

# PROCEEDINGS

## Launch of a global campaign: International Awareness Day for Avoidable Deaths



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**Date Published:** 15 May 2023

**Suggested citation:** Ray-Bennett, N.S., MacLeod, L., Ghosh, A. and Shiroshita, H. (2023) *International Awareness Day for Avoidable Deaths (IAD4AD): Guidance for Campaigners*. UK and Japan: Avoidable Deaths Network Publication



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# Acknowledgements

The authors would like to thank the University of Leicester and the Institute for Environmental Futures, ESRC Impact Acceleration Account Event/ Networking Fund, and Kansai University for funding the '*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*'.

We would like to thank all those who participated in and attended the pre-launch, launch, and post-launch events of the Global Campaign in Osaka, Japan.

Special thanks to Ms. Yuki Matsuka and Ms. Alyssa Holganza at the United Nations Office for Disaster Risk Reduction – Kobe Office and Professor Heiko Balzter at the Institute for Environmental Futures for supporting the launch of the Global Campaign.

We would like to thank the Avoidable Deaths Network team members, Mr. Shahidul Hoque, Mr. Julian Coetzee, Ms. Lauren MacLeod, Ms. Lillian Loescher, Mr. Alexander Skinner, Ms. Nimisha Goswami, and Ms. Denise Corsel for assisting us with the launch and post-launch activities related to the global campaign.

We are immensely grateful to our Advisors, Mr. Steve Glovinsky for advising on the planning and delivery of the global campaign, and Ms. Patience Andrew for patiently working with Dr. Nibedita Ray-Bennett to produce the graphics, flyer, video and pull-up banner for the global campaign.

Last but not least, we would like to thank 20 highly esteemed speakers for accepting our invitation to speak at the '*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*' in Izumiotsu, Japan and for making it a truly historic and pathbreaking event. Also, our heartfelt thanks go to Hama Elementary School, the city of Izumiotsu and its Mayor, Mr. Minamide Kenichi for hosting the launch event at Texpia Osaka, Izumiotsu, Japan.

## Context

The Avoidable Deaths Network (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 Avoidable Deaths Network’s purpose is to help policymakers and practitioners make better decisions to save lives and reduce injuries for sustainable development.

The Avoidable Deaths Network was launched on March 12, 2019 at the 4<sup>th</sup> Summit of the Global Alliance of Disaster Risk Institutes at Kyoto University, Japan. The unique idea of the Avoidable Deaths Network was developed by Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita – Associate Professors at the University of Leicester, UK and Kansai University, Japan, respectively.

The Avoidable Deaths Network is a member of the United Nations Office for Disaster Risk Reduction (UNDRR) - Kobe Office’s Voluntary Commitment Platform for Sendai Framework for Sendai Targets A and B.



Credit: ©Alois Hirschmugl

The Avoidable Deaths Network launched a Global Campaign, declaring 12 March as **‘International Awareness Day for Avoidable Deaths’ (IAD4AD)** with the slogan, **“Disaster Deaths Are Avoidable”**. The Global Campaign was inaugurated over three days:

**12 March 2023:** The ‘*International Awareness Day for Avoidable Deaths Brainstorming Session*’ took place at the Kansai University Umeda Campus.

**13 March 2023:** The ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’ took place at Texpia Osaka, Izumiotsu.

**14 March 2023:** The ‘*Kansai University Senriyama Campus Visit*’ was hosted by the Vice President of Kansai University, Professor Takao Fujita, followed by a reflective ‘*International Awareness Day for Avoidable Deaths Debrief Meeting*’ between the two Presidents, Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita.

This report captures the highlights of these events and meetings.



## Purpose of the Global Campaign: International Awareness Day for Avoidable Deaths (IAD4AD)

Climate-related and geophysical disasters between 1998 and 2017 led to the deaths of: “1.3 million people and left a further 4.4 billion injured, homeless, displaced or in need of emergency assistance. While the majority of fatalities were due to geophysical events, mostly earthquakes and tsunamis, 91% of all disasters were caused by floods, storms, droughts, heatwaves, and other extreme weather events” (Wallemacq and House, 2018: 3).

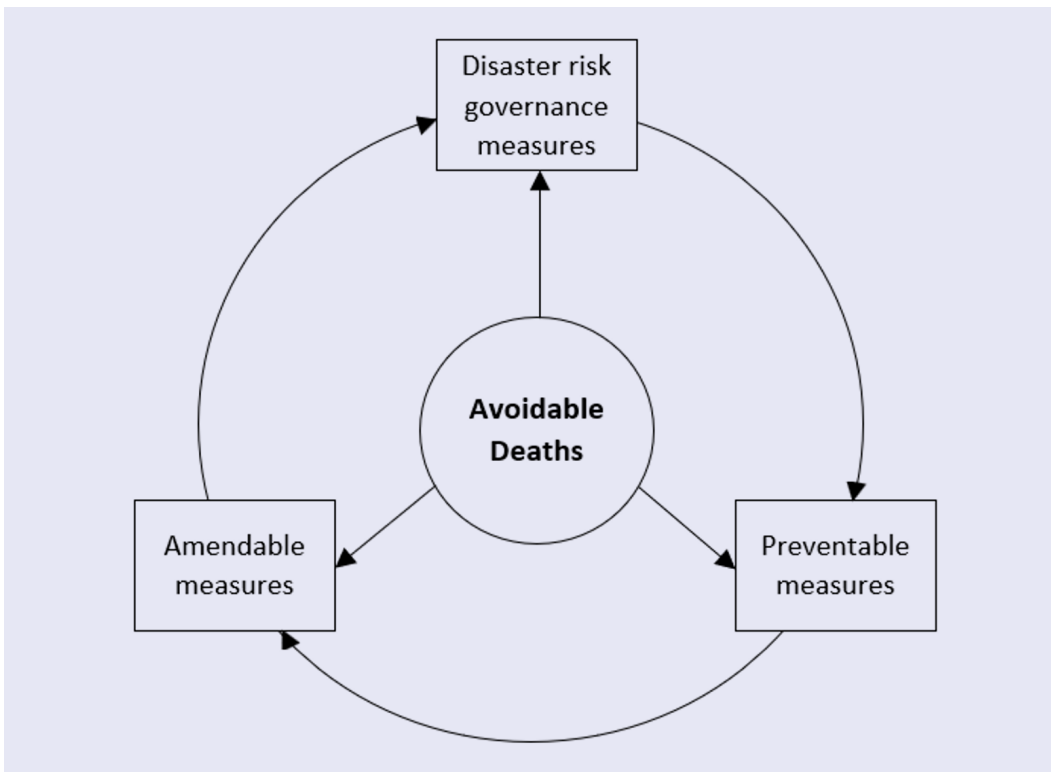
Although deaths from the direct impact of disasters (*aka* direct disaster deaths) are recorded by the major databases, indirect disaster deaths and missing persons are currently not recorded at national and local levels. It is important that these disaster deaths are recorded and reported in order to meet the United Nations Office for Disaster Risk Reduction’s ‘Sendai Framework for Disaster Risk Reduction 2015-2030’ Global Targets, as well as several Sustainable Development Goals. It is also important to capture the voices of the survivors and the circumstances around which deaths occur so that appropriate measures can be put in place to reduce suffering and recurring damage and loss.

The purpose of the International Awareness Day for Avoidable Deaths campaign is therefore fourfold:

- 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 (**see Figure 1**); and
- To reduce the actual number of deaths from disasters, value the number of lives saved and the saved lives.

Disaster can be natural, biological, human-made and naturally triggered technological (*aka* cascading or complex). Deaths from the direct and indirect impact of disaster (*aka* disaster deaths) are avoidable through preventable, amenable and disaster risk governance measures (**see Figure 1**).





