

## Sound Practice No.5

### Bogotá with the feet on the land

#### 1. Overview

##### Aim

In the framework of the General program to Strengthen Bogotá's Response Capacity to a Major Seismic Event, Bogotá, Feet on Land is part of the formulation and implementation of a massive and interpersonal communication plan to support educational processes in the theme of earthquakes and promote strategic institutional, academic and private enterprises alliances in order to prevent a major disaster.

##### Summary

The Institutional Communication Integral Plan (PICI in Spanish) main purpose is to support the Direction for the Prevention and Attention of Emergencies (DPAE) work as well as Bogotá's Fund for the Prevention and Attention of Emergencies (FOPAE) and the System for the Prevention and Attention of Emergencies (SDPAE) in the construction of risk prevention and attention of emergencies culture using mass media, academic activities and alliances that will reduce, mitigate and control natural phenomena and human hazards within the community.

The main areas within the PICI are:

- Communication (radio, press, television, internet, special publications)
- Education (support through socio-cultural animations, training, special events)
- Social participation and community empowerment (education and communication)
- Political and institutional development (Strategic alliances, cooperation)
- Inter-institutional and inter-sectarian articulation (Strategic alliances, cooperation)

Through these lines, the goals will be to handle efficiently all the information and documentation related to risk management; to strengthen the incorporation of risk management contents within the public education system and support communitarian processes; to identify requirements and strategic alliances nationally and internationally; and to communicate through media information related with risk management and attention of emergencies in Bogotá.



The creative concept of this campaign and its communication pieces are based on the slogan "Bogotá foot on land" and on an analogy with game playing and real life, with the message "Your life is not a game: An earthquake can not be controlled, but you can be prepared". The practice is directed to design material and divulge information in mass

media with the objective to promote a self-protection culture. It communicates what ought to be done before, during and after an earthquake. It is planned to be concluded in three years (2005-2007).

## 2. Significant Background Information

The PICI is the answer to the third objective in *The General Program to Strengthen Bogotá's Response Capacity to a Major Seismic Event (2005-2007)* which includes Public Information to enhance Community Resilience and intends to promote a more effective integration of prevention and self protection practices in the cultural setting of the city of Bogotá thus developing and strengthening the capacities and resilience at the community level. The strategy addresses different sectors of the society such as the NGOs, education, industry, media, the public sector and the local administrations of the 20 localities in Bogotá. Through this plan a solid communication strategy is consolidated in order to unify the criteria to handle risk management in all the sectors of the city.

Article 28 within Decree 332, 2004 that regulates the system for the prevention and attention of emergencies in Bogotá establishes the functions of the committee in charge of social, educative and communitarian activities. This committee's mandate includes:

- Boost response organizational capabilities within the different communities;
- Organize special programs for awareness raising and education of citizens in risk management,
- Promote and coordinate alliances with different communitarian organizations;
- Promote practices to guarantee the right to live under safe conditions;
- Promote programs to fortify clear information to citizens and cooperate in the decentralization process that characterizes the new approach to risk management and attention of emergencies in Bogotá.

The PICI aims at responding to some of the requirements established in this decree.

## Significance

Previous simulation exercises have identified risk communication as weak and ineffective, PICI is the strategy proposed by the commission in charge of communications in the DPAE to consolidate efforts and a new perspective to effectively communicate risk. The importance of this communication plan consists in its emphasis on how clear and consistent information may have positive effects over the citizens of Bogotá and how people may become conscious about risk and embrace a culture that defends the right to live under safe conditions.

## 3. SP Details

As already mentioned, PICI is a risk communication strategy in support of the whole Bogota's disaster risk management system (SDPAE, FOPAE and DPAE). It promotes partnerships and alliances with different stakeholders and institutions. It is supported by

a mass media campaign and academic activities to build a risk prevention and attention of emergency culture that will allow the community to reduce mitigate and control natural catastrophes and human-made hazards.

