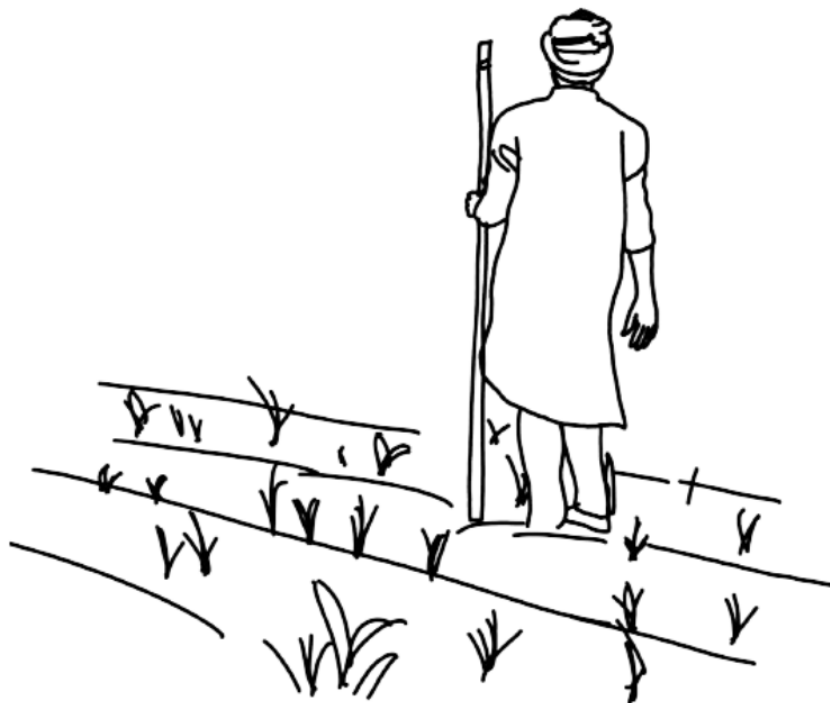


**DISASTER
DEATHS
ARE
AVOIDABLE**

HIGHLIGHTS

International Awareness Day for Avoidable Deaths (IAD4AD) Global Campaign

2024



Copyright © Avoidable Deaths Network

Image Copyright © Avoidable Deaths Network

Contact: contact@avoidable-deaths.net

Date Published:

Suggested citation: MacLeod, L, Umar, A.O., Ray-Bennett, N.S. Shiroshita, H. Andrew, P.F. Akter, F. Malik, I. Dueheney, Z. Tahir, A. Koner, S. Bhardwaj, A. Ekezie, W. (2024) *Highlights: International Awareness Day For Avoidable Deaths (IAD4AD) 2024 Global Campaign*. UK and Japan: Avoidable Deaths Network Publication.

About Avoidable Deaths Network (ADN): ADN is a diverse, dynamic, inclusive, and innovative global-local membership network dedicated to reducing disaster deaths that are avoidable in low- and middle-income countries. ADN is a member of the [Sendai Framework's Voluntary Commitment Platform](#) and the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) Leading Edge Programme [Networks and Partnerships Group](#).

Table of Contents

Acknowledgements.....	4
Context.....	5
Activities	6
Post-Event Reports	16
Bangladesh	17
International Awareness Day for Avoidable Deaths IAD4AD in Bangladesh	17
Belize	20
IAD4AD Belize: Launch of Avoidable Deaths Network, Galen University, Belize Chapter	20
Georgia.....	22
Orientation on ADN’s Global Campaign Slogan and Roundtable Meeting on Disaster Risk in Georgia.....	22
India	24
IAD4AD India 2024.....	24
IAD4AD Awareness Raising Workshop.....	27
Snakebite Deaths are Avoidable: Hospital Arrival Approach	27
Japan.....	30
DRR film screening event	30
Nigeria and Zambia.....	31
Poets for Avoidable Deaths Awareness and Advocacy Campaign	31
Pakistan	32
IAD4AD Pakistan 2024: Awareness Lecture and Training Session on Reducing Avoidable Deaths	32
UK.....	33
Student-led ‘Top 10 Causes of Avoidable Deaths in the UK’ posters	33

Acknowledgements

We thank the funders for supporting the Symposium: IAD4AD in India. This includes the University of Leicester's Institute for Environmental Futures and Institute for Precision Health, Kansai University, All India Institute for Disaster Management, Ophirex, Inc., Centre for Research and Community Action, and Star Union Dai-Ichi Life Insurance

We also thank Mr Dillip Pattanaik and his wonderful team at Orissa State Volunteers Social Workers Association (OSVSWA) for hosting the Symposium in Bhubaneswar.

Context

The Avoidable Deaths Network (ADN) celebrates the first year of the global campaign, **International Awareness Day for Avoidable Deaths (IAD4AD)**.

The global campaign was launched on 13 March 2023 in Osaka, Japan by [Ms. Mami Mizutori](#) (former Special Representative of the United Nations Secretary-General for Disaster Risk Reduction and former Head of the United Nations Office for Disaster Risk Reduction).

The **purpose** of the global campaign is to raise awareness of disaster deaths and missing persons while both capturing their impact on people's lives and by providing a platform wherein policy makers, practitioners and researchers have the ability to make more informed decisions that lead to lives saved. The **goal** is to capture the causes and circumstances that lead to disaster deaths so that national and local responders can put context-specific interventions in place to save lives. Through our work, we strive to reduce the actual number of deaths from disasters and give light to the value of the lives saved through effective disaster risk governance, and preventable and timely interventions.

To mark the global campaign, **53 activities** took place across 11 countries (four continents) in Austria, Bangladesh, Belize, Georgia, India, Japan, New Zealand, Nigeria, Pakistan, UK and Zambia. There were 19 different types of activities which comprised article, press release, light show, meeting, workshop, field visit, chapter launch, social media campaign, tree plantation, orientation, vlog, video, poster, rally, seminar, spoken word poetry, symposium, capacity building and webinar.

The activities were led by 21 ADN Members, namely the Founding Presidents (Dr. Nibedita Ray-Bennett and Dr. Hideyuki Shiroshita), four Advisory Board Members (Dr. Ambika Prasad Nanda, Ms. Patience Fyne Andrew, Professor Alois Hirschmugl, Professor Michael G. Petterson), eight Regional Coordinators (Dr. Fatima Akter, Dr. Inshah Malik, Lt. Zain Dueheney, Mr. Asad Tahir, Mr. Dillip Pattanaik, Mr. Snehendu Koner, Ms. Anuradha Bhardwaj and Ms. Shaiza Khawaja), four Operations Members (Dr. Madhulika Sahoo, Dr. Winifred Ekezie, Ms. Lauren MacLeod and Master Arkoneil Ghosh), one Hub Committee Member (Dr. Shakuntala Pratihary) and two Members (Dr. Nikhil Paul and Ms. Tahira Khan).

This report lists the 53 global activities and spotlights 19 of them conducted across nine countries around the world.

For more information on the IAD4AD global campaign and to download cultural assets, please visit iad4ad.avoidable-deaths.net/.

Activities

The 53 diverse activities are listed in Table 1.

