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NATURAL DISASTER SAFE STEPS (NDSS) CAMPAIGN

Campaign Summary Report from July 2021 – January 2022



World Food
Programme



USAID
FROM THE AMERICAN PEOPLE

The Natural Disaster Safe Steps (NDSS) Campaign was funded by USAID's Bureau of Humanitarian Assistance (BHA) and the World Food Programme. The Campaign was implemented by the National Committee for Disaster Management (NCDM) and People in Need (PIN) in Cambodia.

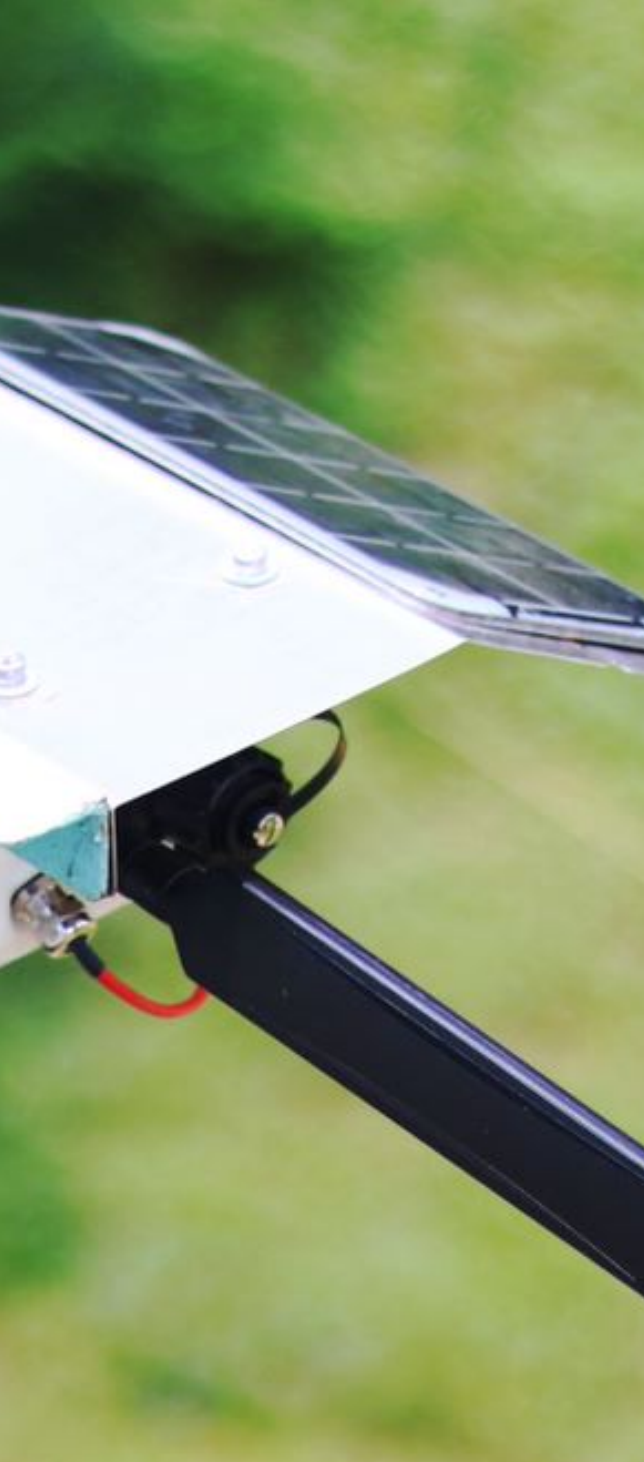


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1. Overview of the Natural Disaster Safe Steps Campaign

GOAL of the campaign	The objective is to promote safety measures against floods and other climate or pandemic related risks in Cambodia through an online campaign. It also aimed to increase awareness of EWS1294.
MODALITY of the campaign	Online social media campaign with occasional promotional activities in person or in the field.
CHANNELS for the campaign	<ul style="list-style-type: none"> • EWS1294 Facebook Page • Tuk-tuk campaign • NDSS Campaign Closing event
CONTENT planning for the campaign	<ul style="list-style-type: none"> • Promotion of EWS1294 • Sharing climate risk information based on MOWRAM and NCDM records • Dissemination of safety practices in response to natural hazards
OUTPUTS of the campaign	<ul style="list-style-type: none"> • 2 Campaign logos (in English and Khmer) • 22 videos • 99 social media posts • 1 tuk-tuk campaign in Phnom Penh • 1 hybrid event (combined online and offline participants) • 1 local media news article • 3 local media TV mentions
REACH of the campaign	<ul style="list-style-type: none"> • 692 new Facebook followers during the campaign period • 2.1 million people reached during the campaign period (on the EWS1294 Facebook page) • 50 participants attended the NDSS Campaign closing event
LANGUAGES of the campaign	Original text was planned in English and all translated in Khmer
MAIN ENTITIES of the campaign	NCDM, USAID, WFP, and PIN
TARGET audience of the campaign	General public in all provinces of Cambodia



Description of the Campaign

The Natural Disasters Safe Steps Campaign was led by the National Committee for Disaster Management (NCDM), funded by USAID's Bureau for Humanitarian Assistance (BHA), and supported by the World Food Programme (WFP), and People in Need (PIN) in Cambodia. The campaign was also supported by the Provincial Committees for Disaster Management (PCDMs), and the media. During this campaign, NCDM invited Cellcard Cambodia as the official media partner. As such, Cellcard Cambodia contributed to the production and dissemination of social media content and graphics with PIN during the campaign period. Thus, 9 social media posts, 1 press release on the partnership, and 6 videos were posted on Cellcard's social media platform. The 'Natural Disaster Safe Steps' Campaign aimed to provide educational, engaging, and informative knowledge on disaster risk preparedness. In order to create a disaster ready community, educational materials on disaster preparedness and inspirational life stories of EWS1294 users were shared on EWS1294 Facebook Page and released by various media.