## **Fundaments**

This communication plan focuses on increasing public awareness towards risk prevention and attention of emergencies caused by human intervention and natural phenomena. It is based on three main fundaments:

1. Bogotá's residents tend to show a lack of interest and an absence of concern in thoroughly knowing about natural disasters and disasters caused by human intervention. The strategy aims to change a deep-rooted tendency and promote a prevention culture capable of responding properly in case of emergency. Based on the belief that human behavior may be changed through sound educational processes, this strategy sets forth an analysis of the current life styles and patrons in the city in order to identify the elements to be changed.

It is important to interpret human life styles and behaviors as the result of complex cultural matters. These processes are determined by social, political and cultural structures at different levels. The plan considers essential to know how human actions and environmental conditions are life patrons influenced by social and family history, by culture and socioeconomic conditions. These conditions are important references for the action plan and especially for the elaboration of different communicational materials. This Plan recognizes how life styles change slowly and demand a mixture of educational, communicational, logistic, economic and environmental interventions capable of introducing, supporting and promoting those behavioral changes and life style transformations. Therefore, this is not uniquely a mass media campaign since it must operate hand in hand with other processes.

2. This practice also recognized the necessity to develop a complex research phase. This research phase should determine a diagnostic or base line for the entire communicational plan and, at the same time, it should offer tools to calculate actions and measure results. On one hand, questionnaires on public perception about risk management in Bogotá were elaborated in order to have concrete evidence about the knowledge of risk and emergency among citizens. On the other, the research phase inquires how present is the image of the institution that handles this subject in the capital, i.e. DPAE. Finally, strategies were created in order to measure the effectiveness of the educational activities that are currently taking place.

3. The Plan also bases on the belief that knowledge about these matters may impulse a change within the community since it will initiate awareness toward risk prevention. Within the Integral Plan of Institutional Communication, citizens, groups and institutions progressively become subjects who build and produce well being based on communication, information and who take action.

## Bogotá: Feet on Land



The slogan of the communication strategy **Bogotá: Feet on Land** and its logo intend to become a referent of this campaign in the short and long term. The sentence remarks the importance of common sense, serenity and prudence as necessary virtues to deal successfully with risk situations such as earthquakes. The purpose is to carry out a non-alarmist campaign. The colors chosen for the slogan, yellow and red, are the same colors of Bogotá's flag, therefore it circumscribes the campaign to the district. The other sentences to be used in the campaign "**Your life is not a game**" and "**An Earthquake can not be controlled but you can be prepared**" generate expectation, and together with the entire image proposal, invite to be alert and prepared for emergencies.

Bogotá is located in a complex seismic landscape, as it stands near to several fault systems like Borde Llanero, Romeral and Salinas Suárez among others. Following the General Study on Seismic Hazard in Colombia (INGEOMINAS, AIS, 1997) Bogotá is considered as an intermediate hazard zone. Given the high vulnerability of the city, seismic risk is considered the one with the highest political, social, environmental and economic costs. In spite of this, citizens are not prepared to respond in such an event because there is scarce conscience about this risk and others that affect the city.

This strategy considers that it is necessary to demystify this kind of phenomena and learn that effective preventive measures will help to keep control during and after a seismic event. The starting point of the whole campaign is to generate mechanisms to mitigate fear. Since earthquakes are impossible to predict and there is no reaction time, the fear created among people is enormous. Panic control plays a key role in these situations and campaigns for the mitigation of fear are necessary. An emergency must be an opportunity to build trust within citizens and this is objective of the PICI.

### Research Phase

The research phase (2005) was developed through a public contract with the National Center of Consultancy. Through a massive statistical survey in Bogotá, the DPAE aimed to determine the knowledge city inhabitants have about risk prevention. The poll surveyed 1.200 people from 20 different localities. A special questionnaire for children was also formulated and 800 students from different schools around the city answered it. The results were used to determine institutional policies, educational campaigns and training campaigns for Bogotá's population.