Table 1: List of Campaign Activities in 2024

#	Country	Institutions	Date	Activity	Lead
1	Austria	Disaster Management, Advice and Training (DMAT) Consulting KG	1 March	Article on ' Disaster deaths post major emergencies and how can they be reduced ' in ADN Blog	Professor Alois Hirschmugl (Advisory Board Member)
2	India	ADN India Hub	1 March	Awareness-Raising Article on ' IAD4AD ' in Asociacion Mundial de Escritores Latinoamericanos (AMDEL) (please see Error! Reference source not found.)	Master Arkoneil Ghosh (Operations Member)
3	Worldwide	Avoidable Deaths Network	2 March	Information, Education and Communication (IEC) Social Media Campaign on Avoidable Malaria Deaths	Dr. Nibedita Ray-Bennett (President) and Dinushi Darshanika and Aysha Butt (Project Volunteers)
4	Worldwide	Avoidable Deaths Network	5 March	IEC Social Media Campaign on Avoidable Cervical Cancer Deaths	Dr. Nibedita Ray-Bennett (President) Dinushi Darshanika and Aysha Butt (Project Volunteers)
5	Worldwide	Avoidable Deaths Network	6 March	IEC Social Media Campaign on Avoidable Unsafe Abortion Deaths	Dr. Nibedita Ray-Bennett (President) Dinushi Darshanika and Aysha Butt (Project Volunteers)
6	India	ADN India Hub/ Centre for Research and Community Action (CeRCA)/ Sri Sri University	6 March	Article on ' Avoidable Deaths Network (ADN): Building a Public Discourse on Saving Lives ' in ADN Blog	Dr. Shakuntala Pratihary (India Hub Member)
7	UK	University of Leicester	6 March	Awareness Raising Meeting with the Sustainable Leadership Forum (SLF)	Mr. Asad Tahir (Regional Coordinator); Dr. Nibedita Ray-Bennett (President)
8	India	Kalahandi University	8 March	Article on ' Inspire Inclusion: International Women's Day ' in ADN Blog	Dr. Madhulika Sahoo (Operations Member)
9	India	Sneha Abhiyan, Centre for Research and Community Action (CeRCA), ADN India Hub, OSVSWA	8 March	Mangrove sapling plantation with Sneha Abhiyan in Erasama block, Jagatsinghpur, Odisha on International Women's Day	Dr. Ambika Prasad Nanda (Advisory Board Member); Dr. Shakuntala Pratihary Nanda (India Hub Member); Dr. Nibedita Ray-Bennett (President); Dr. Hideyuki Shiroshita (President)

10	Nigeria	Custodians for African Literature (COAL)	8 March	Spoken Word Poetry Video on ' <u><i>Poets for Avoidable Deaths (P4AD): Maternal Deaths</i></u> ' by Vanvan	Ms. Patience Fyne Andrew (Advisory Board Member); Dr. Nibedita Ray-Bennett (President)
11	Worldwide	Avoidable Deaths Network	8 March	IEC Social Media Campaign on Avoidable Maternal Deaths Deaths	Dr. Nibedita Ray-Bennett (President) Dinushi Darshanika and Aysha Butt (Project Volunteers)

Image 1: Awareness Raising Meeting with the Sustainable Leadership Forum (SLF)



***Image 2:
sapling
Sneha Abhiyan
block,
Odisha on
Women's Day***



***Mangrove
plantation with
in Erasama
Jagatsinghpur,
International***

12	Bangladesh	University of Dhaka, Data Management Aid and Banga Bandhu Sheikh Mujib Medical University	9 March	Rally to raise the visibility of IAD4AD	Dr. Fatima Akter (Regional Coordinator)
13	Bangladesh	University of Dhaka, Data Management Aid and Banga Bandhu Sheikh Mujib Medical University	9 March	Seminar to raise the visibility of IAD4AD	Dr. Fatima Akter (Regional Coordinator)
14	Pakistan	Traffic Police, Punjab Emerging Services Department (1122), National Disaster Management Authority (NDMA) Islamabad, and Pearls Education City Bhowana, Chiniot, Punjab.	9 March	Launch of the ADN Pakistan Chapter and Press Release	Mr. Asad Tahir (Regional Coordinator); Ms. Tahira Khan (Member)
15	Pakistan	Avoidable Deaths Network (ADN), Pearls Education City Bhowana	9 March	Training Session on ‘Life Saving Skills’	Mr. Asad Tahir (Regional Coordinator)
16	Worldwide	Avoidable Deaths Network	10 March	IEC Social Media Campaign on Avoidable Dog Bite Deaths	Dr. Nibedita Ray-Bennett (President) Dinushi Darshanika and Aysha Butt (Project Volunteers)
17	Worldwide	Avoidable Deaths Network	11 March	IEC Social Media Campaign on Avoidable Manual Scavenging Deaths	Dr. Nibedita Ray-Bennett (President) Dinushi Darshanika and Aysha Butt (Project Volunteers)
18	Belize	National Emergency Management Organization and Galen University	12 March	IAD4AD Belize: <i>Launch of Avoidable Deaths Network, Galen University, Belize Chapter</i>	Lt. Zain Dueheney (Regional Coordinator)
19	Georgia	New Vision University	12 March	Orientation on ADN’s Global Campaign Slogan ‘Disaster Deaths Are Avoidable’	Dr. Inshah Malik (Regional Coordinator)
20	Georgia	New Vision University	12 March	Roundtable meeting with important personalities on disaster risk in Georgia	Dr. Inshah Malik (Regional Coordinator)
21	India	ADN India Hub/ Orissa State Volunteers and Social Workers Association (OSVSWA), Ophirex, Inc., All India Disaster Mitigation Institute (AIDMI), Centre for Research and Community Action (CeRCA), Star Union Dai-Ichi Life Insurance, Kansai University and University of Leicester	12 March	Symposium on ‘Reducing Avoidable Deaths’ (IAD4AD India 2024)	Mr. Dillip Pattanaik (Regional Coordinator); Ms. Lauren MacLeod (Operations Member)
22	India	Doers	12 March	Awareness Raising Workshop on ‘International Awareness Day for Avoidable Deaths’	Ms. Anuradha Bhardwaj (Regional Coordinator)
23	Nigeria	Custodians for African Literature (COAL)	12 March	Spoken Word Poetry Video on ‘ Poets for Avoidable Deaths (P4AD): Snakebite ’ by Envoi Vates	Ms. Patience Fyne Andrew (Advisory Board Member); Dr.

					Nibedita Ray-Bennett (President)
24	Worldwide	Avoidable Deaths Network	12 March	IEC Social Media Campaign on Avoidable Snakebite Envenoming Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)

Image 3: Rally to raise the visibility of IAD4AD



Image 4: Training Session on 'Life Saving Skills'