Campaign Objectives

- Create a disaster prepared community gathered in EWS1294 Facebook page.
- Promote disaster preparedness and emergency response actions based on best-practices.
- Raise awareness about EWS1294 and increase.
- Strengthen the communication capacity of the NCDM through its involvement in EWS1294 promotion activities.

Campaign Tools

- Promotional and capacity-building videos
- Facebook posts
- Media contents
- Television dissemination
- Promotional materials (e.g. videos, media cards, amongst others)
- Hybrid Event (combining online and offline activities/participants)
- Activation campaign (e.g. Tuk-Tuk campaign)

2. Achievements of the NDSS Campaign

Creating an image campaign in accordance with multiple partners

To create a specific identity in the minds of the audience for the NDSS Campaign, two logos – one in English and one in Khmer – were produced. The logo was inspired by the global Safe Steps campaign implemented by Prudence Foundation. The rationale of the logo shows a simple illustration of safety against natural disasters with the use of straight lines and the colors white and yellow that symbolize a subtle warning or caution. The logo also shows a short tagline “Be Prepared for Natural Disasters” (also translated in Khmer for the Khmer version) to simply explain what “Safe Steps” means. Please refer to Annex 1: “Guidelines on Communications and Visibility” for more information.

Mobilizing a larger and more active community on the EWS1294 Facebook page



The campaign was conducted from July to December 2021. Since the campaign started in July 2021, the EWS1294 Facebook page gained additional 692 Facebook followers and likes, bringing it to 130,390 followers (by 31 January 2022), 129,869 likes (by 31 January 2022), and FB Engagement reached 378,500 (January 31, 2022) on Facebook. The overall number of people reached by the campaign during its timeframe was 2.1 million people. Throughout the campaign, 99 social media posts were produced and posted on the EWS Facebook Page. The Facebook Page has been updated with new content created specifically for the campaign as well as content previously produced on EWS1294 or disaster preparedness.

Producing educational and engaging materials to raise awareness of disaster preparedness and EWS1294

As part of the campaign, multiple educational and engaging materials have been produced to be disseminated on the EWS1294 Facebook Page. In total, **8 videos** were produced by People in Need with the aim to promote public awareness and engagement with EWS1294 as well as share life-saving information about flood preparedness.

To introduce the NDSS Campaign to the public, 3 videos were produced to allow the National Committee for Disaster Management (NCDM), the World Food Programme (WFP), and USAID to individually share the importance of knowledge on climate change, disaster preparedness, and safety.

The “Personal Story Video” Series was designed to promote EWS1294 and disaster preparedness by telling the life stories of EWS subscribers that the audience could relate to. Thus, 4 videos narrate the experiences of Mrs. Saing Saran, a farmer from Chheu Neang Kpous village, Taing Sya commune, Kampong Speu province; Mr. Srey Chhun, a farmer from Chrok Kla village, Tain Sya commune, Kampong Speu province; Mr. Chun Sivleng, Commune Chief in Kampong Treas Commune in Krouch Chhmar district, Tbong Khmum province, and Mr. Hu Sengtry, a farmer from Mohasiek Leu, Moha Khnhoung commune Koh Sotin district, Kampong Cham province.

In collaboration with the NCDM and PCDMs, the “Safe Steps Video” series consists of 2 videos promoting safe behaviors and measures to adopt in the event of a disaster.

Finally, 4 videos have been produced by our media partner, Cellcard. The first video was introduced by Ms. Hong Sreypich (Mina), one of Cellcard’s brand Ambassador, talking about how EWS1294 works and encouraging people to subscribe. Another video created by Cellcard was a short-animated video promoting registration to EWS1294 when natural disasters are incoming. The third video is presented by Mr. Lay Bunleng, one of Cellcard’s influencers and brand Ambassadors, sharing his emergency kit and what should be packed during times of emergencies. Lastly, Mr. Sopheak Chheng, one of Cellcard’s influencers and brand Ambassadors, encourages the public to register to EWS1294 as it can avoid any harm and danger to their family by being informed ahead of time of incoming natural hazards.

Please refer to Annex 2: “Videos produced and promotional activities organized for the NDSS Campaign” for the list of videos created under this NDSS Campaign.



Carrying out innovative promotional campaigns

From October 1, 2021 to November 1, 2021, an innovative Tuk-tuk campaign was conducted with 32 Tuk-tuk partners displaying the EWS1294 advertisement. It is estimated that the campaign reached 30% of the population of Phnom Penh. Running such an innovative promotional campaign raises awareness of EWS1294 and reaches urban citizens in their everyday lives, with 57 new subscribers to EWS1294 during the campaign.