This survey aims to become a parameter to judge the perception of the community about the institutional work-efforts around hazard management. And it will become an important referent to understand the level of knowledge achieved after education

processes and the mass media role when informing about these topics to the community. The results were as expected:

- 1. There is little knowledge about this phenomenon within the communities,**
- 2. People do not know what to do before, during and after an earthquake, and**
- 3. There is little information about the risk management institutions.**

### **Six Master Moves**

The second phase (2006) consists in designing material to inform what ought to be done before, during and after an earthquake. The Six Master Moves is a large scale campaign, which according to a survey with Data Tiempo and Transmilenio, has had a 68% of reception. The material has been divulged through the transportation system Transmilenio, Radio programs, community centers, schools, district entities and private enterprises. One of the most original elements is that some of the material designed has retrofitting mechanisms which means it has stimulated the participation of the community. This gives a social profile to the campaign.

The third phase (2007) aims to develop and implement the six master moves in the different sectors, especially those related to what should be done before an earthquake. This means that the actual implementation of all the safety procedures already informed will be promoted.

The Six Master Moves are the following:

- a. Safe Home: secure articles or furniture that may injure you.
- b. Design a risk management plan for your home, work and school.
- c. Prepare an emergency kit
- d. Safe Building: identify structural problems in your house or building.
- e. During an earthquake: protect yourself under a strong table or in previously identified safe area
- f. After an earthquake: evaluate the situation and act.

### **Communication Strategy and Alliances**

In light of the survey, the PICI initiated a process of identifying the most effective and incisive strategy to maximize resources and coordinate institutional, entrepreneurial and mass media organizations. The strategy sought alliances and agreements with important enterprises which would contribute from their own fields of action.

In this course of action types of alliances were sought: free press (free broadcasting in radio and television, and free newspaper publications); strategic alliances (agreements to pay only prime resources and seek for free distribution, broadcast and publication or share expenses with enterprises with similar objectives); publicity and promotion (look for sponsors for the material created in the strategy).

For example, as part of this plan FOPAE and EL TIEMPO Editorial House established

an association agreement (N° 464, 2005) to develop a consciousness campaign through press media, radio, television and internet with the objective of communicating to the population of Bogotá the message about the importance of being informed and prepared for a possible earthquake event. A similar agreement has been established with Caracol Radio, Minuto de Dios Radio and local television channels and radio stations.

### **The Action Plan**

The PICI aims to design strategies to cover the following fields: strategies for the DPAE, strategies for children and young audiences, strategies for the community and strategies for enterprises. All of the strategies focus on generating a common language with the different communities in order to establish a real communication scenario. These strategies also aim to achieve clear and precise information channels and it also emphasizes on a game and entertaining approach to information. All in all, they aim to become part of all the citizens' lives and to generate new habits and awareness towards risk.

### ***Strategies for the DPAE and General Public***

The PICI aims to develop different activities within the DPAE such as: impulse surveys to measure the knowledge citizens have about this institution, find a new name for the institution, open a single phone number for the institution, create an information center, redesign the web page, systemize information, initiate an internal newsletter, use information boards, create a DPAE character, program workshops with journalists, establish a FAQ electronic and printed system, develop a manual for the corporate image and an electronic newsletter. The following are examples of how these activities were thought:

#### **Internal newsletter**

The purpose of this newsletter is to create an adequate organizational climate within the institution through printed material. The publication is produced, designed and elaborated as an 8 pages long monthly internal bulletin which includes information about administration, psychology, entertainment, well-being and health, among others. So far this newsletter has been delivered to DPAE functionaries within the first five days of every month.

#### **DPAE Character**

The purpose of creating an institutional character is to make communication easier and more amiable. This character is to be used in booklets, T.V and radio programs. This kind of strategy tends to cause a positive impact within the different communities and at institutional levels.

## Strategies with Kids and Young Audiences

The PICI aims to develop different activities to promote a safe lifestyle within children and young people: animated television series, radio programs for this audience, reading contests and alliances with publishing houses, stands in the Science Museum Maloka, Programs in the airport television network, contests and radio contests, television and press and children theatre and puppet shows in the different localities. The following are examples of how these activities were thought:

### Television series



Animated series are used as a result to approach young audiences and educate them with all the information about topics of risk prevention and emergency attention. This information will save lives in case of a disaster and improve kids and families well-being.