**Figure 1: Avoidable Deaths Framework**

Preventative measures include (although are not limited to) public health measures, surveillance, outreach, screening, health teaching, social marketing and policy development (KSU, 2020). Amendable or treatable interventions involve reducing waits and sometimes harmful delays for both those who receive and those who give care (NAS, 2001). Both amendable and preventable measures can be enhanced through robust and effective disaster risk governance.

During the first wave of the COVID-19 pandemic, Special Representative of the United Nations Secretary-General for Disaster Risk Reduction and Head of the United Nations Office for Disaster Risk Reduction, Ms Mami Mizutori, emphasised the importance of saving lives through effective disaster risk governance (Mizutori 2020; Alam and Ray-Bennett 2021; Ray-Bennett *et al.*, 2022). Disaster risk governance is “the way in which public authorities, civil servants, media, private sector, and civil society at community, national and regional levels cooperate to manage and reduce disaster and climate-related risks” (UNDP, 2013, p. 1) and ensures “sufficient levels of capacity and resources are made available to prevent, prepare for, manage, and recover from disasters” (UNDP 2012, p. 1).



Despite advancements in global amenable, preventable, and disaster risk governance measures, avoidable disaster deaths continue to occur. They are most severely felt in lower-middle and low-income countries (Ray-Bennett, 2017, 2018; WMO, 2021).

This awareness-raising public engagement Global Campaign will be celebrated annually on 12 March. We hope that this campaign leads to reducing the actual number of lives from disasters, valuing the number of lives saved, and valuing the saved lives.

The Avoidable Deaths Network have developed cultural assets to mark the day, consisting of:

- A dedicated [website](#)
- [Guidance for Campaigners Handbook](#)
- [13 key global messages](#) to support International Awareness Day for Avoidable Deaths
- [Two graphics](#): ‘Disaster Deaths Are Avoidable’
- [Digital tile](#): ‘International Awareness Day for Avoidable Deaths, 12 March, #avoidabledeathsday’
- [Promotional Video](#): ‘International Awareness Day for Avoidable Deaths, Disaster Deaths Are Avoidable, 12 March, #avoidabledeathsday’
- [Flyer](#): ‘International Awareness Day for Avoidable Deaths; Purpose, Goal and Impact’
- [Dynamic Toolkit](#), consisting of:
  - i) a tool to capture human stories of disaster deaths;
  - ii) a tool to map stakeholders responsible to reduce disaster deaths at local and national levels.

More tools will be added to this Toolkit as the campaign progresses. Therefore, this is a living/dynamic Toolkit.

- Recommended hashtag #avoidabledeathsday as a common term for all social media posts.



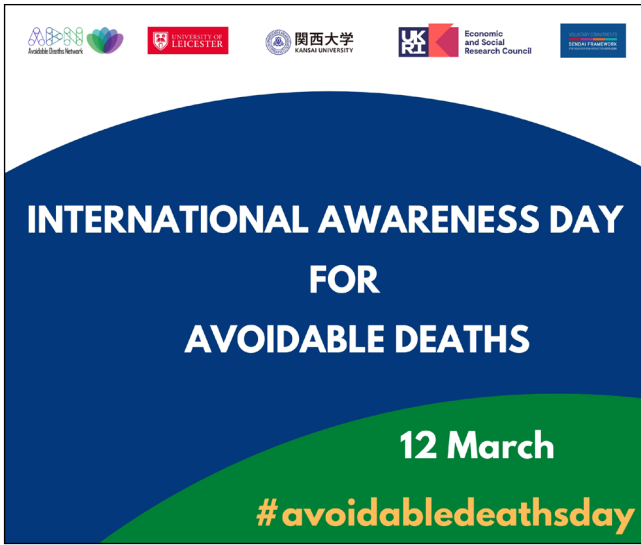


Figure 2: Digital Tile



Figure 3: Flyer in English and Japanese

# Highlights

The highlights of i. ‘International Awareness Day for Avoidable Deaths Brainstorming Session’, ii. ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’, iii. ‘Kansai University Senriyama Campus Visit’ and iv. ‘International Awareness Day for Avoidable Deaths Debrief Meeting’ is provided below.

## International Awareness Day for Avoidable Deaths Brainstorming Session

The ‘International Awareness Day for Avoidable Deaths Brainstorming Session’ was conducted on 12 March 2023 at the Kansai University Umeda Campus. 12 March also marked the Avoidable Deaths Network’s fourth birthday.



Figure 4: Group Photo

13 delegates attended this meeting. This included Avoidable Deaths Network’s Presidents, Dr. Nibedita Ray-Bennett (School of Business and Institute for Environmental Futures, University of Leicester) and Dr. Hideyuki Shiroshita (Faculty of Societal Safety Sciences, Kansai University); Advisors, Mr. Steve Glovinsky (PeerConnect, USA) and Mr. Mohammed Ali Said Ali Albadi (YAS Center for Environment and Health, Oman); Regional Coordinators, Dr. Yazidhi Bamutaze (Makerere University, Uganda) and Mr. Dillip Pattanaik (Orissa State Volunteers Social Workers Association, India); two ADN Collaborators, Dr. John Atibila (Institute for Environmental Futures, University of Leicester) and Mr. Maqbul Bhuiyan

(Data Management Aid, Bangladesh); Operations Team Members, Ms. Lauren MacLeod (School of Business, University of Leicester), Dr. Aditya Ghosh (School of Geography, Geology and Environment, University of Leicester) and Ms. Lillian Loescher and Ms. Marina (Kansai University).

The ‘*International Awareness Day for Avoidable Deaths Brainstorming Session*’ was led by Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita and facilitated by Mr. Steve Glovinsky.

The purpose of the session was to lay out the basic elements of a strategic plan for the growth and evolution of the International Awareness Day for Avoidable Deaths campaign within a ten-year timeframe.



**Figure 5: Pictured is Mr. Steve Glovinsky, Arkoneil Ghosh and Dr. Nibedita Ray-Bennett**

The ‘*International Awareness Day for Avoidable Deaths Brainstorming Session*’ addressed the campaign’s future direction and goals by discussing three questions:

1. “What if we’re successful?” to look ahead ten years and identify a long-term goal;
2. “How will we get there?” to derive a five-year strategy toward reaching that goal; and
3. “What do we do now?” to identify the work to be done this year.





## Clarifying the ADN model

Before discussing the questions, the delegates sought clarification on the terms 'Country Chapter' and 'Research Hub'.

**Country Chapter:** Country Chapters are the local chapters of the global Avoidable Deaths Network; their purpose is to carry out local ADN-related activities. The Chapter brings together a number of actors to create a Community representing different sectors, actors, and at-risk groups involved in reducing avoidable disaster deaths. The Chapter can be hosted by an organisation or a number of organisations, and must be led by a **Regional Coordinator**, as the host organizations' point of contact. Creating a Country Chapter should follow the 'Common Framework to launch an ADN Country Chapter: 10-Steps' and 'Checklist of Activities for ADN Country Chapters' (see **Annex 5**).

Regional Coordinators would be responsible for promoting the Avoidable Deaths Framework (ADF) (**Figure 1** see above). For a Country Chapter to function, the Community must celebrate International Awareness Day for Avoidable Deaths annually and identify activities specific to their context.

A Country Chapter can be legalised within a jurisdictional remit, and can establish a Research Hub should it wish to do so. The Regional Coordinator must submit a Country Chapter [Annual Report](#) to the ADN Presidents.