25	UK	University of Leicester/ Sustainable Leadership Forum	12 March	Attenborough Tower Lit Up in ADN Colours	Mr. Asad Tahir (Regional Coordinator); Dr. Nibedita Ray- Bennett (President)
26	India	ADN India Hub/ Orissa State Volunteers and Social Workers Association (OSVSWA), Ophirex, Inc., All India Disaster Mitigation Institute (AIDMI), Centre for Research and Community Action (CeRCA), Star Union Dai-Ichi Life Insurance, Kansai University and University of Leicester	13 March	Field visit to Case Station for Avoidable Snakebite Deaths (CaSA) (IAD4AD India 2024)	Mr. Dillip Pattanaik (Regional Coordinator); Ms. Lauren MacLeod (Operations Member)
27	India	ADN India Hub/ Orissa State Volunteers and Social Workers Association (OSVSWA), Ophirex, Inc., Kansai University and University of Leicester	14 March	Global Campaign Meeting and Special Session on ‘ <i>Broad Spectrum Rapid Antidote</i> ’ (IAD4AD India 2024)	Mr. Dillip Pattanaik (Regional Coordinator); Ms. Lauren MacLeod (Operations Member)
28	Worldwide	Avoidable Deaths Network	14 March	IEC Social Media Campaign on Avoidable Burn Deaths	Dr. Nibedita Ray- Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
29	India	University of Leicester/ Precision Health, ADN India Hub/ OSVSWA	15 March	Health Outreach Workshop on IEC of Snake Myths and Misconceptions in Burujhari Village, Odisha	Dr. Nibedita Ray- Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
30	India	Auriga Research	16 March	Webinar on ‘ <i>Snakebite deaths are avoidable; Hospital arrival approach</i> ’	Mr. Snehendu Koner (Regional Coordinator)
31	India	University of Leicester/ Precision Health, ADN India Hub/ OSVSWA	16 March	Health Outreach Workshop on IEC of Snake Myths and Misconceptions in Sumondal Village, Odisha	Dr. Nibedita Ray- Bennett (President)
32	Worldwide	Avoidable Deaths Network	16 March	IEC Social Media Campaign on Avoidable Road Traffic Accident Deaths	Dr. Nibedita Ray- Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
33	India	University of Leicester/ Precision Health, ADN India Hub/ OSVSWA	17 March	Health Outreach Workshop on IEC of Snake Myths and Misconceptions in S. Chachina Village, Odisha	Dr. Nibedita Ray- Bennett (President)
34	Worldwide	Avoidable Deaths Network	17 March	IEC Social Media Campaign on Avoidable Hunger and Starvation Deaths	Dr. Nibedita Ray- Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
35	UK	Centre for Health and Society at Aston University	18 March	Presentation of student-led ‘ <i>Top 10 Causes of Avoidable Deaths in the UK</i> ’ poster	Dr. Winifred Ekezie (Operations Member)

36	Worldwide	Avoidable Deaths Network	18 March	IEC Social Media Campaign on Avoidable Lightning Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
37	Georgia	New Vision University, Climate Hub Georgia	18 March	Premiere of New Vision University's Gen Z club Vlog on ' <i>International Awareness Day for Avoidable Deaths</i> '	Dr. Inshah Malik (Regional Coordinator)
38	Pakistan	Center for Disaster Management - UMT	20 March	Workshop on ' <i>Avoidable Deaths from Heatwaves in Pakistan: Challenges and Opportunities</i> '	Ms. Shaiza Khawaja (Regional Coordinator)

Image 5: Attenborough Tower Lit Up in ADN Colours

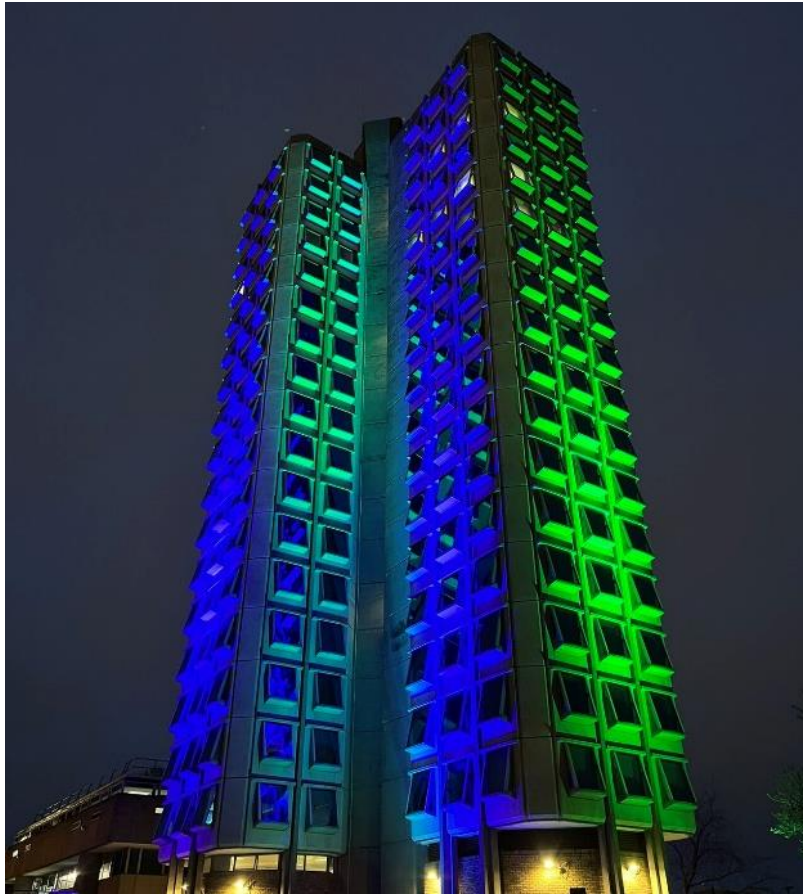


Image 6: Workshop on 'Avoidable Deaths from Heatwaves in Pakistan: Challenges and Opportunities'



39	India	Outdoor Medics Goa/ Mangalore	20 March	Capacity Building Session on ' <i>Basic First Aid to Reduce Avoidable Snakebite Deaths</i> '	Dr. Nikhil Paul (Member)
40	Worldwide	Avoidable Deaths Network	20 March	IEC Social Media Campaign on Avoidable Crocodile and Tiger Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
41	Nigeria	Custodians for African Literature (COAL)	21 March	Spoken Word Poetry Video on ' <i>Poets for Avoidable Deaths (P4AD): Silicosis Deaths</i> ' by Younglan	Ms. Patience Fyne Andrew (Advisory Board Member); Dr. Nibedita Ray-Bennett (President)
42	Worldwide	Avoidable Deaths Network	21 March	IEC Social Media Campaign on Avoidable Silicosis Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
43	Worldwide	Avoidable Deaths Network	22 March	IEC Social Media Campaign on Avoidable Intimate Partner Violence (IPV) Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
44	Japan	Kansai University, City of Izumiotsu and Hama Elementary School	23 March	Premiere of Videos on Avoidable Tsunami Deaths ' <i>Dream: Cherish The Time You Have Now</i> ' and ' <i>That Day Was Different From Usual: Important Eraser</i> ' by Junior Champions	Dr. Hideyuki Shiroshita (President)
45	India	Kalahandi University	23 March	Premiere of Video on ' <i>Snakebite Deaths are Avoidable</i> ' by Anthropology Post-Graduate Students	Dr. Madhulika Sahoo (Operations Member)
46	Worldwide	Avoidable Deaths Network	23 March	IEC Social Media Campaign on Avoidable Suicide from Mental Illness Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
47	Worldwide	Avoidable Deaths Network	25 March	IEC Social Media Campaign on Avoidable Typhoid Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
48	Nigeria	Custodians for African Literature (COAL)	26 March	Spoken Word Poetry Video on ' <i>Poets for Avoidable Deaths (P4AD): Drowning Deaths</i> ' by Lardo	Ms. Patience Fyne Andrew (Advisory Board Member); Dr. Nibedita Ray-Bennett (President)
49	Worldwide	Avoidable Deaths Network	26 March	IEC Social Media Campaign on Avoidable Drowning Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
50	Worldwide	Avoidable Deaths Network	27 March	IEC Social Media Campaign on Avoidable Tuberculosis Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika and Aysha Butt (Project Volunteers)
51	Worldwide	Avoidable Deaths Network	27 March	IEC Social Media Campaign on Avoidable Cholera Deaths	Dr. Nibedita Ray-Bennett (President), Dinushi Darshanika

					and Aysha Butt (Project Volunteers)
52	Nigeria and Zambia	Custodians for African Literature (COAL)	31 March	Webinar on ' <i>Poets for Avoidable Deaths (P4AD)</i> '	Ms. Patience Fyne Andrew (Advisory Board Member); Dr. Nibedita Ray- Bennett (President)
53	New Zealand	Auckland University of Technology	13 May	Article on ' <i>A Global Anthropocene Earth Science Take on Avoidable Deaths</i> ' in ADN Blog	Professor Michael G. Petterson (Advisory Board Member)