The series called “To prevent is to live” develops a special topic for every five minute chapter where the main characters Yon Juan Carlos (a cockroach), his wife Cuqui, their pet Motas José, a black kid Wason and the brigadier Tatianangela will show how to prevent risk situations and what to do in such cases. The program guides the young audiences through emergency situations.



Some of the questions to be answered are through these programs: What is the cause of an earthquake and what should we do in this event? How can we diminish risk when inundations and floods occur? What should we do in case of fire? How to elaborate a family program in case of emergency? What to do in case of a massive evacuation?



### Reading contest



This is the first reading contest on risk prevention topics searching to motivate over 120,000 boys, girls and adolescent population from different district's schools to create comic drawings and texts after reading one of the three publications in the Pietra Terrosa collection. The “Pietra Terrosa” collection is a specially designed publication for elementary kids with the intention of allowing them to recognize their environment and learn how to reduce risks.

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## **Strategies for the Community**

The following are the activities planned in the PICI to generate a conscious and empowered community in face of risk situations: Radio soap operas, printed leaflets, information modules in transportation stations, special television and radio programs such as “Boletín del Consumidor”, articles in newspapers, short films, institutional television messages. The following are examples of how these activities were thought:

### **Newspaper publications**

Promote updated knowledge about the programs, projects and activities organized by the DPAE in Bogotá. At least two special publications are going to be issued about specialized topics coordinated by DPAE.

### **Television specials**

Television programs will deliver opportune, educational and updated information to a broader audience, from all social backgrounds and locations about the specialized topics coordinated by the DPAE. Programs will provide information about the different hazards, about the activities that district administration develops to protect Bogotá’s inhabitants and they offer basic information on what to do before, during and after one of these events.

### **Radio Specials**

Radio is a media that guarantees access to vulnerable localities and social marginal sectors. Radio Specials aim to reach the community with updated information and clear instructions on how to prevent risks and attend emergencies. The series called *Emergencies: A Space to Inform and Orient the Community about Risk Prevention and Emergency Attention* was produced in the Minuto de Dios Radio Station. This initiative was designed as a three phase proposal, each phase per year, exploring different formats that respond to the communication needs about risk management.

Phase one was launched by the end of 2004 with the PICI implementation as an informational series about the principal hazards that city inhabitants are exposed to. The ten programs used an interview format, in which relevant characters were interviewed; at the same time, different aspects about the menace were explained to the audience in 3 sections: 1. What is the hazard and why is it generated? 2. What is the city doing to reduce this menace? 3. Recommendations and 1 minute tips about what to do before, during and after the emergency. The leading newscaster guided the dialogue with questions, and allowed the participation of members of the DPAE Public Information team, who followed a pre-established script with specific questions for each section.

The programs were distributed around local and communitarian radio stations like the National Police Radio Station, Stereo Alternative Station from the Colombian Army, covering the most vulnerable groups of the city.

The third part of this series will be addressed to children, including the participation of school communities that had already implemented successfully the Scholar Plan on Risk Management

During 2005, 10 programs were developed about appropriate reactions to emergencies in 5 different selected localities, including information about achievements and mistakes in real situations. The topics for this 12 minute programs included earthquakes, landslides, floods fires, technological risk, massive events, School Plan for Risk Management, Family Plan for Risk Management, Emergencies Local Committees, District System of Prevention and Attention of Emergencies.

During 2006, the PICI will produce 10 new programs with the format of radio soap operas especially addressed to low income strata. This responds to the high audience they generate, even if they demand complex production efforts and costs.

### **Activities with journalists**

The Plan includes training activities for communicators and journalists with the purpose of generating a common language between media representatives and all SDPAE institutions. The objective is that everyone becomes familiar with risk prevention and attention of emergencies and with the activities, projects and programs of the DPAE

### **Local divulgation plan**

This local plan is part of the Institutional Communication Integral Plan –PICI, it responds to the necessity to get to the different city localities through their local media, since these communities tend to prefer those vehicles. The objective is to use the local media to broadcast radio and television programs produced by DPAE, and deliver publications and contents in these communities, so that they have immediate access to risk prevention information.