Organizing a final event to facilitate multi-stakeholder dialogue on disaster risk reduction and the role of technological innovation

A hybrid concluding event was organized on January 27, 2021, to wrap up the NDSS Campaign and to facilitate multi-stakeholder dialogue on disaster risk reduction and the role of technological innovation. Please refer to Annex 5: “The Natural Disaster Safe Steps (NDSS) Campaign Event” for more information.

Building NCDM capacity to replicate the NDSS online campaign

In an effort to build NCDM's communication capacity, this NDSS campaign was closely coordinated with the NCDM. In order to ensure that essential knowledge was passed on to NCDM, a capacity-building video was created outlining the necessary steps and key tips on how to organize a successful online campaign.

Generating a media interest in EWS1294

The NDSS Campaign was mentioned in 3 local media platforms with the production and publication of 2 videos by Bayon TV Cambodia (Video Report on Cambodia's Rains and Promotion of EWS1294 and Bayon TVC Live News: Promotion of EWS1294). Another local media outlet, VAYO FM, produced 1 video which was in interview of PIN Cambodia in their work with NCDM and donors on EWS1294 and explaining how the system works from the ground to the receiver's end. Lastly, AMS News, published an article about the NDSS campaign event, highlighting achievements and lessons learned from EWS1294.

In addition, 1 Press Release about the [Launch of the NDSS Campaign](#) and 1 Article about the EWS1294 in Cambodia were published on People in Need Global website.

Overall achievement of the NDSS Campaign

Overall, the campaign has played an important role in promoting EWS1294 technology. Through the campaign, more people are able to recognize the national system and its benefits. Moreover, the campaign had also opened opportunities for partnerships for the project. For example, Cellcard's interest in the campaign to support the promotion of technology, and SMART and Prudential Life's interest in exploring other means to expand the technology and as well as to promote safety from natural disasters. It is also important to note that the campaign's promotion of safety from natural disasters had spearheaded a bigger partnership for EWS with the Ministry of Posts and Telecommunications –as the key institution enabling SMS broadcasting of EWS1294 alert messages to reach more people.



3. NDSS Campaign reflection - design, challenges and recommendations

a. Design of the NDSS Campaign

Collaboration with partners

Coordination with the NCDM was central to the design of the NDSS campaign. Along with the handover process, this campaign was an opportunity to present EWS1294 as the national early warning system owned by the Royal Government of Cambodia. Coordination efforts with NCDM also aimed to collect NCDM's ideas and strengthen their communication capacities. Meetings were conducted with NCDM and the donors separately during the first month of the campaign to secure approvals on the design of the campaign. PIN team collected the outputs from the meeting and came up with communications/media guidelines that would help the way forward for the campaign materials production.

Assuring the highest quality content and visibility of the campaign required collaboration with donors and partners.

Activity Design and Planning of the campaign

As the campaign was mainly carried out online, the team wanted to develop high quality content - both posts and videos - with themes that could reach the audience. This content can be easily reused for future communication campaigns. To support this activity, PIN Communications team along with NCDM's communications focal person created a monthly template for the social media content throughout the campaign period. Please refer to Annex 4: "Monthly Social Media Content" for more information.

In addition, diversifying the campaign's visibility media was a way to reach more people. Beyond producing content for social media, the team decided to undertake an activation campaign using tuk-tuk banners to promote EWS1294 and flood preparedness measures. The tuk-tuk campaign was therefore thought of as an additional activity that supported the online campaign for EWS1294.

b. Challenges and Lessons Learned from the Campaign

Team coordination

The NDSS campaign was designed and implemented with the support of the PIN communications team. Coordination and division of tasks between the project team and the communications team proved challenging. To address this, a campaign rollout plan and coordination meetings and channels were created to ensure more timely information sharing. This approach was replicated with the video production consultants. This improved communication allowed for the continued development of communication materials despite delays due to multi-partner coordination. The main takeaway from this experience is the value of establishing such communication channels and opportunities to ensure smooth implementation of the campaign.



Coordination with partners

During the preparation of the campaign, multi-partner coordination required more time than anticipated, which delayed the planned start of the campaign in July 2021. The challenges encountered in terms of coordination were related to the partnership with Cellcard and the creation of an image for the campaign.

In order to overcome these delays, three strategies were put in place. First, closer collaboration with the NCDM, donors and partners were built to adjust the planning, coordination and timing

of the NDSS campaign. To compensate for the delays in coordination with partners, the campaign relied on sharing existing EWS1294 materials on its Facebook page during the first month. Pre-campaign materials were also produced between the 2nd and 3rd week of July to ensure a quick start to the campaign following NCDM approval of the official NDSS logo.

As a result of these three proactive strategies, the initial plans were not significantly postponed and all campaign activities were successfully implemented, such as partnering with Cellcard and obtaining their content and communication support. The team was able to adapt and, in the coming months, ensure a better deployment and execution of the campaign.

One of the lessons learned from this experience is to better assess the risks related to coordination with external stakeholders, especially in terms of timing. Being proactive and getting ahead of the curve is an effective way to overcome the delays that can still be experienced in this type of multi-partner setting.

An image campaign in a multi-partner setting

One of the challenges was to create an image for the NDSS campaign due to the number of partners and donors for EWS1294 and for the NDSS Campaign. Creating a specific identity for the campaign was deemed essential to effectively reach the audience. As a result, after consultation with WFP and USAID, the team developed a new logo specifically for the campaign, approved by NCDM.