**Research Hub (or Hub):** Research Hubs are academic institutions or other organizations that carry out research related to reducing avoidable disaster deaths. Research ideas would be generated by Country Chapters or ADN networks, ensuring the research is relevant to the knowledge gaps or innovative initiatives identified by ADN Communities. The researchers involved should be Community members, but their research is carried out independently. Research Hubs could also carry out joint research projects with other Hubs or participate in research consortiums.

**An Example:** The Avoidable Deaths Network Regional Coordinator for India is Mr. Dillip Pattanaik, the Executive Director of the Orissa State Volunteers Social Workers Association (OSVSWA). OSVSWA has also created a Research Hub, with office space that can host up to 15 Interns/ researchers at one time. The Research Hub is presently organizing the research project on Exploring the Feasibility and Value of Pioneering Partnerships to Reduce Avoidable Snakebite Deaths in India, funded by the University of Leicester's Leicester Institute for Advanced Studies (LIAS) and the Institute for Environmental Futures (IEF).



## Session Outcomes

As a long-term goal, the group determined that the Avoidable Deaths Network should have a major impact in reducing indirect deaths from disasters and contribute significantly towards the successful attainment of the Sendai Framework's Targets A and B, by making the minimisation of avoidable deaths the key metric for all disaster events, globally.

To achieve this goal, the Avoidable Deaths Network would in the coming years, scale up its operating model in four areas: networks, research, sustainable financing, and visibility (public engagement).

### 1. Networks

The Avoidable Deaths Network's networking efforts would primarily be through ADN Country Chapters established by Regional Coordinators. The International Awareness Day for Avoidable Deaths Global Campaign would aim to create 100 Country Chapters over ten years (2023 – 2033), with 50 by 2028. We will focus on lower-middle and low-income countries, which carry the highest burden of disaster-related deaths (WMO, 2021).

In collaboration with PeerConnect and Regional Coordinators, we are currently exploring a Knowledge-Sharing Network (KSN) model for avoidable deaths to facilitate knowledge-sharing and trust-building among Community members. In collaboration with Integrated Disaster Management (IDRIM) Society, we also aim to experiment with a Local-level Action Network (LAN) model for avoidable deaths, for high-risk groups who largely carry the burden of disaster deaths. Within five years we aim to test the KSN and LAN models in India and Japan, and implement these networking models across our Country Chapters to generate new research, enterprise and capacity-building collaborations.

### 2. Research

Through the launch of International Awareness Day for Avoidable Deaths, the ADN aims to transition from a 'learning network' to an 'action network'. Therefore, our transition to an action network entails generating the learning from our Research Hubs that supports the action of the professionals in the Communities. Within five years, we aim to establish and strengthen at least five new Research Hubs.



### 3. Sustainable financing

Regional Coordinator's organizations would become fund-receiving entities, and commit to securing the resources to sustain their Community's activities, including activities related to public engagement and the International Awareness Day for Avoidable Deaths campaign. Research activities of the Research Hubs would be financed by sponsors interested in supporting a particular research opportunity. This sustainable financing model would help ensure that the Avoidable Deaths Network's resources are commensurate with the scaling up required to achieve our vision.

### 4. Visibility

We aim to recruit a Campaign Manager, working under the guidance of the Avoidable Deaths Network Presidents, who would be responsible for ADN's public engagement stream of activities, including the annual International Awareness Day for Avoidable Deaths commemoration and promoting the [Guidance for Campaigners Handbook](#) as a tool. Their responsibilities would include mobilising efforts at the country level to launch Country Chapters, guiding Regional Coordinators and motivating national stakeholders to celebrate the International Awareness Day for Avoidable Deaths, and scoping new enterprise and research collaboration agreements for reducing avoidable disaster deaths.

Locally, over time, as our concept gains traction and awareness increases, the International Awareness Day for Avoidable Deaths would become the **"International Day for Avoidable Deaths"**.

Each year one Regional Coordinator would host the flagship International Awareness Day for Avoidable Deaths event and a global meeting of Avoidable Deaths Network Members. Over time, the annual event could be scaled up to an International Convention, with event sponsors and a full agenda of presentations, meetings and networking activities.

Globally, the Avoidable Deaths Network should be represented at major disaster management events, sponsored by the United Nations Office for Disaster Risk Reduction and others, where our Members could present their work, encourage participants to join existing Country Chapters, and attract more Regional Coordinators for creating new Country Chapters.



Public engagement activities should also include publishing, specifically, i. an International Journal for Avoidable Deaths, ii. non-academic writing, and iii. maintenance of an active social media presence.

Thus, through a focused strategy for scaling up the Avoidable Deaths Network’s local networks, research, financing and visibility, it would be possible to achieve the long-term goal of significantly reducing disaster deaths by making avoidable deaths the key metric against which disaster risk reduction planning and mitigation efforts are measured.



Figure 6: Guidance for Campaigners Handbook

## Launch of a Global Campaign: International Awareness Day for Avoidable Deaths

The ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’ event took place on 13 March 2023 in Izumiotsu, Osaka, Japan. The ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’ comprised of three blocks of activities.



Figure 7: Delegates at Hama Elementary School

### Activity One (10:00 to 12:00) – Hama Elementary School

- Ten international Avoidable Deaths Network delegates visited Hama Elementary School, which is Dr. Hideyuki Shiroshita’s fieldwork site in Izumiotsu.
- Since 2019, Dr. Shiroshita has been working with 55 Junior Champions to promote disaster risk education. Following an energetic welcome from the Junior Champions, the delegates were given a tour of the school and assigned groups to play disaster risk reduction games.
- The twelve games were developed by the Junior Champions under the mentorship of Dr. Shiroshita. Their development was based on real-life disaster scenarios to test the players’ intuitive, analytical and rapid decision-making skills. The delegates all enjoyed playing these games with the Junior Champions.

- As a thank you to the Junior Champions and Hama Elementary School for hosting the delegates, Dr. Nibedita Ray-Bennett presented the two prefects with a **‘Disaster Deaths Are Avoidable’** poster.

### Activity Two (12:45 to 17:15) – Texpia Osaka, Izumiotsu

After lunch, the *‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’* moved to the Texpia Osaka. Approximately 110 people attended, including the 20 speakers. Over the course of the afternoon, the following messages of support were shared by the presenters:

- The Presidents were congratulated by Professor Takao Fujita (Vice President, Kansai University), Professor Shingo Nagamatsu (Vice Dean, Faculty of Societal Safety Sciences, Kansai University), Professor Henrietta O’Connor (Pro Vice-Chancellor, University of Leicester) and Professor Heiko Balzter (Director, Institute of Environmental Futures), with each of them expressing interest in supporting International Awareness Day for Avoidable Deaths.
- International Awareness Day for Avoidable Deaths was officially launched with a [video message](#) from Ms. Mami Mizutori (Special Representative of the United Nations Secretary-General for Disaster Risk Reduction, and Head of the United Nations Office for Disaster Risk Reduction). Ms. Mizutori congratulated the Avoidable Deaths Network for producing evidence and data which helps to bridge the knowledge gap and better understand specific circumstances across geographies that cause disaster deaths, both immediate and delayed ones.