### **Strategies for Business Men**

The PICI aims to develop different activities to impulse a collaboration climate within the business sector in the city towards the disaster management and attention of emergencies: an electronic newsletter, strategic alliances with educational institutions and enterprises, coordination of different enterprises, national and local press alliances, exhibition of the material in the different institutional television networks.

### Electronic Newsletters



Newsletters are vehicles to maintain permanent contact with specialized communities by sending updated information about local, regional and international activities and developments on prevention and attention of emergencies.

### Strategic alliances

In order to develop agreements with public institutions and private companies, located either in the District or Nation, it is essential to design and execute promotional and educational campaigns addressed to the entrepreneurial and business community, as well as institutions and population in general. It has been planned to use campaign materials inside the institutions, in attending rooms of places like EPS (Basic Health System), banks and corporations. In other cases, press departments of local mayor offices will be able to support communication projects.

### Sponsors

The main promoters and responsible organizations for the Integral Plan of Institutional Communication are: Direction for the Prevention and Attention of Emergencies (DPAE), Bogotá's Fund for the Prevention and Attention of Emergencies (FOPAE) and System for the Prevention and Attention of Emergencies (SDPAE).

Since this project involves so many different actors and institutions, the Plan has alliances with enterprises, academic institutions and others that contribute to the different development phases of the program. The United States Government has contributed with 25,000 printouts.

Other key players in the PICI are: 20 Local communities, particularly the locality of Usme, Transmilenio transportation system, the Universidad Nacional de Colombia, EL TIEMPO, National Police Radio Station, Stereo Alternative Station of the Colombian Army, Bogotá's Council, Districtal entities, Schools, Universities, local mass media stations, local mayor's offices, entities from the Prevention and Attention District System, local emergency committees, CADES, Supercades, community television channels (Parabólica Venecia, Parabólica Tunal, Parabólica Telebolívar, South Communitarian TV, Antenna Chirsat, Bosa TV Channel, Sierra Morena Community Channel), the Institutional Channel, Cablecentro - El Kanal, Superview- Señal Colombia, and the FECODE show *Encuentro* on Channel 1.

### **Target groups and recipients**

- Local communities
- Community leaders
- Public and district institutions
- Private Companies
- Mass Media
- Academic institutions and communities
- Supporting networks
- Children and youngsters

### **Resources**

The total PICI budget to be invested by the end of 2007, including the Training Plan is 1,995,000 US dollars. The DPAAE will assume almost all media and production costs. In some cases print costs, distribution and broadcasting costs can be assumed by channels, media companies or different allies. Additionally, the United States Government has provided funds for 25.000 new prints that were issued at the beginning of 2006.

The Ley de Garantías Electorales (Elections Law) established some contract limitations: no new contracts may be signed until June. During this transition period, a fund raising search among public institutions and private companies who are willing to become part of the PICI divulgation strategy supporting any of the designed activities or projects has been programmed.

### **Dates**

In order to implement objective 3 contemplated in the **Earthquake Response Plan**, (Development of the Citizens Response Capacity) the divulgation plan for 2005 was initiated and corresponds to the first phase of the strategy. "Bogotá: Feet on Land" was launched October 9, 2005 with the publication of the booklet "To Prevent is to Live".

### **Difficulties**

According to Darío Sánchez, the person in charge of coordinating the strategy, there are two main obstacles in the development of this practice. In first place, people in Bogotá do not have a real referent of seismic risk, therefore people do not consider this kind of prevention measures as prior and tend to be little supportive with the institutions that contact them. In second place, the campaign has low resources and has to rely on a cooperation which sometimes results limiting. The original costs of a large scale campaign are much larger than the ones actually available. A much wider coverage is desirable but not possible due to economical reasons. This campaign covers the basic and fundamental aspects and reaches the most vulnerable communities, more or less 35% of Bogotá's population, more effectively.

Another element that should be noticed is that this kind of practice also relies on political willingness which is something that is not always guaranteed. This is why it is important to stress on the fact that this kind of measures are taken to protect basic rights such as the right to live under safe conditions and the right to have a safe city. This will eventually imply a social control over risk management policies.