Image 7: Capacity Building Session on 'Basic First Aid to Reduce Avoidable Snakebite Deaths'



Image 8: Flyer of Video Premiere on 'Snakebite Deaths are Avoidable' by Anthropology Post-Graduate Students



Post-Event Reports


Bangladesh

International Awareness Day for Avoidable Deaths IAD4AD in Bangladesh

Host	Dr. Fatima Akter, Chairperson and Associate Professor, Department of Meteorology, University of Dhaka (ADN Regional Coordinator)
Participants	50 participants (including chairs/speakers and students) from the Department of Meteorology, University of Dhaka; the International Drowning Research Centre-Bangladesh (IDRC-B); Centre for Injury Prevention and Research, Bangladesh (CIPRB); the Bangladesh Red Crescent Society (BDRCS); Bangabandhu Sheikh Mujib Medical University; the University of Leicester, UK; Kansai University, Japan; National Oceanographic And Maritime Institute (NOAMI) and Data Management Aid).

Part 1: Seminar

Date	9 March 2024																										
Time and Venue	15:30 - 17:30: Nabab Nawab Ali Chowdhury Senate Bhaban, University of Dhaka, Bangladesh																										
Description	A seminar focusing on the theme of "International Awareness Day for Avoidable Deaths” was convened at the Nabab Nawab Ali Chowdhury Senate Bhaban, University of Dhaka. Organized by the Department of Meteorology and Avoidable Deaths Network (ADN) Bangladesh, in collaboration with Data Management Aid (DMA) and the Bangladesh Red Crescent Society (BDRCS), the event brought together experts and stakeholders to discuss strategies for mitigating avoidable deaths. Esteemed figures and representatives from International Drowning Research Centre-Bangladesh (IDRC-B), Centre for Injury Prevention and Research, Bangladesh (CIPRB); University of Leicester, UK; Bangabandhu Sheikh Mujib Medical University, Dhaka; Bangladesh Red Crescent Society (BDRCS); NOAMI and Department of Disaster Management (DDM) led discussions aimed at raising awareness and advocating methods to minimize hazards efficiently with accordance to Sendai Framework for Disaster Risk Reduction 2015-2030, UNDRR.																										
Timetable	<table><tr><th colspan="3">Part 1: Inauguration of the Seminar and Presentations</th></tr><tr><th>Speaker</th><th>Session</th><th>Time</th></tr><tr><td>Department of Meteorology, University of Dhaka</td><td>Welcome & Setting the Agenda for the Day</td><td>15:30 - 15:35</td></tr><tr><td>Dr. Fatima Akter, Chairperson & Associate Professor, Department of Meteorology, University of Dhaka</td><td>Early Warning and Action : Advancing Meteorology in Avoidable Disaster Death</td><td>15:35 – 15:45</td></tr><tr><td>Dr. Aminur Rahman, Director, International Drowning Research Centre-Bangladesh (IDRC-B), Centre for Injury Prevention and Research, Bangladesh (CIPRB)</td><td>Child Drowning in Bangladesh –An Avoidable Death</td><td>15:45 – 15:55</td></tr><tr><td>Mr. Imam Zafor Sikder, Director, Bangladesh Red Crescent Society (BDRCS) Md. Shahjahan, Coordinator, Bangladesh Red Crescent Society</td><td>Heatwave & Bangladesh: An Anticipatory Action</td><td>15:55 – 16:05</td></tr><tr><td>Dr. Fariha Haseen, Associate Professor; Head, Division Reproductive and Child Health Department of Public Health and Informatics Bangabandhu Sheikh Mujib Medical University Dhaka</td><td>What Happens to Women and Adolescent girls during Disasters?</td><td>16:05 – 16:15</td></tr><tr><th colspan="3">Part 2: Speech by Guests</th></tr></table>			Part 1: Inauguration of the Seminar and Presentations			Speaker	Session	Time	Department of Meteorology, University of Dhaka	Welcome & Setting the Agenda for the Day	15:30 - 15:35	Dr. Fatima Akter, Chairperson & Associate Professor, Department of Meteorology, University of Dhaka	Early Warning and Action : Advancing Meteorology in Avoidable Disaster Death	15:35 – 15:45	Dr. Aminur Rahman, Director, International Drowning Research Centre-Bangladesh (IDRC-B), Centre for Injury Prevention and Research, Bangladesh (CIPRB)	Child Drowning in Bangladesh –An Avoidable Death	15:45 – 15:55	Mr. Imam Zafor Sikder, Director, Bangladesh Red Crescent Society (BDRCS) Md. Shahjahan, Coordinator, Bangladesh Red Crescent Society	Heatwave & Bangladesh: An Anticipatory Action	15:55 – 16:05	Dr. Fariha Haseen, Associate Professor; Head, Division Reproductive and Child Health Department of Public Health and Informatics Bangabandhu Sheikh Mujib Medical University Dhaka	What Happens to Women and Adolescent girls during Disasters?	16:05 – 16:15	Part 2: Speech by Guests		
Part 1: Inauguration of the Seminar and Presentations																											
Speaker	Session	Time																									
Department of Meteorology, University of Dhaka	Welcome & Setting the Agenda for the Day	15:30 - 15:35																									
Dr. Fatima Akter, Chairperson & Associate Professor, Department of Meteorology, University of Dhaka	Early Warning and Action : Advancing Meteorology in Avoidable Disaster Death	15:35 – 15:45																									
Dr. Aminur Rahman, Director, International Drowning Research Centre-Bangladesh (IDRC-B), Centre for Injury Prevention and Research, Bangladesh (CIPRB)	Child Drowning in Bangladesh –An Avoidable Death	15:45 – 15:55																									
Mr. Imam Zafor Sikder, Director, Bangladesh Red Crescent Society (BDRCS) Md. Shahjahan, Coordinator, Bangladesh Red Crescent Society	Heatwave & Bangladesh: An Anticipatory Action	15:55 – 16:05																									
Dr. Fariha Haseen, Associate Professor; Head, Division Reproductive and Child Health Department of Public Health and Informatics Bangabandhu Sheikh Mujib Medical University Dhaka	What Happens to Women and Adolescent girls during Disasters?	16:05 – 16:15																									
Part 2: Speech by Guests																											

