Launch of a Global Campaign: International Awareness Day for Avoidable Deaths (IAD4AD)

On 13 March 2023, the Avoidable Deaths Network (ADN) launched a Global Campaign: International Awareness Day for Avoidable Deaths (IAD4AD). The launch event took place at Texpia Osaka in Izumiotsu, Japan.

The Global Campaign IAD4AD was officially launched by Ms. Mami Mizutori, Special Representative of the United Nations Secretary-General, United Nations Office for Disaster Risk Reduction. The event was attended by more than a hundred participants.
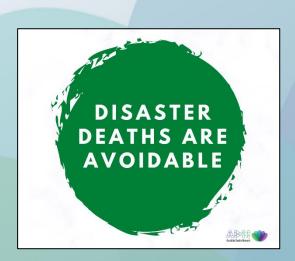
The purpose of this global campaign is:

- To raise the visibility of disaster deaths, especially indirect disaster deaths and missing persons and capture their impact on the lives and livelihoods of the deceased family members;
- To capture the causes and circumstances that lead to disaster deaths so that context-specific interventions can be put in place to save lives;
- To promote the slogan '**Disaster Deaths Are Avoidable'.** They are avoidable through preventable, amenable and risk governance measures; and
- To reduce the actual number of deaths from disasters, value the number of lives saved and the saved lives.

The ADN is a global membership network of experts, practitioners and researchers interested in avoiding human deaths from natural hazards, naturally triggered technological hazards and human-made disasters in low- and middle-income countries.

The ADN is based at the University of Leicester, UK and Kansai University, Japan, and is a member of the United Nations Office for Disaster Risk Reduction (UNDRR) Voluntary Commitment Platform for Sendai Framework for Sendai Targets A and B.

The Institute for Environmental Futures, ESRC Impact Acceleration Account Event/ Networking Fund, Kansai University, and the University of Leicester's Participatory Research – Impact Fund funded the launch event.

Please click the following links for more information:

- ADN
- IAD4AD
- IAD4AD Press Release
- IAD4AD Launched by Ms. Mami Mizutori