Figure 8: Ms. Mami Mizutori officially launched International Awareness Day for Avoidable Deaths



- Ms. Alyssa Holganza (Associate Programme Management Officer, United Nations Office for Disaster Risk Reduction) shared encouragement, emphasising that the objectives of International Awareness Day for Avoidable Deaths directly align with the work of the United Nations Office for Disaster Risk Reduction and the Sendai Framework for Disaster Risk Reduction 2015 – 2030.
- *Professor Peter Jackson’s Annual Lecture* was launched by Professor Rajib Shaw (Professor, Graduate School of Media and Governance, Keio University), discussing the *Value of Mentoring Future Leaders for Disaster Risk Reduction and Sustainable Development*. Mrs. Patricia Jackson thanked Professor Shaw, and wished International Awareness Day for Avoidable Deaths every success as well as sharing her confidence that the campaign will save many lives.
- Mr. Minamide Kenichi (Mayor, Izumiotsu), Mr. Satoru Takeuchi (Superintendent of Education, Izumiotsu) and Mr. Takuya Masakari (Disaster Risk Reduction Chief, Izumiotsu) exclaimed that they were proud to host the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’ in their city and expressed their hope for a successful campaign. They were keen to make Hama Elementary School and Izumiotsu international models for disaster preparedness.



Figure 9: Ms. Alyssa Holganza pictured with Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita



- Collaborators from Uganda, Bangladesh, India and Oman pledged their support to the International Awareness Day for Avoidable Deaths campaign, namely Dr. Yazidhi Bamutaze (Associate Professor, Department of Geography, Geo-Informatics and Climatic Sciences, Makerere University), Mr. Maqbul Bhuiyan (Executive Director, Data Management Aid), Dr. Fatima Akter (Chairperson, Department of Meteorology, University of Dhaka), Mr. Dillip Pattanaik (Executive Director, Orissa State Volunteers and Social Workers Association), Col. Sanjay Srivastava (Chairman, Climate Resilient Observing Systems Promotion Council) and Mr. Mohammed Ali Said Ali Albadi (Chairman, YAS Center for Environment and Health).
- Mr. Ronald Jackson (Head, Disaster Risk Reduction and Recovery Team for Building Resilience, United Nations Development Programme) applauded International Awareness Day for Avoidable Deaths, advocating that is an important initiative to engage national and local governments in reducing avoidable deaths.

*Professor Peter Jackson*

**PROFESSOR PETER JACKSON'S ANNUAL LECTURE**

The Launching of Professor Peter Jackson's Annual Lecture will take place at **Launch of a Global Campaign: International Awareness Day for Avoidable Deaths (IAD4AD)** on 13 March 2023.

*Professor Rajib Shaw*

*Launching of Professor Peter Jackson's Annual Lecture: Value of Mentoring Future Leaders for Disaster Risk Reduction and Sustainable Development*

The first lecture honouring the late Professor Jackson will be given by the esteemed **Professor Rajib Shaw** (Keio University) in *Part 2: Remarks from Senior Officials and Official Launch*.

For more information and to register, visit: .

[iad4ad.avoidable-deaths.net](http://iad4ad.avoidable-deaths.net)

**Figure 10: Launching of Professor Peter Jackson's Annual Lecture**

- 55 Junior Champions from Hama Elementary School (Izumiotsu, Japan) and Jamnabai Narsee International School (Mumbai, India) were excited to participate in the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’ and share their learning experiences related to increasing awareness of avoidable deaths.
- The summary of all the 20 speakers can be found in Annex 4: Record of Presentations.



Figure 11: Group Photo



### Activity Three (18:00 to 20:30) – Hotel Lake Alster Alzar, Izumiotsu

About 26 participants including the presenters, delegates and a few local stakeholders assembled at Hotel Lake Alster for dinner and an award ceremony.

- The Avoidable Deaths Network launched two new awards: the Presidents’ Awards and Future Leaders Award. The Presidents’ Award were bestowed upon Ms. Denise Corsel (Operations Manager, Avoidable Deaths Network) and Mr. Shahidul Hoque (Activity Coordinator, Avoidable Deaths Network) and the Future Leader Award was given to Ms. Lauren MacLeod (Research Administrator, Avoidable Deaths Network) for their commitment to the Avoidable Deaths Network.
- Certificates of appreciation were awarded to Mr. Minamide Kenichi (Mayor, Izumiotsu) and Mr. Mohammed Ali Said Ali Albadi (Chairman, YAS Center for Environment and Health).



Figure 12: Mr. Minamide Kenichi



Figure 13: Mr. Mohammed Ali Said Ali Albadi

## Kansai University Senriyama Campus Visit

Eight delegates including Dr. Yazidhi Bamutaze (Associate Professor, Department of Geography, Geo-Informatics and Climatic Sciences, Makerere University), Mr. Maqbul Bhuiyan (Executive Director, Data Management Aid), Mr. Dillip Pattanaik (Executive Director, Orissa State Volunteers and Social Workers Association), Mr. Mohammed Ali Said Ali Albadi (Chairman, YAS Center for Environment and Health), Mr. Steve Glovinsky (Founder, PeerConnect), Dr. John Atibila (Programme Manager Landscape Decisions, University of Leicester), Dr. Nibedita Ray-Bennett (President, Avoidable Deaths Network) and Ms. Lauren MacLeod (Research Administrator, Avoidable Deaths Network) participated in the ‘*Kansai University Senriyama Campus Visit*’. During the visit the delegates met with Professor Takao Fujita (Vice President, Kansai University), Professor Eiichi Yamamoto (Vice Dean, Division of International Affairs, Kansai University), Ms. Yuko Ogura (Deputy Manager, International Liaison Office, Kansai University) and Dr. Hideyuki Shiroshita (President, Avoidable Deaths Network) to discuss the value of this Global Campaign and share some of the outcomes of the Brainstorming Session strategies. This meeting also explored a few novel strategies to make this Global Campaign a success.



Figure 14: Group Photo



## International Awareness Day for Avoidable Deaths Debrief Meeting

Following the '*Kansai University Senriyama Campus Visit*', the Presidents, Dr. Hideyuki Shiroshita and Dr. Nibedita Ray-Bennett met to reflect on the activities and the campaign. The outcome of this meeting is provided in the action points of the Brainstorming Session.



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# Annexes

## Annex 1: International Awareness Day for Avoidable Deaths Brainstorming Session – Agenda

**Date: 12 March 2023, Sunday**

**Venue: Kansai University Umeda Campus, Osaka, Japan**

**13:00 – 13:30 | Introductions; Agenda; Issues Arising for the ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’**

Facilitators: Dr. Hideyuki Shiroshita, Kansai University; Dr. Nibedita Ray-Bennett, University of Leicester

**13:30 – 14:00 | The Avoidable Deaths Network Thus Far (What; Why; How)**

Facilitator: Dr. Nibedita Ray-Bennett, University of Leicester

**14:00 – 14:45 | Discussion 1: What If We Are Successful?**

Facilitator: Mr. Steve Glovinsky, PeerConnect

**14:45 – 15:30 | Discussion 2: How Will We Get There?**

Facilitator: Mr. Steve Glovinsky, PeerConnect

**15:30 – 15:45 | Break**

**15:45 – 16:30 | Discussion 3: What Do We Need To Do Now?**

Facilitator: Mr. Steve Glovinsky, PeerConnect

**16:30 – 17:00 | Conclusions and Wrap Up; International Awareness Day for Avoidable Deaths 2024**

Facilitators: Dr. Hideyuki Shiroshita, Kansai University; Dr. Nibedita Ray-Bennett, University of Leicester





## Annex 2: ‘Launch of a Global Campaign: International Awareness Day for Avoidable Deaths’ - Agenda

**Date: 13 March 2023, Monday**

**Venue One: Hama Elementary School, Izumiotsu, Osaka, Japan**

**10:40 – 11:25 | Hama Elementary School Visit**

Students guide the school and present the Junior Champions’ activities.