	Dr. Nibedita Ray-Bennett, Co-Founder, ADN; <i>Associate Professor, University of Leicester</i> Mr. Md. Mijanur Rahman, Director General, <i>DDM</i> Professor Dr. A. S. M. Maksud Kamal, Vice <i>Chancellor, University of Dhaka</i> Dr. Fatima Akter, Chairperson & Associate <i>Professor, Department of Meteorology,</i> <i>University of Dhaka</i> Refreshment	<i>Guest of Honor</i> <i>Special Guest</i> <i>Chief Guest</i> <i>Vote of Thanks</i>	16:15– 16:30 16:30 – 16:45 16:45 – 17:00 17:00 – 17:05
Printed Materials	1. Seminar Timetable (see above) 2. Banner for Seminar  3. Newsletter: https://du.ac.bd/webPost/185/20779 https://du.ac.bd/webPost/185/20780		
Photos			

Part 2: Rally

Date	10 March 2024
Time and Venue	09:00 - 09:30: Rally commencing from the Central Shahid Minar to the Nabab Nawab Ali Chowdhury Senate Bhaban, University of Dhaka
Description	A meaningful rally commemorating the International Awareness Day for Avoidable Deaths (IAD4AD) commenced from the Central Shahid Minar and concluded at the Nabab Nawab Ali Chowdhury Senate Bhaban, University of Dhaka. Students and teachers from the Faculty of Earth and Environmental Sciences united in the march, led by Dr. Nibedita Ray-Bennett and Dr. Fatima Akter. The event highlighted the collective commitment to addressing and preventing avoidable deaths, reinforcing the importance of community engagement and proactive measures.
Printed Materials	Banner for Rally



VOLUNTARY COMMITMENTS
SENDAI FRAMEWORK
FOR DISASTER RISK REDUCTION 2015-2030



International Awareness Day for Avoidable Deaths (IAD4AD) in Bangladesh

Hosted by the Avoidable Deaths Network (ADN)
Bangladesh Chapter and Dept. of Meteorology,
University of Dhaka

March 2024

#avoidabledeathsday

Belize

IAD4AD Belize: Launch of Avoidable Deaths Network, Galen University, Belize Chapter



Host	Lt. Zain Dueheney, Justice of the Peace, Galen University (ADN Regional Coordinator)
Date	12 March 2024
Time and Venue	10:00 - 12:00: Galen University, Cayo District, Belize
Description	The launch of the ADN Galen University Belize Chapter served as a pivotal platform to amplify awareness surrounding preventable fatalities, with a focused emphasis on road safety and Disaster Risk Reduction (DRR). The event aimed to underscore the urgent need for proactive measures in mitigating avoidable deaths within Belize, shedding light on the alarming statistics and repercussions of negligence. Through collaborative efforts and educational initiatives, the chapter aspired to catalyse meaningful change by advocating for enhanced safety protocols and community engagement strategies to safeguard lives and reduce vulnerabilities to foreseeable
Printed Materials	<p>1. ADN Flyer</p> <p>2. Timetable</p>  <p>4. Banner</p>

	 <p>The poster is for the 'Launch of ADN Galen University Belize Chapter' for the 'International Awareness Day for Avoidable Deaths (IAD4AD)'. It features logos for Galen University, Avoidable Deaths Network, NEMO, Sendai Framework, and UNICEF. A blue circular badge says 'DISASTER DEATHS ARE AVOIDABLE'. The event is on March 12, 2024, at 10:00AM at Galen University Main Campus. Hashtags include #avoidabledeathsday, #roadsafety, and #disasterriskreduction.</p>
Participants	<p>The event saw the participation of 30 persons. This included Galen University's President, Galen University Chairman of the Board of Trustees, Provost, Deans, Fortis Belize Limited, NEMO, Department of Transport. There was a welcomed collaboration with UNICEF at the event.</p>
Photos	 <p>A group of approximately 12 people are posed for a photo in a room with yellow walls. They are standing in front of a whiteboard and a large screen. There are flags of Belize and Galen University on either side. The group includes men and women of various ages, some in formal attire and others in more casual clothing.</p>
Video	<p>UNICEF Representative remarks for the International Awareness Day of Avoidable Deaths. (youtube.com)</p>

Georgia

Orientation on ADN's Global Campaign Slogan and Roundtable Meeting on Disaster Risk in Georgia

Host	Dr. Inshah Malik, Associate Professor of Politics and International Relations, New Vision University (ADN Regional Coordinator)		
Date	12 March 2024		
Venue	New Vision University (NVU), Tbilisi, Georgia		
Description	<p>The New Vision Institute of Political Studies, School of Politics and Diplomacy organised a public information event (orientation) and expert roundtable, followed by a student’s initiative to present a vlog of the event.</p> <p>The orientation gave a general introduction to the issue of disaster-related human losses and the goal of the ADN for a broader audience. The session comprised of the following:</p> <ul style="list-style-type: none">• Tinatin Gabrichidze (Strategic Development and Internationalization Committee) gave a Welcome Address• Executive Manager (NVU) addressed the audiences on NVU and its actions towards the Sustainable Development Goals and NVU commitment to strengthen knowledge about Avoidable Deaths in Georgia• Dr. Inshah Malik discussed the background and purpose of marking the global campaign• Dr. Hideyuki Shiroshta (Kansai University) introduced the ADN.• Dr. Nibedita Ray-Bennett (University of Leicester) presented the scope and significance of the global campaign.• Dr. Michael Lueken discussed the School of Politics/ Diplomacy (NVIPs) commitment to disaster risk reduction in Georgia• Eter closing remarks reminded us about the precious lives lost in the 2023 Shovi landslide tragedy which makes it essential to highlight the issues of Avoidable Deaths in Georgia. <p>The Expert Roundtable was an in-depth discussion about Georgia-related research goals and potential collaborations within a to-be-founded Georgia country chapter of the global ADN. Key highlights of the Roundtable included establishing the following:</p> <ol style="list-style-type: none">1) Georgia’s disaster risk management largely lacks the component of prevention2) Georgia’s disaster risk management has limited technological ecosystem3) Georgia lacks general a concerted effort for risk awareness4) Much of disaster work is articulated more in terms of Governmental response.5) Need to generate a long-term prevention framework and highlight the issue of Avoidable deaths.		
Timetable	16:00 – 17:00	Orientation on ADN’s Global Campaign Slogan	
	17:00 – 17:30	Break	
	17:30 – 18:30	Roundtable Meeting on Disaster Risk in Georgia	
Participants	15 participants attended each event. Participants represented organizations and universities, students, professionals and communities from disaster affected Racha. Organizations included New Vision University, GIZ, Ilia State University, and Global Initiative on Disaster Management, CENN, and Association of Regional Rural Development for Future Georgia.		