## Results

### First Phase: 2005

Divulgence campaign “Bogotá: Feet on Land” started on October 9, 2005 and has worked in the following media with the following results:

- Publication of short booklet “To prevent is to live” in EL TIEMPO newspaper, with 300.000 copies delivered to Bogotá citizens. Press releases were held in: EL TIEMPO (on Sundays), DIARIO HOY y DIARIO PORTAFOLIO (on Wednesday).
- Radio publicity announcements in Caracol Radio (Basic Radio Station, Tropicana Estéreo, Radio Reloj, la Vallenata, Bésame, Radio Recuerdos) and television commercials in City TV, the district’s channel (Arriba Bogotá y Citynoticias).
- The information was also included in the special pages of ELTIEMPO.COM (<http://eltiempo.terra.com.co/naci/previncindedesastres/index.html>), and can be permanently consulted by anyone. On November 20, 2005 a chat session at ELTIEMPO.COM with Fernando Ramírez, Guillermo Escobar and Mauricio Veloza representatives of the DPAE was programmed. Over 300 inquiries about seismic risk in Bogotá were attended.
- Over 30,000 additional booklets were delivered by EL TIEMPO. 12,000 posters were posted around 3,500 locations of the city, including government entities, Bogotá Council’s headquarters, District entities, Schools, Universities, mass media, local mayor’s offices, entities related to the Prevention and Attention of emergencies, local emergency committees and national entities among others.
- On a second edition 100,000 copies of booklet ‘To Prevent is To Live were reprinted and 15,000 small posters containing ‘Dominoes’ and ‘Chess’ campaigns.
- Starting July 2006 is estimated that 2,000,000 citizens will see the comics at one of the 100 customer service points, including 18 CADES and 2 Supercades, as well as through different communitarian television channels, the Institutional Channel, Cablecentro, Señal Colombia, and the FECODE show *Encuentro* on Channel 1.

### Second Phase: 2006

This phase started in December 2005 with its creative development focused on the communication campaign “Six Master Game Moves”. It contemplates communication pieces addressed to a wide public: boys and girls, business people and community members.

The results of this second phase are:

- Poster's design, announcements in radio and television, advertisement in public transportation points such as Transmilenio bus stops and mayor stations, as well as publicity for urban bus stops EUCOL (100 ads), Internet banners, comics and a pocket size leaflets.
- In January 2006, a contract for a transition plan designed for the first semester of the year was approved and includes four 30 second long radio announcements in 8 local spaces of the most recognized radio stations.
- Three editions of 5 local newspapers of recognized impact among the popular areas of the city will include promotions of the campaign. Over 100.000 copies of the information leaflet and 20,000 copies of the printed comic strip will be issued.
- Expert consultant Gustavo Wilches-Chaux was hired to support all communicational processes, divulgation and educational activities for the Earthquake Response Plan.
- 180 buses of Transmilenio system incorporated one ad per bus of the domino, chess and logo campaigns. Bus stations and mayor stations installed 100 ads as part of phase 1 and phase 2.
- Website development about seismic risk including updated contents, interactive presentations and links. Technical information was published in April 2006 at [www.conlospiesenlatierra.gov.co](http://www.conlospiesenlatierra.gov.co). An electronic mail was created to attend questions and inquiries.
- 100,000 copies of booklet 'To Prevent is to Live' were reprinted and 15,000 half size posters as well. The printing of 25,000 booklets with funds from International cooperation and the United States Government was also coordinated.
- Development of content and graphic proposals for the new products of the Second Phase of the campaign "Bogotá: Feet on Land".
- Script writing for the printed version of the comic. Design and graphics were planned by March, 2006. Informational leaflet was designed and illustrated.
- Development, design and contents, of the elements that are going to be part of the table game "Master Game", such as printed cards, board design, game instructions, thanks to the support of Gustavo Wilches-Chaux. Over 1,000 game tables are currently under production.
- OIP helped on the publication of campaign advertisements in different newspapers such as 'Action Conjunta' of the Administrative Department of Communal Action (DAAC), Usme's Local Government newspaper 'La Quinta', the Aqueduct magazine, pennons and ads for the Caja de Vivienda Popular.
- Two workshops addressed to 70 people who represent five entities of the community, entrepreneurs and students. Gustavo Wilches lead the workshops, where public was informed on how to be prepared for earthquake events.
- Official presentation of Public Information Protocol focused on earthquakes, developed by Juan Carlos Santacruz. This protocol will start to operate and will be validated with workshops for communicators / media professionals who are part of the different entities of the SDPAE.