**11:30 – 12:00 | Lunch**

Japanese School Lunch

**Venue Two: Texpia Osaka, Izumiotsu, Osaka, Japan**

**12:45 – 13:30 | Part 1: Welcome and Congratulatory Keynote Addresses**

Chairs: Dr. Hideyuki Shiroshita & Dr. Nibedita Ray-Bennett

- 1. Welcome & Setting the Agenda for the Day** – Dr. Hideyuki Shiroshita, Kansai University
- 2. Keynote Address from Kansai University** – Professor Takao Fujita, Kansai University
- 3. Keynote Address from University of Leicester** - Professor Henrietta O’Connor, University of Leicester; Professor Heiko Balzter, Institute for Environmental Futures
- 4. Welcome Address** – Mr. Satoru Takeuchi, Education Board, Izumiotsu; Mr. Takuya Masakari, Disaster Risk Reduction, Izumiotsu

**13:30 – 14:15 | Part 2: Remarks from Senior Officials and Official Launch**

Chair: Dr. Nibedita Ray Bennett

- 1. International Awareness Day for Avoidable Deaths: Purpose & Goals** – Dr. Nibedita Ray-Bennett, University of Leicester
- 2. Value of Networking and Launching of an Awareness-Raising Public Engagement Global Campaign such as International Awareness Day for Avoidable Deaths to Promote Sendai’s Targets A and B** – Professor Emeritus Norio Okada, Kyoto University
- 3. Launching of Professor Peter Jackson’s Annual Lecture: Value of Mentoring Future Leaders for Disaster Risk Reduction and Sustainable Development** – Professor Rajib Shaw, Keio University
- 4. Sendai Voluntary Platform and Awareness Campaign** – Ms. Alyssa Holganza, United Nations Office for Disaster Risk Reduction
- 5. Video Message** – Ms. Mami Mizutori, Special Representative of the United Nations Secretary-General for Disaster Risk Reduction; United Nations Office for Disaster Risk Reduction





**14:15 – 15:00 | Break: Ceremonial Photo, Refreshment, Displays And Networking**

**15:00 – 16:05 | Part 3: Junior Champions and Hub Presentations**

Chairs: Dr. Nibedita Ray Bennett & Dr. Aditya Ghosh

- 1. School Pupils in Osaka are Champions for Avoidable Deaths from Tsunamis** – Dr. Hideyuki Shiroshita; Junior Champions, Hama Elementary School
- 2. Junior Champion for Avoidable Deaths from Drowning and Snakebites** - Arkoneil Ghosh, Jamnabai Narsee International School
- 3. Remark from the Mayor of Izumiotsu** – Mr. Minamide Kenichi, Izumiotsu
- 4. Hub Uganda** – Dr. Yazidhi Bamutaze, Makerere University
- 5. Hub India** – Mr. Dillip Pattanaik, Orissa State Volunteers and Social Workers Association
- 6. Hub Bangladesh** – Mr. Maqbul Bhuiyan, Data Management Aid; Dr. Fatima Akter, Dhaka University

**16:05 – 16:40 | Part 4: Collaborators and Sponsors**

Chairs: Dr. John Atibila

- 1. Climate Resilient Observing Systems Promotion Council** - Col. Sanjay Srivastava
- 2. YAS Center for Environment and Health** – Mr. Mohammed Ali Said Ali Albadi
- 3. Recovery for Building Resilience, United Nations Development Programme** – Mr. Ronald Jackson

**16:40 – 17:05 | Part 5: Future Of International Awareness Day for Avoidable Deaths**

Chairs: Dr. Hideyuki Shiroshita

**The Global Campaign and ADN's Role** – Dr. Nibedita Ray-Bennett; Mr. Steve Glovinsky, PeerConnect

**17:05 – 17:15 | Part 6: Closing Ceremony**

Professor Shingo Nagamatsu, Kansai University



### Venue Three: Hotel Lake Alster Alzar, Izumiotsu, Osaka, Japan

#### **18:00 – 20:00 | Dinner**

Dinner followed by an Awards Ceremony (International Awareness Day for Avoidable Deaths Certificates of Appreciation; Avoidable Deaths Network Presidents' Awards; and Avoidable Deaths Network Future Leader Award)



## Annex 3: Kansai University Senriyama Campus Visit – Agenda

**Date:** 14 March 2023, Tuesday

**Venue:** Kansai University Senriyama Campus, Suita, Japan

10:45 – 11:45   Campus Tour
11:45 – 12:00   Greetings and Introduction of Kansai University
12:00 – 13:30   Greetings and Discussion over Lunch



## Annex 4: List of Presenters and Profiles

### Presenter's Profiles

**Professor Takao Fujita** – Vice President; Dean, Division of International Affairs; and Professor, Faculty of Letters, Kansai University, Japan.

**Professor Henrietta O'Connor** – Pro Vice-Chancellor; Head, College of Societal Sciences, Arts and Humanities; Chair, University Equality and Diversity Committee, University of Leicester, England.

**Professor Heiko Balzter** – Director, Institute for Environmental Futures, University of Leicester, England; and Advisor, Avoidable Deaths Network.

**Mr. Satoru Takeuchi** – Superintendent, Education Board, Izumiotsu, Japan.

**Mr. Takuya Masakari** – Disaster Risk Reduction Chief, Izumiotsu, Japan.

**Professor Norio Okada** – Emiratus Professor, Kyoto University, Japan; Advisor, Kwansei Gakuin University, Japan; Visiting Professor, Kumamoto University, Japan; Senior Fellow, Institute for Advanced Sustainability Studies, Germany; and Advisor, Avoidable Deaths Network.

**Professor Rajib Shaw** – Professor, Graduate School of Media and Governance, Keio University, Japan; Co-Founder, Resilience Innovation Knowledge Academy, India; Distinguished Professor, Indian Institute of Technology Guwahati, India; Distinguished Professor, Sichuan University, China; Senior Fellow, Institute of Global Environmental Strategies, Japan; Chairperson, SEEDS, Asia; Chairperson, CWS, Japan.

**Ms. Alyssa Holganza** – Associate Programme Management Officer, United Nations Office for Disaster Risk Reduction, Kobe, Japan.

**Ms. Mami Mizutori** – Special Representative, United Nations Secretary-General for Disaster Risk Reduction; and Head, United Nations Office for Disaster Risk Reduction, Geneva, Switzerland.

**Arkoneil Ghosh** – Junior Champion Intern, Avoidable Deaths Network; and Student, Jamnabai Narsee International School, Mumbai, India.



**Mr. Minamide Kenichi** – Mayor, Izumiotsu, Japan.

**Hama Elementary School** – Junior Champions, Avoidable Deaths Network; and Students, Hama Elementary School, Izumiotsu, Japan.

**Dr. Yazidhi Bamutaze** – Associate Professor, Department of Geography, Geo-Informatics and Climatic Sciences, Makerere University, Uganda; and Regional Coordinator for Uganda, Avoidable Deaths Network.

**Mr. Dillip Pattanaik** – Executive Director, Orissa State Volunteers and Social Workers Association, Bhubaneswar, India; and Regional Coordinator for India, Avoidable Deaths Network.

**Mr. Maqbul Bhuiyan** – Executive Director, Data Management Aid, Bangladesh; and Collaborator, Avoidable Deaths Network.

**Dr. Fatima Akter** – Chairperson, Department of Meteorology, University of Dhaka, Bangladesh; and Regional Coordinator for Bangladesh, Avoidable Deaths Network.

**Col. Sanjay Srivastava (veteran)** – Chairman, Climate Resilient Observing Systems Promotion Council (CROPC), India; Convenor, CROPC Lightning Resilient India Campaign, India; Member Senate and Director, Center for Disaster Management Studies, Khongnangthaba University, Imphal Manipur, India; Group Head MUSNNEAC, Stealth Broadcasting; and Disaster and Climate Risk Management Expert, Government of India.

