencies, such as those dealing with information, can also assist in the process of knowledge and information dissemination, fact findings, information collection, programme designing, follow-up, etc.

The dynamics of the DUS community radio particularly focusing on DRR needs and demand of the local people will require a well-capacitated and well-informed stakeholder with equally well organized appropriate knowledge and information dissemination system. The baseline survey shows that the conceptual clarity of community radio operation that focuses on DRR initiatives is extremely innovative and critical not only for the community radio initiators and members of the community institutions in Bangladesh, but it is also can help the other CR initiators in other countries. Identification of right DRR information need and right and timely dissemination of DRR information is important to address the present DRR information void. The overwhelming demand for different knowledge including indigenous knowledge and information by the community is critically challenging the information service providers - their skills, practice, coping mechanisms, community integration, feedback mechanism, monitoring tools, etc.

WAY FORWARDS

The baseline survey has identified a number of key DRR issues that can become extremely useful to address the DRR knowledge and information challenges of the local communities through using the power of community radio.

- **Conceptual clarity about DRR supportive Community Radio:** Community radio is a new concept in Bangladesh particularly its need, operation, management, services, etc. A community radio that focuses on DRR issues are not very clear to the CR initiators neither to the community people and the local institutions. Clarifying the role and way to participate with the overall operation with the information dissemination process is important that integrates the different community groups, institutions (UP, *Upazilla* and *Zilla* (District) level through a unified common understanding. This conceptual clarity is also required for the key administrative, DRR monitoring committee people as well.
- **Awareness creation program to increase participation of local community:** The community people suggested a more concrete

awareness program on community radio and their DRR role and its operations and its benefits to the community people.

- **Developing Appropriate DRR Radio Contents to improve the present challenges of the community:** JICA, BHN together with DUS and local community people can develop appropriate DRR radio contents focusing on the present status of the community particularly relating to their access and preference to DRR information, level of knowledge and practices in the working area. It is important to note that the content should focus the women and should also be women friendly.
- **Building DRR Contents on the Existing Information and Knowledge base:** The survey identified that a number of existing DRR knowledge, practices and information dissemination initiatives are remarkably impressive at the local level. DUS can capitalize on these existing information and knowledge base and build further based on the local contexts appropriate to the target community.
- **Review of Progress:** It is important that periodic review should be undertaken to understand and appreciate the changes in the present status of the community particularly relating to their access and preference to information, level of knowledge and practices regarding DRR issues, health, nutrition, hygiene and sanitation practices of the target audience living in the working area and should also note the changes against the benchmark provided by the baseline survey.

-----The End-----

LIST OF ANNEXURE

ANNEX 1: LIST OF DOCUMENTS CONSULTED

ANNEX 2: QUESTIONNAIRE AND FGD GUIDE

ANNEX 3: AREAS WISE LIST OF TABLES