In addition, logo placement guidelines and guidelines on Communications and Visibility (please refer to Annex 1) were also agreed to ensure consistency throughout the campaign. Therefore, it was agreed that the campaign materials will include WFP and USAID; campaign materials with mention of EWS1294 will include previous donors of EWS1294; and lastly, since Cellcard was a media partner for the campaign, Cellcard's logo was to be included on all posts with a disclaimer that they are supporting only the media materials for the campaign.

Developing such image and guidelines on communication and visibility for the campaign is something the team will certainly replicate in the future, as it helped give the campaign an identity, made it consistent throughout the campaign, and expedited approval of the content by other partners.

Leveraging from Media Trends and Applying to the Campaign

During the campaign period, the partnership with Cellcard provided the opportunity for the campaign to utilize the talents of the company. Through the support of Cellcard's brand Ambassadors/influencers, the content of the campaign was shared to the audience of Cellcard.



In total, there were 6 videos produced by Cellcard with some of their influencers (Mina, Bunleng, and Sopheak) as speakers in the videos. The 6 videos had a total of 14,400 viewers throughout the campaign period.

Through collaboration with influencers, the campaign was able to reach Cellcard's fans and followers. With Cellcard's support in promoting the campaign through their Facebook page, the campaign materials on Cellcard's platform reached more than 1 million people on their Facebook page. Indeed, through the influencers, the campaign messages on safety from natural disasters were also communicated to their own followers and platforms. With this application of a media trend to the campaign, it will make the campaign much more worth it and more reachable through their respective networks.

Furthermore, activation campaigns are a trend within the media world. Applying an activation campaign in the project, through the tuk-tuk campaign, was an innovative approach to reaching people offline. In this case, the tuk-tuk campaign was able to reach 30% of Phnom Penh's population. The tuk-tuks have traveled from different parts of Phnom Penh within a month timeframe. The campaign was an additional material to explore other ways to promote EWS1294 more than just online.

These media trends are innovative ways that made the campaign much more interesting and added value. Indeed, which such activities and the campaign, this would further strengthen the image and promotion of the system in Cambodia.

c. Recommendations

The NDSS campaign was a great initiative led by the NCDM and PIN, with the support of WFP and USAID, to build a disaster prepared community by sharing information regarding Cambodia's EWS1294 and flood disaster safe steps. The social media campaign had a great turnout with a total of 2.1 million people reached by the contents produced for the campaign with different materials produced.

With such an extensive network of followers of the EWS1294 Facebook page, the NDSS campaign should be continued in the future, potentially as a yearly event led by the Royal Government of Cambodia. By promoting EWS1294 and educating the general audience about the safe steps to natural disaster, the Campaign had a positive impact on the overall country disaster preparedness and the sustainability of EWS1294.

It would also be worth continuing the tuk-tuk campaign as part of the general campaign for NDSS. It is a good way to carry out an activation campaign as more people are able to see the information through mobility.

After the success of the concluding event for the campaign, the campaign could also integrate some discussion components (some ideas could be "brown bag sessions" or "networking discussion"¹) to make the campaign more engaging; connecting the public with relevant actors within the EWS ecosystem. With the hopes of EWS1294 moving forward with SMS broadcasting, it would be interesting to conduct some small events that could focus on the system and how it can be improved, inviting relevant actors to share ideas.



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4. Annexes

Annex 1: Guidelines on Communications and Visibility

Use of logos on visibility materials

The project produced different visibility materials. As content partners, Cellcard's logo was added to the visibility materials along with the donors, NCDM and PIN.

NCDM, BHA, WFP, and PIN will have all the rights to use all materials produced throughout the campaign.

The materials produced for the campaign were made accessible to NCDM, donors and PIN for further dissemination and/or reference. All credits for the materials were given to the NCDM, donor, and PIN.

PIN Cambodia and Cellcard Partnership on social media and media content

PIN Cambodia and Cellcard entered into a partnership to strengthen knowledge on disaster management in Cambodia and the EWS1294. The partnership focuses on leveraging from Cellcard's wide network on Facebook to disseminate further EWS1294 information and messages. Moreover, the network's brand ambassadors and influencers will be beneficial to achieve the goal of higher reach online. Throughout the campaign, Cellcard helped promote key messages and content on EWS1294 and safety practices to have further reach of these information within their extensive network.



(English version of the NDSS logo)



(Khmer version of the NDSS logo)



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(Logo placement for NDSS Campaign)

See here the full [Guidelines for EWS1294 Graphics](#)



Annex 2: Videos produced and promotional activities organized for the NDSS Campaign

Videos	Description	Produced by
Personal Stories Series		
<u>Interview by Personal Story</u>	Mrs. Saing Saran talks about her experience before and after subscribing EWS1294 in Kampong Speu province	Consultant: Kouprey Creative Solutions
<u>Interview by Personal Story</u>	Mr. Srey Chhun describes the consequences of not knowing about EWS1294 in Kampong Speu province. He explains how EWS is now enabling the community to prepare for floods.	
<u>Interview by Personal Story</u>	Mr. Hu Sengtry, a farmer in Kampong Cham province, said that in the past, these areas used to experience heavy floods that damaged rice crops. Thanks to the EWS1294 warnings, communities can prepare themselves to protect the crops in particular	
<u>Interview by Personal Story</u>	Mr. Chun Sivleng shares his experience of farming and how it has been improved and secured by EWS1294 in Tbong Khmum province.	
Safe Steps Videos		
<u>Safe Steps & How EWS1294 Works</u>	Mr. Tiv Sopphen, an officer of the Provincial Committee for Disaster Management (PCDM), explains how EWS1294 works and encourages citizens to register.	Consultant: Tim Ha
<u>Safe Steps: The Do's & Don'ts during heavy rain and flooding</u>	Mr. Sambath, an officer of the Provincial Disaster Management Committee (PDMC), explains how to stay safe during floods and natural disasters.	