- The Geology faculty of the Universidad Nacional de Colombia was contacted, its research group will divulge the campaign and create training processes within the institution.
- A voicemail to attend the increasing citizen's demand of information is planned. Línea Bogotá can be reached by dialing 195. This initiative establishes a direct telephone system to promote a unified network of information.
- Gustavo Wilches-Chaux y Darío Sánchez Posso directed the training on seismic risk in Bogotá and the development of the divulgation campaign for almost all of the employees of the four different DPAE departments. Employees could see an institutional presentation of the campaign with all its representative elements.
- 'To Prevent is to Live' publication is available for any visitor at the DPAE. Educational guides and posters have been delivered to schools, companies, residential buildings and other entities that have requested the material for pedagogical purposes.

#### **4. Relevance to Megacities**

##### **Universality/transferability**

The role of communications within the theme of risk management and attention of emergencies is unquestionable. The PICI is a large scale campaign that may serve as a sound example of a communication campaign that has effective short and long term results. The metaphors chosen by the campaign "feet on earth" and "master game moves" and the logo are symbols that identify the profile of this practice which has the intention to call the people's attention from a non-alarmist standpoint and a day by day perspective. If other megacities are interested in this initiative, they should look for the symbols that can best represent the critical points in their own local context.

##### **Applicability**

The practice relies greatly on cooperation between different organizations and sectors of the community. A sound implementation of this kind of practice must count on a team work with large capacity to settle agreements and convince the diverse sectors of the importance of this kind of procedures. The applicability depends on these small local processes as well as in the availability of a solid institutional structure to promote them. It also should aim to use a common and basic language in order to guarantee a wide reception.

##### **Expandability**

We may consider that mass media and publicity are a world wide reality that must be explored and used for social, cultural and security ends. It is the best way to inform society about institutional processes and scientific research. Since the PICI deals with local and national communication channels, its objectives reach a large portion of citizens.

**Orientation/ Focus**

Formulation and implementation of a massive and interpersonal communication plan in order to support educational processes and promote strategic institutional, academic and private enterprises alliances. The ultimate idea is to make people conscientious of the fact they have the right to live in safe conditions and that this improves their social position.

**Assimilation**

We may consider the response to this practice has been positive and the different sectors involved pronounce themselves content with the process. Part of its success (68% of positive reception) is due to the creative and imaginative languages it promotes in order to present itself as appealing to communities which are not generally acquainted with the theme of risks and emergencies.

**Impact/Effectiveness**

One way to measure the impact and effectiveness of this practice is the fact that successful alliances are still being forwarded. Several private and international entities invest in the development of this practice. A second large scale survey would give more clarity about the impact this campaign has had so far.

**5. Supporting Documentation**

1. DPAD – Interior Ministry
2. National Protocols
3. 7 Book Protocol on Public Information Mass Media
4. System for the Prevention and Attention of Emergencies (SDPAE) . Bogotá Mayor's office. Response Plan to an Earthquake Emergency. November 2002
5. Anderson, W.A. 1969. Disaster warning and communication processes in two communities. *Journal of communication* 19, no. 2: 92 – 104
6. Cardona, O.D. 2001. Public divulgation and information strategy for risk management.
7. National Risk Management Program. Module II. National System for Prevention, Mitigation and Disaster Attention. Nicaragua.
8. From Disasters to a Culture of Risk Management. Módulo I. Asdi. Fusai. San Salvador 2004.
9. Risk Management and Disaster Prevention. Seminary Memoirs, Quito, January, 2001.

**Knowledge Base Coding Reference:**

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