<p>Photos</p>		
<p>Printed Materials</p>		

IAD4AD India 2024

Hosts	Mr. Dillip Pattanaik, Executive Director, Orissa State Volunteers and Social Workers Association (OSVSWA) (ADN Regional Coordinator); Ms. Lauren MacLeod, Activity Coordinator, Avoidable Deaths Network (ADN) India Hub, OSVSWA (ADN Operations Member)
Date	12 – 14 March 2024
Location	Odisha, India
Sponsors	Ophirex, Inc., All India Disaster Mitigation Institute (AIDMI), Centre for Research and Community Action (CeRCA), Star Union Dai-Ichi Life Insurance, Kansai University and Institute of Environmental Futures (IEF) at University of Leicester
Printed Material	

Part 1: Symposium on Reducing Avoidable Deaths

Time and Location	09:00 – 17:30: Suryansh Hotel and Resort, Bhubaneswar
Description	One-day symposium oriented around the topics of Avoidable Deaths from the perspectives of UN Agencies, INGO, HEI, CSR and Civil Society Organisations, Junior Champions and Future Leaders, with a spotlight on Maternal Deaths, Snakebite Deaths, WASH Deaths and Drowning Deaths for Avoidable Deaths. The event featured 26 speakers/ chairs from 19 organisations.
Participants	120 participants (including chairs/ speakers) from the Orissa State Volunteers and Social Workers Association, Indian Council of Medical Research – Regional Medical Research Centre (ICMR-RMRC), Sri Sri University, Kansai University, University of Leicester, United Nations Development Programme (UNDP), Star Union Dai-Ichi Life Insurance Co. Ltd, HelpAge India, ActionAid, Indian Institute of Public Administration (IIPA), Sikkim State Disaster Management Authority, Amrita Institute of Medical Sciences, Bhubaneswar Municipal Corporation (BMC), Centre for Injury Prevention Research, Bangladesh (CIPRB), Child in Need Institute (CINI), Family Planning Association of India (FPAI), Maa Manikeswari University, National Law University, Jamnabai Narsee International School, Centre for Research and Community Action Trust (CeRCA), Utkal University, Rama Devi Women's University, Sneha Abhiyan Erasama Jagatsinghpur, World Health Organisation, ODM Public School, Social Worker Ganjam, Goyn Lighthouse Communities Foundation Odisha, Kalinga Institute of Medical Sciences and Bharat Gyan Vigyan Samiti (BGVS).

Photo	
Printed Material	1. Timetable 2. ADN India Hub Annual Newsletter 2024 3. Event Programme

Part 2: Celebrating International Awareness Day for Avoidable Deaths and the Avoidable Deaths Network's Birthday

Time and Location	19:00 – 22:00: Suryansh Hotel and Resort in Bhubaneswar	
Description	The event consisted of a cake cutting, a discussion on the topic of 'Heatwave Deaths Are Avoidable', an Awards Ceremony and Dinner.	
Participants	31 participants including discussants (25 in-person and 6 virtual) from Indian Council of Medical Research – Regional Medical Research Centre (ICMR-RMRC), Sikkim State Disaster Management Authority, Centre for Injury Prevention Research, Bangladesh (CIPRB), Sri Sri University, Amrita Institute of Medical Sciences, Centre for Research and Community Action Trust (CeRCA), Maa Manikeswari University, Kansai University, University of Leicester, National Law University Orissa, State Volunteers and Social Workers Association (OSVSWA) and Jamnabai Narsee International School.	
Timetable	19:00 – 19:15	Cake Cutting
	19:15 – 20:00	Heatwave Deaths are Avoidable
		Dr. Ambika Prasad Nanda, Centre for Research and Community Action Trust (CeRCA)
		Dr. Shakuntala Pratihary, Sri Sri University
		Professor Vinod Sharma, Indian Institute of Public Administration (IIPA)
		Mr. Eduardo Cardoso, Orissa State Volunteers and Social Workers Association (OSVSWA)
	20:00 – 21:00	Awards Ceremony
		Dr. Hideyuki Shiroshita, Kansai University
		Dr. Nibedita Ray-Bennett, University of Leicester
		Dr. Ambika Prasad Nanda, Centre for Research and Community Action Trust (CeRCA)
		Dr. Amarendra Mohapatra, Indian Council of Medical Research – Regional Medical Research Centre (ICMR-RMRC)
	21:00 – 22:00	Dinner

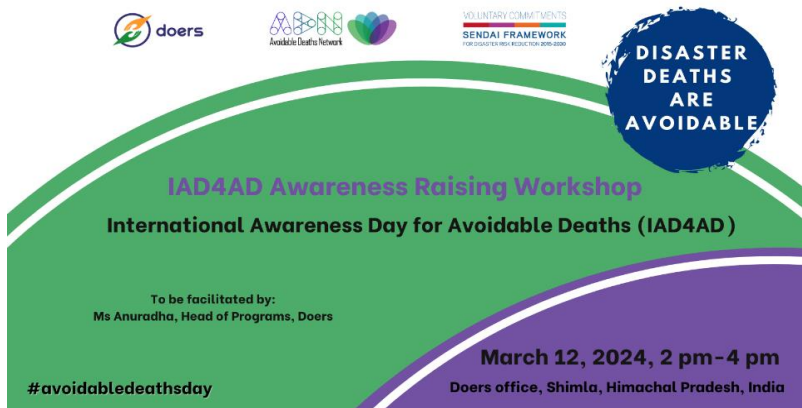

Part 3: Case Station for Avoidable Snakebite Deaths Field Visit

Time and Location	19:00 – 22:00: Burujhari Village, Kodala Tehsil, Beguniapada Block, Ganjam District
Description	Delegates travelled from Bhubaneswar to the ADN field site of Burujhari village, where the Case Station for Avoidable Snakebite Deaths (CaSA) enterprise is running. Delegates engaged with the local community, informing them of upcoming activities in Burujhari village, shared key tips for reducing death and discussed the importance of reducing snakebite deaths locally. Delegates visited the potential site for a physical CaSA and the nearby temple before a pit-stop at Chilika Lake on their return to Bhubaneswar.
Participants	16 delegates and 30 members of the local community including Indian Council of Medical Research – Regional Medical Research Centre (ICMR-RMRC), Sikkim State Disaster Management Authority, Ophirex, Inc., ADN India Hub (Orissa State Volunteers and Social Workers Association, Kansai University, University of Leicester, Local Social Worker, Block Chairperson, Gram Panchayat Sarapanch, Asst Forestry Conservation, local ASHA and Anganwadi Worker, Local ANM, Community Health Officer from the Health Department, Samiti Sabhya and Panchayat Executive Officer (PEO) from Burujhari Panchayat.
Printed Materials	1. Timetable

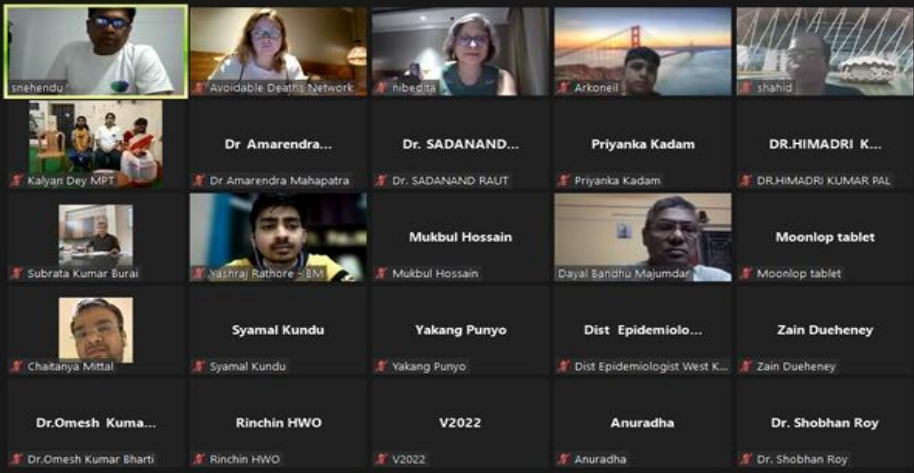

Part 4: Special Session on Broad Spectrum Rapid Antidote: Varespladib Oral for Snakebite (BRAVO) and Global Campaign Meeting