Introduction Videos to NDSS Campaign

<u>Safe Steps & How EWS1294 Works</u>	H.E. Seak Vichet declares that NCDM will work with PIN, WFP and other partners to reduce the risk of natural disasters and promote EWS1294 to more Cambodian citizens.	PIN Communications team
<u>Safe Steps: The Do's & Don'ts during heavy rain and flooding</u>	Mr. Benjamin Wohlauser, Deputy Chief of Mission, US Embassy in Phnom Penh, talks about the support of the US government in ensuring safety from natural disasters in Cambodia.	
<u>Interview with WFP</u>	Mr. Kurt Burja explains the target group of the campaign and how it will serve as an educational platform on natural disasters for many people in Cambodia.	
<u>Teaser #1 to NDSS Campaign</u>	A short video teaser about NDSS campaign.	
<u>Teaser #2 to NDSS Campaign</u>	A short video teaser follow-up on NDSS campaign.	

Local Media Production

<u>EWS1294 in Rattanakiri</u>	Produced by Bayon TV Cambodia, this video shows the situation in Ratanakiri province during the rainy season by interviewing community members about their use of EWS1294.	Bayon TV Cambodia
<u>Bayon TV Cambodia Live News: EWS1294</u>	The video shows a live newscast produced by Bayon TV Cambodia. They stressed the importance of registering for EWS1294, especially for people who live near rivers that are easily flooded during the rainy season.	
<u>VAYO FM: Interview with PIN Cambodia on EWS1294</u>	The video is a short interview with PIN Cambodia to introduce the EWS1294 system, how it works and its benefits. The video describes, step by step, how the system works, from monitoring floods to issuing alerts to EWS1294 subscribers.	Vayo FM



Cellcard Produced Materials

<u>Register to EWS1294 Now!</u>	The Cellcard's Influencer Ms. Hong Sreykich (Mina) presents EWS1294 and encourages people to sign up.	Cellcard Team
<u>Be Prepared for Natural Disasters, Subscribe to EWS1294</u>	The short-animated video reminds you how to register for EWS1294.	
<u>What is in your Emergency Kit?</u>	Influencer Mr. Lay Bunleng explains how to prepare your emergency kit in advance.	
<u>Be Prepared & Stay Safe from Natural Disasters</u>	The influencer Mr. Sopheak Chheng talks about the importance of being safe from natural disasters and encourages people to subscribe to EWS1294 and follow safety steps.	
<u>Tuk-tuk Campaign promotion</u>	The Influencer Mr. Seak promotes the tuk-tuk campaign that was conducted in Phnom Penh to encourage citizens to register to EWS1294 for free.	
<u>World Tsunamis Day 2021</u>	The Influencer Mr. Lay Bunleng shares some educational information about tsunamis and safety from natural disasters. He encourages people to register for free to EWS1294.	

Training videos for NCDM/PCDM

<u>Training Video: How to Set Up and Train Village Disaster Management Groups</u>	Ms. Mech Sreylakh explains to NCDM and PCDMs how to set-up and train Village Disaster Management Groups to increase the number of EWS1294 subscribers in a community.	Consultant: Tim Ha
<u>Training Video: How to conduct a successful Communications campaign</u>	This video aims to train NCDM in conducting successful Communications campaigns, particularly on social media. It provides detailed and useful step-by-step information on how to create a communications campaign, based on the NDSS Campaign.	Consultant: Andrew Ball



Annex 3: Tuk-Tuk Campaign in Phnom Penh



The Tuk-Tuk campaign was implemented by a consultant, Mekhala Radiant Communications. The campaign also implemented an offline activity through an activation campaign using 32 tuk-tuks to help raise awareness in Phnom Penh on Cambodia's Early Warning System (EWS) 1294. Attached are some images from the tuk-tuk campaign. Moreover, attached are some media cards created for the tuk-tuk campaign:



The next set of images are preview slides from the Tuk-Tuk Campaign Report.





KEY Message & Artwork



Results

Campaign Reach



- Size of Banner: 0.4m x 0.9m
- Time Displaying Per Day: 6:00 a.m. - 6:00 p.m.
- Where in Phnom Penh: AEON 2, Arlhuat Ferry Park, Boeung Kang, Boeung Solang, Boeung Trabek, Chom Chao, Chroy Changkrav, Olympic, Orinsey, Kandali Market, Samaki Market, Central Market, Drouk Thkov, Sovanna Market, Shuang Mean Chay, Took Thla, Toul Tom Poung, Wat Phnom
- Total Reach of the Campaign: 2,143,591 living in PP. (The Campaign reached 30% of the total population in Phnom Penh)



Recommendation

To ensure the better outcomes of the next campaign, we suggest:

- **Duration:** We suggest to run the tuk-tuk campaign for at least 3 months (average), with such duration our campaign will be extensively reached among the public and locals in Phnom Penh.
- **Numbers:** We suggest to run 50 tuk-tuks per each campaign to make sure that our key message is widely spread and locals get to know more about EWS1294.
- **Key message & Visual:** Apply the 5s rule, as audiences didn't have enough time to read the whole things (as some might spot the advertising during their traveling). It's best if we could use those five seconds to focus solely on the most important message. So, they could have a better understanding of the campaign. A clean and neat background is also recommended.