**Mr. Mohammed Ali Said Ali Albadi** – Chairman, YAS Center for Environment and Health, YAS Hospital, Oman; and Advisor, Avoidable Deaths Network.

**Mr. Ronald Jackson** – Head of Disaster Risk Reduction and Recovery Team for Building Resilience, United Nations Development Programme, Geneva, Switzerland.

**Mr. Steve Glovinsky** – Specialist, Organisational Development and Change; Founder, PeerConnect; and Advisor, Avoidable Deaths Network.

**Professor Shingo Nagamatsu** – Vice Dean, Faculty of Societal Safety Sciences, Kansai University, Japan.



## Chairs' Profiles

**Dr. Hideyuki Hiroshita** – Associate Professor, Graduate School and Faculty of Societal Safety Sciences, Kansai University, Japan; and Founding President, Avoidable Deaths Network.

**Dr. Nibedita S. Ray-Bennett** – Associate Professor, Risk Management, School of Business, University of Leicester, England; and Founding President and Convenor, Avoidable Deaths Network.

**Dr. Aditya Ghosh** – Teaching Fellow, Environmental Geography, University of Leicester; and Science Society Interface Researcher, Avoidable Deaths Network.

**Dr. John Atibila** – Programme Manager Landscape Decisions, University of Leicester; and Director, The Savannah Institute, Ghana.





## Annex 4: Record of Presentations

Below are the notes reflecting the main points made by each Presenter.

### Part 1: Welcome And Congratulatory Keynote Addresses

#### **Professor Takao Fujita, Kansai University**

- Feels that the issue of 'avoidable deaths' is of great importance, having witnessed the reality of the many deaths caused by disasters and accidents every year i.e. 2011 Tōhoku Triple Disaster and the 2023 Turkey–Syria Earthquake. He identified that reducing avoidable deaths has become an urgent and important issue in our world.
- Expressed happiness, both personally and on behalf of Kansai University, that Dr. Hideyuki Shiroshita and Dr. Nibedita Ray-Bennett established the Avoidable Deaths Network in 2019 and have been actively working internationally to avoid disaster deaths.
- Congratulated the Avoidable Deaths Network for their rapid expansion since launching in March 2019 with just three members, to 2023 with over 700 members. He attributed it to people's deep interest in reducing avoidable deaths around the world.
- Noted that in Japan, there are several annual awareness-raising days (i.e. Disaster Prevention Day on 1 September) which allow the nation to think about the occurrence of disasters. He expressed happiness that the Avoidable Deaths Network is launching a campaign to declare 12 March as the International Awareness Day for Avoidable Deaths.

#### **Professor Henrietta O'Connor, University of Leicester**

- Congratulated the Founders of the Avoidable Deaths Network, Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita, and the Avoidable Deaths Network's Members for launching this global public engagement campaign with the slogan 'Disaster Deaths Are Avoidable'.
- Described the International Awareness Day for Avoidable Deaths as futuristic and the need of the hour. It aligned well with University of Leicester's research strength for sustaining the world and promoting social justice and inclusion in the United Kingdom and abroad.



- Pointed out that the University of Leicester launched five research institutes, including The Institute for Environmental Futures which aims to tackle the climate emergency and global species extinction crisis to ensure the future habitability of our planet.
- Pledged support to Dr. Nibedita Ray-Bennett and her colleagues in their ambition to ensure that International Awareness Day for Avoidable Deaths is a global success in reducing disaster deaths, locally, nationally and globally.

### **Professor Heiko Balzter, Institute for Environmental Futures**

- Described International Awareness Day for Avoidable Deaths to be of great importance to the Institute for Environmental Futures.
- Pointed out that International Awareness Day for Avoidable Deaths draws international attention to better understanding of the environmental risks that we face, better adaptive capacity, and better disaster risk reduction and risk management systems that can help avoid many losses of lives in the future.
- Emphasised on new, transdisciplinary working methods that co-create knowledge through research done in partnership with non-academic organisations.

### **Mr. Satoru Takeuchi, Education Board, Izumiotsu**

- Shared that he was proud and deeply moved that the '*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*' was held in Izumiotsu, as they have been working on education based on 'disaster prevention' and 'internationalisation'.
- Identified that Hama Elementary School has made continuous efforts with disaster education and is the model school for English immersion education. He was excited that the children were presenting the outcome of their studies with the international community.
- Believes that diverse 'dialogues', such as the children's learning about disaster risk reduction and the '*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*' are important to reduce victims and overcome difficulties.



### **Mr. Takuya Masakari, Disaster Risk Reduction, Izumiotsu**

- Introduced three of Izumiotsu's initiatives to reduce the number of disaster deaths, specifically i. to 'improve the quality' of evacuation life, ii. 'early evacuation' and the mechanisms for achieving this, and iii. 'collaboration' with businesses in the city and the residents.
- Identified that the focus on 'quality improvement' is to increase awareness that saved lives are being 'lost' as secondary or indirect deaths, i.e. 215 of the 2016 Kumamoto Earthquake victims (over 80% of total casualties), were secondary deaths. The joint initiative of parenting and disaster risk reduction from a woman's perspective was initiated in Izumiotsu as 77% of those hospitalised were for economy-class syndrome due to sheltering were women.
- Contracted local hotels for evacuation shelters to facilitate the early evacuation of pregnant and nursing mothers with the provision of private rooms as pregnant and nursing mothers usually did not go to typhoon evacuation shelters due to the anxiety caused by crying children and breastfeeding.
- Solving disaster risk reduction challenges with the private sector. For example, i. to address the shortage of evacuation shelters, a Sumitomo Rubber Industries' gymnasium has been rented to serve as an evacuation shelter, and ii. a disaster awareness-raising event has been conducted in collaboration with the food chain Yoshinoya. As disaster awareness-raising for young people, they have organised game-like drills in collaboration with SEGA XD and collaborated with the residents for safety and security.



## Part 2: Remarks From Senior Officials And Official Launch

### Dr. Nibedita S. Ray-Bennett, University of Leicester

- Outlined the purpose of International Awareness Day for Avoidable Deaths as: i raising visibility of disaster deaths, especially indirect disaster deaths and missing persons; ii capturing the causes and circumstances that lead to disaster deaths so that context-specific interventions can be put in place to save lives; iii. promoting the slogan '**Disaster Deaths Are Avoidable**' and developing amenable and risk governance measures; and iv. help reducing the actual number of deaths from disasters, value the number of lives saved and the saved lives.
- Emphasised that because indirect disaster deaths and missing persons are currently not recorded at national and local levels, it was important that these deaths are recorded and reported in order to meet the Sendai Framework for Disaster Risk Reduction's first two global targets (to reduce disaster deaths and reduce the number of people affected by disasters by 2030), as well as several Sustainable Development Goals.
- Explained that International Awareness Day for Avoidable Deaths will capture human stories of losing loved ones (direct, indirect and missing) to inform disaster management practices. This will also help to develop better understanding of the causes and circumstances of avoidable disaster deaths.
- Outlined that the Avoidable Deaths Network will embark on a new journey of experimenting networking models at the grassroots levels owned by the communities at-risk, exploring how this grassroots networking platform can be leveraged to develop strategic and targeted interventions for the potential victims of snakebites or drowning or other hazards.

### Professor Emeritus Norio Okada, Kyoto University

- Proposed to launch a field-based, Span-the-Implementation-Gap Model (SIGM) project in collaboration with the Avoidable Deaths Network.
- Explained a SIGM story, about how simple but critical factors such as furniture design and installation, play a crucial role in saving lives during an earthquake.