Time and Location	11:00 – 12:00: OSVSWA, Bhubaneswar, Odisha
Description	Dr. Stephen Samuel briefed the ADN India Hub on the progress of the new Broad Spectrum Rapid Antidote being trialed by Ophirex, Inc. Dr. Samuel then opened the floor for questions. Following this, the ADN and ADN India Hub held an internal review meeting of the campaign activities.
Participants	Ten ADN and ADN India Hub members, including the ADN Presidents from Kansai University and University of Leicester.
Printed Materials	1. Timetable

IAD4AD Awareness Raising Workshop



Host	Ms. Anuradha Bhardwaj, Head of Programs, Doers (ADN Regional Coordinator)													
Date	12 March 2024													
Time and Location	14:00-16:00: Doers, Shimla, Himachal Pradesh, India													
Description	Doers marked the International Awareness Day for Avoidable Deaths Network (IAD4AD), celebrated as part of the Avoidable Deaths Network's (ADN's) Global Campaign month. The IAD4AD Awareness Raising Workshop was conducted at Doers's office in Shimla, Himachal Pradesh, India. In the workshop, Ms. Anuradha, facilitated a session on Basic Life Support for the students of the prestigious SP Jain Institute of Management & Research (SPJIMR), Mumbai. By imparting life-saving skills to the group of motivated and driven youth, the workshop contributed to the continuing global efforts to reduce avoidable disaster deaths.													
Participants	Ms. Sindhu Luna, Program Coordinator at Doers and eight students hailing from different regions of India and pursuing their Post Graduate Diploma in Management at the SP Jain Institute of Management & Research, Mumbai participated in the IAD4AD Awareness Raising Workshop													
Timetable	<table><tr><th>Time</th><th>Topic</th></tr><tr><td>14:00 - 14:10</td><td>Welcome address and introduction of the Avoidable Deaths Network, International Awareness Day for Avoidable Deaths (IAD4AD) and the IAD4AD Awareness Raising Workshop</td></tr><tr><td>14:11 - 15:40</td><td>Understanding the importance of first aid skills for emergency preparedness and understanding various injuries and the first aid for them.</td></tr><tr><td>15:41 - 15:55</td><td>Demonstration of First Aid techniques</td></tr><tr><td>15:56 - 16:00</td><td>Practical session</td></tr><tr><td>16:01 - 16:30</td><td>Concluding statements and closing of the session</td></tr></table>		Time	Topic	14:00 - 14:10	Welcome address and introduction of the Avoidable Deaths Network, International Awareness Day for Avoidable Deaths (IAD4AD) and the IAD4AD Awareness Raising Workshop	14:11 - 15:40	Understanding the importance of first aid skills for emergency preparedness and understanding various injuries and the first aid for them.	15:41 - 15:55	Demonstration of First Aid techniques	15:56 - 16:00	Practical session	16:01 - 16:30	Concluding statements and closing of the session
Time	Topic													
14:00 - 14:10	Welcome address and introduction of the Avoidable Deaths Network, International Awareness Day for Avoidable Deaths (IAD4AD) and the IAD4AD Awareness Raising Workshop													
14:11 - 15:40	Understanding the importance of first aid skills for emergency preparedness and understanding various injuries and the first aid for them.													
15:41 - 15:55	Demonstration of First Aid techniques													
15:56 - 16:00	Practical session													
16:01 - 16:30	Concluding statements and closing of the session													
Printed Materials														
Photo														

Host	Mr. Snehendru Koner, Site Operations Lead, Auriga Research (ADN Regional Coordinator)
Date	16 March 2024
Time and Venue	20:30 – 22:30: Zoom, India
Description	<p>On the occasion of the International Awareness Day for Avoidable Deaths 2024, an international-level webinar was organized with the theme "Snakebite Deaths are Avoidable: Hospital Arrival Approach." The webinar aimed to raise awareness about the preventable nature of snakebite deaths and to highlight effective hospital arrival strategies.</p> <p>The webinar commenced with the opening remarks by Dr. Nibedita Ray Bennett, Founding President and Convenor of ADN (Avoidable Deaths Network), who provided an overview of ADN's global activities in conjunction with the International Awareness Day for Avoidable Deaths. The event was conducted online, allowing participation from a diverse international audience.</p> <p>A poignant performance of the "Mahamrityunjay Mantra" by a team from the Therapeutic Exercise and Yoga Centre (TEYC) in Sonarpur, South 24 Pgs district of West Bengal set a reflective tone, emphasizing the significance of overcoming life-threatening challenges, such as snakebites.</p> <p>Key Speakers and Presentations:</p> <p>Dr. Dayal Bandhu Majumdar: As the Senior Medical Officer of CNMC&H and a key figure in snakebite management in West Bengal, Dr. Majumdar discussed the critical role of Venom Response Teams (VRTs) in effectively managing snakebites.</p> <p>Dr. Surajit Giri: An Anaesthesiologist and Snakebite Specialist from the National Health Mission, Dr. Giri shared a compelling success story of achieving zero snakebite deaths over the past three years, underscoring the importance of proactive intervention and comprehensive healthcare strategies.</p> <p>Mr. Kalyan Dey: Director of the Therapeutic Exercise and Yoga Centre, Sonarpur, Mr. Dey demonstrated physical therapy techniques essential for the rehabilitation of snakebite victims, emphasizing holistic approaches to recovery.</p> <p>Dr. Badal Kumar Sahu: Assistant Professor at NRS Medical College and Hospital, Dr. Sahu elucidated the Treatment Protocol for Venomous Snakebites, providing crucial insights into evidence-based medical interventions.</p> <p>Audience Interaction and Engagement:</p> <p>Following the expert presentations, the webinar facilitated an interactive Q&A session, during which participants, including farmers and villagers, posed inquiries related to snakebite prevention and treatment. The experts addressed these queries with patience and expertise, enhancing audience understanding and engagement.</p> <p>The event was promoted through targeted media and community outreach, with special acknowledgment to Anushka Konar, Jr. Champion of ADN India, for designing and distributing the event flyer. This proactive promotion ensured a diverse and engaged audience, comprising stakeholders from healthcare, academia, and local communities. The webinar on "Snakebite Deaths are Avoidable: Hospital Arrival Approach" was a resounding success, fostering global awareness and collaboration in combatting avoidable deaths due to snakebites. The insightful presentations, coupled with interactive discussions, contributed to a meaningful dialogue aimed at advancing snakebite management strategies worldwide. We extend our sincere gratitude to all speakers, performers, participants, and organizers for their valuable contributions towards making this event impactful and enlightening. This post-event report encapsulates the key outcomes and achievements of the webinar, highlighting the importance of collective action in addressing preventable deaths from snakebites and advancing healthcare solutions on a global scale.</p>
Participants	<p>There were 110 participants. Villagers and Farmers from Birbhum, Burdwan, Nadia, 24 Parganas (North & South), Medinipur , Howrah & Hooghly districts attended this program and participated in Q&A session too. Apart from this, the participants were from the below-mentioned authorities :</p> <ol style="list-style-type: none"> 1. Sate Institute of Health & Family Welfare Parimahal Shimla-9 Himachal Pradesh India 2. National level civil society "Snakebite Healing & Education Society" 3. WHO's Global Snakebite Envenoming Working Group 4. Central Health Ministry (Delhi) 5. Forest Departments 6. Grassroot level NGOs 7. Missionary hospitals 8. ICMR 9. National Snakebite Treatment Guideline (STG) Committee 10. Bankura Sammilini Medical College (West Bengal Govt)