Annex 4: Monthly Social Media Template

A monthly social media plan was created throughout the duration of the campaign. This plan was a helpful tool that guided the team with what kind of contents were to be posted and what kind of graphic design would go along with the posts.

EWS 1294: Natural Disaster Safe Steps Campaign

Day-to-Day Plan

Month: October 2021

LOGOS for Visibility: NCDM, USAID, WFP, and PIN + Cellcard (Content Partner)

MAIN DISCLAIMERS TO USE IN ALL POSTS	
ENGLISH	KHMER
EWS 1294 is funded by the European Union Civil Protection and Humanitarian Aid, Ministry of Foreign Affairs of the Czech Republic, Swiss Agency for Development and Cooperation (SDC), UNDP, and USAID. The system is operated by the National Committee for Disaster Management (NCDM) and People in Need (PIN) Cambodia.	ប្រព័ន្ធប្រកាសឱ្យដឹងមុន ១២៩៤ ត្រូវបានផ្តល់មូលនិធិដោយ European Union Civil Protection and Humanitarian Aid ក្រសួងការបរទេសនៃសាធារណរដ្ឋឆែក ទីភ្នាក់ងារស្វ័យសម្រាប់ការអភិវឌ្ឍ និងកិច្ចសហប្រតិបត្តិការ អង្គការយូអិសឌីភីប្រចាំកម្ពុជា និងទីភ្នាក់ងារសហរដ្ឋអាមេរិកសម្រាប់ការអភិវឌ្ឍអន្តរជាតិ។ ប្រព័ន្ធនេះត្រូវបានដំណើរការដោយគណៈកម្មាធិការជាតិគ្រប់គ្រងគ្រោះមហន្តរាយ និងអង្គការភីនកម្ពុជា។
The Natural Disaster Safe Steps (NDSS) Campaign is funded by USAID, supported by the World Food Programme, and implemented by the National Committee for Disaster Management (NCDM) and People in Need (PIN) Cambodia.	យុទ្ធនាការ ជំហានសុវត្ថិភាពកាត់បន្ថយហានិភ័យគ្រោះមហន្តរាយ ត្រូវបានផ្តល់ថវិកាដោយទីភ្នាក់ងារសហរដ្ឋអាមេរិកសម្រាប់ការអភិវឌ្ឍអន្តរជាតិ គាំទ្រដោយកម្មវិធីស្បៀងអាហារពិភពលោក និងអនុវត្តដោយគណៈកម្មាធិការជាតិគ្រប់គ្រងគ្រោះមហន្តរាយ និងអង្គការភីនកម្ពុជា។
Cellcard is PIN's content partner and hence, any content produced with Cellcard would be the sole responsibility of PIN and Cellcard, and does not reflect the views of the donors of the EWS 1294 and the Natural Safe Steps Disaster campaign.	ក្រុមហ៊ុនសែលកាត គឺជាដៃគូផលិតមាតិការបស់អង្គការភីន ដូច្នេះរាល់មាតិកាដែលបានបង្កើតឡើងជាមួយសែលកាតគឺជាទំនួលខុសត្រូវតែមួយគត់របស់ភីន និងសែលកាត និងមិនឆ្លុះបញ្ចាំងពីទស្សនៈរបស់ម្ចាស់ជំនួយនៃគម្រោងប្រព័ន្ធប្រកាសឱ្យដឹងមុន១២៩៤ និងយុទ្ធនាការជំហានសុវត្ថិភាពកាត់បន្ថយហានិភ័យគ្រោះមហន្តរាយឡើយ។
HASHTAGS #	
Technology for Safety	បច្ចេកវិទ្យាដើម្បីសុវត្ថិភាព



WEEK/ DAY	CONTENT/ ACTIVITY	MEDIA	MESSAGE/CAPTION	PLATFORM
Week 1:				
1	EWS1294 Interview by VAYO FM	Video interview	<p>English:</p> <p>We are grateful for our friends at @VAYOFM for allowing us to share information about #EWS1294. Indeed, this technology can save lives. Watch the video to learn more about the Cambodia's Early Warning System.</p> <p>The EWS1294 is funded by multiple international donors and is operated by the National Committee for Disaster Management (NCDM) and developed by People in Need (PIN).</p> <p>#TechnologyforSafety</p> <p>Khmer:</p> <p>យើងសូមអរគុណចំពោះមិត្តភក្តិរបស់យើងនៅស្ថានីយវិទ្យុវាយោ ដែលអនុញ្ញាតឱ្យយើងចែករំលែកព័ត៌មានអំពី #ប្រព័ន្ធប្រកាសឱ្យដឹងមុន ១២៩៤ ។ ការពិតបច្ចេកវិទ្យានេះអាចជួយសង្គ្រោះជីវិតមនុស្សបាន។ មើលវីដេអូដើម្បីស្វែងយល់បន្ថែមអំពីប្រព័ន្ធប្រកាសឱ្យដឹងមុន ១២៩៤នៅកម្ពុជា។</p> <p>ប្រព័ន្ធប្រកាសឱ្យដឹងមុន ១២៩៤ ត្រូវបានផ្តល់មូលនិធិដោយម្ចាស់ជំនួយអន្តរជាតិជាច្រើននិងត្រូវបានប្រតិការដោយគណៈកម្មាធិការជាតិគ្រប់គ្រងគ្រោះមហន្តរាយ និងបង្កើតឡើងដោយអង្គការភីន។</p> <p># បច្ចេកវិទ្យាដើម្បីសុវត្ថិភាព</p>	EWS FB
4	Tuk-Tuk campaign launch	Poster - can make a collage photo or choose one photo as poster	<p>ENGLISH:</p> <p>We are proud to present our tuk-tuk campaign to promote Cambodia's Early Warning System</p>	EWS & PIN FB page