- Mapped out how different stakeholders including architects and structural engineers, furniture designers/ carpenters, elderly citizens, Non-Governmental Organisations and social workers worked along with researchers to sensitise the proper installation of the furniture.
- Emphasised on the role of communication in finding and stitching the solutions together in a context-specific manner which will produce different model stories that can constitute the repository of the SIGM paradigm.

### **Professor Rajib Shaw, Keio University**

- Pointed out that the nature of risks have changed over the last four years, spanning the digital inequality of online education and healthcare which emerged during the COVID-19 pandemic, i.e. the widening gap in internet access between urban and rural areas. Newer risks emerged in the following years in the form of digital inequality (as faced by older generations), cyber security, culminating into energy crisis and food inflation in 2022.
- Emphasised that attracting and motivating the youth to actively participate in disaster risk reduction efforts – such as utilising their ability to use digital tools – would be critical in mitigating impacts from future disasters.
- Highlighted the need of a ‘nutrition guide’ instead of a ‘cook book’ where the youth will be given various ingredients and explained their values with which they could co-design, co-produce, co-deliver disaster risk reduction solutions.
- Pointed out the youth’s role in developing a digitally inclusive environment and weave in their entrepreneurial skills to take climate resilience development forward.
- Stressed on decentralised approaches for meeting global disaster risk reduction targets which can be developed with the help of citizen science, local innovation and place-based solutions.





**Ms. Alyssa Holganza, United Nations Office for Disaster Risk Reduction**

- Congratulated the Avoidable Deaths Network on their regular updates to the Sendai Framework Voluntary Commitments platform which has highlighted the significant work that the Avoidable Deaths Network completed in 2022, in direct alignment with the United Nations Office for Disaster Risk Reduction and Sendai Framework for Disaster Risk Reduction 2015-2030 targets. Emphasised the importance of the Sendai Framework Voluntary Commitments platform as a useful tool to know who is doing what for disaster risk reduction, and where. This raises the visibility of stakeholders' efforts and fosters collaboration.
- As of March 2023, the Sendai Framework Voluntary Commitments platform had 114 publicly visible active voluntary commitments, involving 669 organisations with 582 deliverables.
- Congratulated the Avoidable Deaths Network for organising eight knowledge-exchange public engagement webinars with 798 registrants, as well as two stakeholder workshops and three stakeholder consultations with 140 participants.
- Pointed out that in November 2022, the United Nations Office for Disaster Risk Reduction highlighted the Avoidable Deaths Network's activities in the Caribbean region, noting the 2021 Symposium which welcomed 100 participants from 21 Caribbean countries.
- Emphasised on the shared responsibility by non-State stakeholders including the private sector, the academia and civil society in mitigating disaster risks.

**Ms. Mami Mizutori, United Nations Secretary-General for Disaster Risk Reduction; and United Nations Office for Disaster Risk Reduction**

- Officially launched the campaign entitled International Awareness Day for Avoidable Deaths which will be observed annually on 12 March.
- Congratulated the Avoidable Deaths Network for producing evidence and data which helps to bridge the knowledge gap and better understand specific circumstances across geographies that cause disaster deaths, both immediate and delayed ones. Emphasised the need for more data, highlighting that the Avoidable Deaths Network could play a critical role.



- Highlighted that the objectives of the Avoidable Deaths Network and International Awareness Day for Avoidable Deaths will directly contribute to the United Nations Office for Disaster Risk Reduction’s global efforts and goals of the Sendai Framework for Disaster Risk Reduction 2015 - 2030. Cited the Avoidable Deaths Network’s example in making similar voluntary commitments on the Sendai Framework Voluntary Commitments platform.
- Exclaimed that it was critically important that stakeholders should come together and share their experiences for achieving success in reducing “direct, indirect or delayed” deaths from disasters which is a key objective for the Avoidable Deaths Network.

### Part 3: ADN Junior Champions And Hub Presentations

#### Mr. Minamide Kenichi, Izumiotsu

- Congratulated the Avoidable Deaths Network on the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’, expressing that he was very glad that a global network of researchers and practitioners has been set up to raise awareness of avoidable deaths. He was honoured that the launch event was held in his city, Izumiotsu.
- Believed that if we work collaboratively and take countermeasures, we could reduce the estimated 2,000 fatalities from the Nankai Trough Earthquake Tsunami in Izumiotsu to zero. To this end, there is the issue of how to enhance disaster preparedness not only through government but also through public-private cooperation and citizen participation. Under these circumstances, he thought it was very meaningful that we can work together with the school and the local community to enhance the disaster preparedness of children. He was very happy that local disaster prevention leaders are emerging at Hama Elementary School.
- Expressed that he would like to work collaboratively on the challenge of reducing avoidable deaths to as close to zero as possible, while combining cutting-edge technology to create a better model for disaster preparedness in Izumiotsu.
- Hoped that International Awareness Day for Avoidable Deaths will spread globally and become International Day for Avoidable Deaths in the near future.



### **Students, Hama Elementary School**

- Under the guidance of Dr. Hideyuki Shiroshita (Kansai University), the students developed unique board games to understand how to react and act in a disaster situation. The games, based on signs that offers scope for universalisation and makes it inclusive for those who cannot read, were presented by the students who study in the primary levels, between fourth and seventh grade.

### **Arkoneil Ghosh, Jamnabai Narsee International School**

- Emphasised the importance of training at school to reduce avoiding deaths. For example, only a handful of schools in India teach swimming. Believed that every primary school should teach basic swimming skills to all children below 9 years of age.

### **Dr. Yazidhi Bamutaze, Makerere University**

- The Hub Uganda will be a very useful platform to engage the youth, especially students and their associations at Makerere University and beyond, to create a cadre of Champions.
- Expressed his keen desire in working jointly with the Avoidable Deaths Network Community to focused on knowledge creation, dissemination and awareness, to ensure that university curriculums have a strong component of disaster risk management and work with continental- and global-level associations in Africa.

### **Mr. Dillip Pattanaik, Orissa State Volunteers and Social Workers Association**

- Emphasised that the Hub India and the Regional Coordinator are committed to spreading awareness of International Awareness Day for Avoidable Deaths and working towards reducing disaster deaths from snakebites and drowning.
- Explained how awareness about avoidable disaster deaths will be spread through campaigns, conferences, symposiums and advocacy towards policy change.
- Underlined his commitment to bolster the health systems that play a critical role in achieving zero-deaths in the disasters. Detailed how this will be carried out by addressing structural drivers of health including the social determinants, improving health literacy and bolstering emergency responses in health services.



### **Mr. Maqbul Bhuiyan, Data Management Aid**

- Expressed his excitement to set up a new Hub in Bangladesh, in association with the University of Dhaka.
- The Bangladesh Hub will engage with students of the University of Dhaka and other local universities, to enhance their capacities and develop their leadership skills in disaster risk management.

### **Dr. Fatima Akter, University of Dhaka**

- Underscored the varied nature of disaster deaths, while in 2022 there were 13,008 deaths across the globe, the Turkey-Syria Earthquake in 2023 killed over 50,000 people. Hence why consistent and continuous assessments are needed to monitor the emerging and changing natures of disasters.
- Emphasised on science-based policies to anticipate disasters and adopt necessary action ahead of time, such as strategic retreats from low-lying flood prone areas, hill slopes and other such vulnerable areas.
- Highlighted the need for more robust research on cause-effect processes, for mitigation, recovery and reconstructive measures.
- Explained how Bangladesh have developed anticipatory action in disaster risk reduction as it has historically been highly disaster-prone. Achievements of Bangladesh could provide important lessons to the other similarly vulnerable regions.