			<p>(EWS) 1294, a lifesaving tool that provides early warning messages to those registered, about incoming rains and floods.</p> <p>Watch out for these tuk-tuks to learn more about EWS1294!</p> <p>This campaign is funded by the World Food Programme and USAID. It is led by the National Committee for Disaster Management (NCDM) and supported by People In Need (PIN).</p> <p>#TechnologyforSafety #NaturalDisasterSafeStepsCambodia</p> <p>KHMER:</p> <p>យើងពិតជាមានមោទនភាពក្នុងការចែករំលែកអំពី យុទ្ធនាការតុកតុកក្នុងការផ្សព្វផ្សាយប្រព័ន្ធប្រកាសឱ្យដឹងមុន១២៩៤ ដែលជាប្រព័ន្ធសង្គ្រោះជីវិតដែលផ្តល់ព័ត៌មាន អំពីភ្លៀងធ្លាក់ និងទឹកជំនន់ទៅដល់អ្នកដែលបានចុះឈ្មោះទៅក្នុងប្រព័ន្ធ ។</p> <p>សូមរង់ចាំមើលនូវតុកតុកទាំងនេះដើម្បីស្វែងយល់បន្ថែមអំពីប្រព័ន្ធប្រកាសឱ្យដឹងមុន ១២៩៤។</p> <p>យុទ្ធនាការនេះត្រូវបានគ្រូបង្រៀនផ្តល់ចំណេះដឹងដោយកម្មវិធីស្បៀងអាហារពិភពលោកនិងទីភ្នាក់ងារសហរដ្ឋអាមេរិកសម្រាប់ការអភិវឌ្ឍអន្តរជាតិ និងអនុវត្តដោយគណៈកម្មាធិការជាតិគ្រប់គ្រងគ្រោះមហន្តរាយ និងអង្គការភីនកម្ពុជា។</p> <p>#បច្ចេកវិទ្យាដើម្បីសុវត្ថិភាព #យុទ្ធនាការជំហានសុវត្ថិភាពកាត់បន្ថយហានិភ័យគ្រោះមហន្តរាយ</p>	
5	Pchum Ben post	Poster	With EWS1294 logo greeting	



Annex 5: The Natural Disaster Safe Steps (NDSS) Campaign Event

1. Concept Note: Natural Disaster Safe Steps (NDSS) Campaign Concluding Event

The “Natural Disaster Safe Steps” is a 6-month campaign that aims to be a learning and advocacy platform, sharing knowledge through awareness messaging on various medium focusing on proper response to disaster.

As the campaign comes to an end in December, an online event will be a good avenue to officially wrap up the campaign –share some highlights from the campaign and reflect on the overall experience and learnings from the relevant stakeholders. Moreover, the event will further promote Cambodia’s Early Warning System (EWS) 1294 as a means of communication platform for early warning messages in preparation for incoming natural hazards.

The Natural Disaster Safe Steps campaign funded by the USAID Bureau for Humanitarian Assistance (BHA) and World Food Programme (WFP), and implemented by the National Committee for Disaster Management (NCDM) with support from People in Need (PIN) Cambodia.

The event will be a hybrid (limited audience at the physical event and to be live-streamed). The virtual side of the event will be hosted via ZOOM with/and/or Live Facebook Stream.

To officially wrap up the campaign, the National Committee for Disaster Management (NCDM) with support from People in Need (PIN) will host a virtual event/webinar to reflect on the campaign, discuss Cambodia’s current action towards disaster risk reduction, and way forward toward strengthened disaster management in the country. This webinar will also be a platform to raise awareness about disaster preparedness and showcase the best practices led by Cambodia, and promote the Early Warning System (EWS) 1294.

The webinar will be live on EWS’ Facebook page.

The VIPs and Speakers are as follows:

Institution/Organization	Name, Title
Government	
National Committee for Disaster Management (NCDM)	H.E. Seak Vichet Deputy Secretary General Mr. Sam Poev Head of Department
Ministry of Posts and Telecommunications	H.E. Sarn Vy Undersecretary of State



Organizations/Others

People in Need (PIN)	<p>Mr. Jan Mrkvička Relief and Development Department Director</p> <p>Ms. Michaela Kupkova Regional Director for Asia</p> <p>Mr. Lukas Laube Country Director</p> <p>Mr. Jakub Smutny Head of Programmes</p> <p>Ms. Sreylakh Mech EWS Project Coordinator</p>
Smart Axiata Company Limited	<p>Mr. Sary Yusos Head of Regulatory Affairs Smart in Cambodia</p>

2. Event Agenda

TIME	ACTIVITY
08:00am – 09:00am	<p>Honorable Guest Arrival</p> <ul style="list-style-type: none"> - Guest Arrival - Registration
09:00am – 09:05am	<p>Opening Ceremony</p> <p>National Anthem</p> <ul style="list-style-type: none"> - MC will announce everyone to stand up for respect Cambodia National Anthem - And then MC will introduce and greeting with respectful to honor guest and everyone
9:05am – 09:15am	<p>MC Opening Remark</p> <ul style="list-style-type: none"> -MC to welcome everyone and briefly introduce the program and the event



09:15am – 09:20am	Opening Remarks by People in Need (PIN)
09:20am - 09:25am	Opening Remarks by Ministry of Posts and Telecommunications (MPTC)
09:25am – 09:40am	Opening Remarks by National Committee for Disaster Management (NCDM)
09:40am – 09:50am	VIDEO: Early Warning System (EWS): Natural Disaster Safe Steps (NDSS) Campaign Summary
09:50am – 10:05am	<u>A Brief Wrap-Up of the NDSS Campaign: Achievements & Lessons Learned</u> PANEL: People in Need (PIN) MODERATOR: MC
10:05am - 10:25am	Coffee Break
10:25am – 11:30am	DISCUSSION SESSION: Cambodia's Works & Efforts in Disaster Risk Management and Preparedness & the Early Warning System (EWS) 1294 Pre-panel discussion: <u>Video on the Early Warning System (EWS) 1294 and How it Works</u> by People in Need (PIN) <u>Supporting Presentation on the National Action Plan</u> by Mr. Sam Peou, Head of Department, National Committee for Disaster Management (NCDM) PANEL: NCDM, MPTC, PIN, SMART MODERATOR: MC
11:30 am-11:40am	Q & A
11:40am – 11:45am	VIDEO: <u>Early Warning System (EWS) 1294 Personal Story</u>
11:45am– 11:50am	Summary and Conclusion by People in Need (PIN)



<p>11:50am – 12:00pm</p>	<p>End Program</p> <ul style="list-style-type: none"> - Lunch Time - MC closing event
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3. Brief Report on the NDSS Campaign Concluding Event

On January 27, the NDSS Campaign Closing event was attended by 50 participants at the event hall and 40 guests who joined via Zoom and 4,180 reaches and 413 engagements on the Facebook Live (on the EWS1294 Facebook page). The event was hosted by DJ Nana, a renowned local influencer in Cambodia and who is an honorary ambassador of Plan International Cambodia, was the MC of the event. The event was managed by a technical team of consultants from Kouprey Creative Solutions. The programme was developed by PIN with support from NCDM, WFP, and USAID.



The discussion was kicked off by a short presentation by Ms. Sreylakh Mech, EWS Project Coordinator, on the achievements and some insights from the online campaign. During the presentation, she highlighted the different activities of the campaign from online posting on the EWS Facebook page and the activation tuk-tuk campaign.



The main panel discussion was then followed, with the presence of His Excellency Sarn Vy, Undersecretary of State, Ministry of Posts and Telecommunications (MPTC); His Excellency Seak Vichet, Deputy Secretary General, National Committee for Disaster Management (NCDM); Mr. Jakub Smutny, Head of Programmes, People in Need Cambodia; and Mr. Sary Yusos, Head of Regulatory Affairs, Smart in Cambodia.



The discussion focused on the Early Warning System 1294, the achievements, lessons learned, and the way forward. MPTC highlighted the importance of EWS1294 as the tool for sharing early warning messages to vulnerable communities during times of hazards and emergencies. In this discussion, His Excellency encouraged that telecommunication companies in Cambodia should look into supporting this platform through SMS broadcasting.



PIN pointed out that strong coordination with the national government and other stakeholders in the sector can definitely strengthen EWS1294 and ensure safety of all during natural disasters. NCDM highlighted that the EWS1294 will continue to play an important role in disaster risk reduction in Cambodia. In order to reach more people, NCDM will work closely with MPTC and other stakeholders to make the system more inclusive, one of which will be to explore SMS Broadcasting. This indeed is a way forward for the national EWS technology. In the panel, a representative from Smart Axiata was present. Mr. Yusos talked about how good and well-maintained infrastructures play an important role in ensuring the stability of cellular networks. He also encouraged the general public to be more careful of the cellular towers to ensure a stable network.

The event was then wrapped up by Ms. Michaela Kupkova, Regional Director for Asia, People in Need Global. She highlighted the leadership of NCDM in Cambodia's disaster risk reduction and management sector.



Cambodia's Early Warning System does not end here. It will continue to improve and evolve into a technology that will embody safety, and ensure the safety of all communities in Cambodia.

The online event had reached **4,180 people** on EWS1294's Facebook page with **413 engagements** and **27 shares**. In addition, during the panel, a live question and answer was hosted via Sli.do, with a total of 20 questions and with 43 participants on the platform.

The full recording of the event was posted on the EWS1294 Facebook page.





ប្រព័ន្ធ
ប្រកាសឱ្យ
ដឹងមុន ១២៩៤
ការប្រកាសឱ្យដឹងមុន
មុនការបោះឆ្នោតជាតិ



Thank You!

1294
EWS



ប្រព័ន្ធ
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1294 EWS

This report was prepared by People in Need Cambodia in February 2022.