## Part 4: Collaborators and Sponsors

### **Col. Sanjay Srivastava (veteran), Climate Resilient Observing Systems Promotion Council**

- Described the structure of disaster risk reduction in India which connects the federal government with the smallest units of households and individuals, in the remotest of areas.
- Emphasised on how India, led by the state of Odisha, have been striving to achieve zero-deaths in disasters, a target which is now within reach and should be achieved soon.
- Extended support to the Avoidable Deaths Network to develop and implement its project on 'Exploring the Feasibility and Value of Pioneering Partnerships to Reduce Avoidable Snakebite Deaths in India' as snakebite deaths are avoidable, indirect disaster deaths.

### **Mr. Mohammed Ali Said Ali Albadi, YAS Center for Environment and Health**

- Described how Oman, a country which did not historically experience cyclones or flash floods, has regularly been experiencing natural hazards over the last decade.
- Explained how the infrastructure was not built to withstand natural hazards and how anthropogenic factors have contributed to make their severity.
- Oman would be happy to host International Awareness Day for Avoidable Deaths in 2024 and to learn from the Avoidable Deaths Network's expertise on how to reduce disaster deaths, especially in the context of emerging hazards such as tropical cyclones.





**Mr. Ronald Jackson, Recovery for Building Resilience, United Nations Development Programme**

- The United Nations Development Programme was urging a critical shift towards proactive risk management to protect development from the ever-increasing threats of disasters, which will ensure that the concept is translated from abstract to action.
- Emphasised the importance of framing the problems and solutions in such a way that it is understandable to widest possible range of stakeholders, and also shift from coping and adaptation, to more proactive, socially constructed endogenous threats.
- The United Nations Development Programme was investing heavily in highly vulnerable countries such as Bangladesh rearticulating a different pathway in disaster risk governance and advancing a risk-informed development agenda, capturing the dynamics of intersecting threats
- Continues to support reactive risk-governance systems such as bolstering early warning systems and mainstreaming climate change adaptation. Congratulated the Avoidable Deaths Network’s commitment to enhance risk managements with better able to deal with interconnected risks, aligning with the United Nations Development Programme.



## Part 5: Future of International Awareness Day for Avoidable Deaths

### **Dr. Nibedita Ray-Bennett, University of Leicester**

- Presented the Avoidable Deaths Network's dynamic organogram, highlighting the networking and research strands.
- Introduced the aim to launch a i. Global Hub and ii. International Journal for Avoidable Deaths.
- Highlighted the need for context-specific interventions on the causes and circumstances of avoidable deaths.

### **Mr. Steve Glovinsky, PeerConnect**

- Presented the Avoidable Deaths Network and PeerConnect's collaborated experiments with knowledge-sharing networks in the Caribbean region and India.
- Explained how the Avoidable Deaths Network will begin experimenting with the networking model at the grassroots level, owned by the at-risk communities, with the hope of exploring how such platforms could leverage development of strategic and targeted interventions for the potential victims of snakebites, drowning or other hazards.



## Part 6: Closing Ceremony

### Professor Shingo Nagamatsu, Kansai University

- Impressed that people travelled from all over the world to attend the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’ and celebrate their shared interests. In addition, he thought it was wonderful that the discussion integrated global-level activities with the Junior Champion’s local activities. Linked the event to the saying, “Think globally, Act locally”.
- Identified that the philosophy of the Faculty of Societal Safety Sciences share commonalities with the Avoidable Deaths Network’s philosophy of preventing avoidable deaths from disasters and accidents. He was very pleased that Kansai University was able to facilitate the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’.
- Shared that the ‘*Launch of a Global Campaign: International Awareness Day for Avoidable Deaths*’ was an important opportunity to consider how to prevent indirect deaths caused by disasters. For example, after the 1995 Kobe earthquake, many people lost their jobs, their livelihoods became untenable, and many committed suicides.



## Annex 5: A Common Framework to Launch an Avoidable Deaths Network Country Chapter: 10-Steps

To launch ADN Country Chapter the Regional Coordinator/s (RC) must form a consortium of at least two sectors. It is mandatory to include one policy maker, practitioner and a high-ranked university in order to launch an Avoidable Deaths Network Country Chapter. The launching of the Country Chapter should adhere to the 10-Step launching process.

1. Organise a round table meeting with stakeholders (e.g., international non-governmental organisations, academics, politicians, civil society organisations to sensitise the Avoidable Deaths Network's objectives and working areas (i.e. avoidable deaths)
2. Develop a gender balanced advisory board to launch an Avoidable Deaths Network Country Chapter (e.g., senior / renowned personalities, role models, retired bureaucrats, members from civil society organisations, international non-governmental organisations, United Nations Agencies, Higher education institutions, politicians, media, civil society organisations leaders).
3. Select high ranking influential personalities (e.g., retired bureaucrats, senior politicians or senior academicians) to become honorary Chairman and Vice Chairman for the Country Chapter. *This is an optional step.*
4. Select a team of researchers (from government research unit, think tanks, universities, individual researchers, professors etc.) who could be the resource for the knowledge network for the Country Chapter and partners for research collaboration with Leicester and Kansai Universities. *This is an optional step.*
5. Select a team of practitioners representing international non-governmental organisations, United Nations agencies, corporate social responsibility representatives, policy makers who could be the resource for knowledge network for the Country Chapter, and partners for research collaboration with Leicester and Kansai Universities.
6. Create a steering/ management committee comprising 3-4 members for day-to-day operation of the Country Chapter. Regional Coordinators should lead the steering and management committee and share labour.
7. Organise a pre-launching meeting for the launch of the Country Chapter where roles and responsibilities of the stakeholders, advisory board, honorary Chairman and Vice Chairman can be discussed and shared. Regional Coordinators to document the roles and responsibilities for the strategy document.



- 8.** Develop a two-page strategy document on the governance and objectives of the Country Chapter in collaboration with the Avoidable Deaths Network's Presidents and Operation Manager.
- 9.** Launch the Country Chapter, and strategy document in a public event. If the Avoidable Deaths Network's Presidents are unable to join in person, one of the Presidents will deliver the keynote speech virtually. The strategy document will be uploaded on the Avoidable Deaths Network [website](#).
- 10.** Regional Coordinators to provide one-page annual report to the Presidents, which will be published via the Avoidable Deaths Newsletter and United Nations Office for Disaster Risk Reduction's Sendai Framework Voluntary Commitments platform. Please use the template to complete the Regional Coordinator's Annual Report.

The launch of the Avoidable Deaths Network Country Chapter could lead to the establishment of a Research Hub for Avoidable Deaths Network. However, this is not mandatory.

The launching of the Country Chapter marks the beginning of activities for the Avoidable Deaths Network. Please see the checklist of activities for the Country Chapter.





## Checklist of Activities for Avoidable Deaths Network Country Chapter

The Steering/ Management Committee can collectively identify at least two activities from the list\* below to develop the Country Chapter. Celebrating International Awareness Day for Avoidable Deaths on 12 March is a mandatory activity for all Country Chapters.

Research and development	
Celebrating International Awareness Day for Avoidable Deaths on 12 March.	This is mandatory.
Promoting monthly accountable talks of avoidable deaths	
Promoting south-south and north-south collaboration to address the Avoidable Deaths Network’s objectives	
Platform to share knowledge and raise awareness on avoidable deaths	
Capacity building of responders	
Advocacy to integrate avoidable deaths in the heart of disaster and developmental activities	
Promoting future leaders for avoidable deaths by engaging with graduate and post-graduate students	
Promoting Junior Champions for avoidable deaths by engaging with primary and higher secondary schools	
Any other activities relevant to country context	

\*This list is not exhaustive.