	<p>11. Nil Ratan Sircar Medical College and Hospital (West Bengal Govt) 12. Calcutta National Medical College and Hospital (West Bengal Govt) and many more</p>
Photo	
Printed materials	

Japan

DRR film screening event

Host	Dr. Hideyuki Shiroshta, Associate Professor, Kansai University (ADN Founding President)		
Description	<p>On March 25, we hosted a DRR film screening event, which includes films made by the Junior Champions of Hama Elementary School in Izumiotsu, Osaka. We invited citizens in Izumiotsu city. This academic year, 59 Junior Champions (5th-grade pupils of Hama Elementary school in Izumiotsu, Osaka Prefecture) spent three months independently producing two films about disaster risk reduction to reduce avoidable deaths from tsunamis. After the screening, Dr. Hideyuki Shiroshta led a panel discussion about the film making and DRR education. The participants were 2 government officials who are in charge of education and DRR in the city and 4 junior champions.</p> <p>In the film making, each person was given a role such as a cameraman and a director etc. in addition to the cast. Based on this situation, one of the Junior Champions said, “At first, I was worried about whether I could play my role well, but I think I could complete it by cooperating with everyone. I am very happy that a lot of people here are impressed with our work.” Regarding her thoughts, one government officials recognized similarity between film making and evacuation life: thinking and cooperating with one another to overcome new situations. All in all, both the screening and the panel discussion were very well received.</p>		
Timetable	15:00 - 15:05	Opening Remarks by Ms. Akiko Hanami, Principal, Hama Elementary School	
	15:05 - 15:10	Introduction of DRR education programme at Hama Elementary School by Junior Champions	
	15:10 - 15:25	Screening 1: ‘Dream: Cherish the time you have now’	
	15:25 - 15:40	Screening 2: ‘That day was different from usual: Important eraser’	
	15:40 - 15:45	Break	
	15:45 - 16:20	Panel discussion	
Participants	Approx. 40 participants attended. The invitation for the screening event was extended to the local community, resulting in a majority of participants being local community members, including parents and guardians of the junior champions. For the panel discussion, we extended invitations to two government officials from the Izumiotsu City government: Mr. Toru Uotani from the Disaster Risk Management section and Mr. Takaaki Yamono from the Education Board Secretariat. Additionally, four junior champions were invited to participate as panellists.		
Photo			
Printed Materials			

Nigeria and Zambia

Poets for Avoidable Deaths Awareness and Advocacy Campaign

Host	Ms. Patience Fyne Andrew, Custodians for African Literature (COAL) (ADN Regional Coordinator) Dr. Nibedita Ray-Bennett Associate Professor, University of Leicester (ADN Founding President and Convenor)				
Description	The Poets for Avoidable Death (P4AD) is one of the campaigns launched under the International Awareness Day for Avoidable Deaths (IAD4AD). The campaign was curated by the Custodians of African Literature in partnership with the Avoidable Deaths Network. P4AD leverages the power of spoken word poetry and arts to elevate the voices of youth in advocating for change aimed at saving lives in Sub-Saharan Africa. By focusing on Sustainable Development Goals (SDGs) related to gender equality, poverty reduction and climate action, “Poets for Avoidable Deaths” sort to foster awareness and advocacy on reducing avoidable disaster deaths in low- and middle-income countries. The campaign which was launched in March 2024 spotlighted four spoken word poets from Nigeria and Zambia who through the production of spoken word advocacy videos created and performed poems on avoidable disaster deaths resulting from Snakebite, Silicosis, drowning and maternal mortality. The campaign was launched on social media across YouTube, Facebook, Instagram, Twitter, LinkedIn and on COAL’s website. The following timeline presents the itinerary of the campaign activities:				
Dates	8 March 2024	Launch of maternal mortality campaign (International Women’s Day)			
	12 March 2024	Launch of campaign on Snakebite (International Awareness Day for Avoidable Deaths - IAD4AD)			
	21 March 2024	Launch of campaign on Scoliosis (World Poetry Day)			
	26 March 2024	Launch of campaign on Drowning			
	31 March 2024	Expert Webinar featuring poets from across Africa, researchers from the University of Leicester and Bakke University and international development expert from ActionAid Nigeria.			
Participants	The breakdown of participant below provides a snapshot of insights gathered across social media platforms including the webinar. Analysis of participants reached cover the period of February 26th 2024, to April 30 th 2024 (<i>YouTube, Facebook, Twitter, LinkedIn and Instagram</i>).				
	26 February - 30 April 2024: Analysis of reach across social Media Channels		Reach/ Views	Impressions	Engagement
			56,283	426,279	51,946
	Campaign Watch Hours		528.4		
	YouTube Subscription during campaign		1,434		
	Webinar Participants		32 (Nigeria, Zambia, India, and South Africa)		
	The campaign was launched on social media, reaching over 426,000 in impressions. The campaign was viewed across 19 countries, India comprises approximately 72.4% of the total views, followed by Nepal with around 8.5%, and Bangladesh with about 3.2%. Kenya and Nigeria each contribute roughly 2.8% and 2.7% respectively. Views from other countries have less than 2% of the total views, with Guatemala and Zimbabwe having the lowest percentage, each accounting for approximately 0.05 and 0.04% respectively. Overall, the top five countries (India, Nepal, Bangladesh, Kenya and Nigeria) collectively represent approximately 89.6% of the total views, while the remaining countries contribute to the remaining 10.4%.				
Feedback	Analysis of qualitative data gathered across platforms reflects positive feedback and appreciation for the Poets for Avoidable Deaths campaign. Viewers express admiration for the impactful nature of the campaign, praising its ability to raise awareness on avoidable deaths through spoken word poetry. Viewers also commend the depth of research, credits, and acknowledgements provided, highlighting the professionalism and attention to detail in the campaign's execution. The campaign is lauded for its powerful storytelling, blending poetry with visuals to effectively convey the urgency of addressing avoidable deaths. The commentary also touches upon personal connections to the themes explored in the campaign, evoking empathy and reflection among viewers. Find few quotes below: Wow, Custodians of African Literature (COAL) Avoidable Deaths Network - that's a "punch in the gut" impactful campaign! Celebrating spoken word and using poetry to raise awareness of avoidable				

	<p>deaths from disaster - this is the content I am here for! More, more of this please! 🙌❤️🙌 (LinkedIn Viewer)</p> <p>I have watched this so many times, I can not help but imagine the old men who mined and always have a terrible cough. For all the hard work they put into make a living they die because of lack of safety or live a life of continuously gasping for air. This is sad, yet timely (YouTube Viewer)</p> <p>It's really exciting to see a collaboration between the arts and the academia. It's like discovering a new element. So much potential for transformation here (Webinar Participant)</p> <p>I truly enjoyed the webinar. Followed the campaign from day one and the transparency in the reporting data. There's so much we can still do. Thank you 🙌 (Webinar Participant)</p> <p>After the webinar which marked the last event of the campaign, participants were asked in a post event evaluation what they will do to prevent disaster deaths in their immediate communities, they mentioned prioritising volunteering, advocacy, education, and climate change action to prevent avoidable disaster deaths, emphasising community engagement and proactive measures. These statements include the following:</p> <table><tr><td>Volunteer to help where I can and advocate</td><td>Continue using my voice as a tool and hopefully acquire the skills to get hands on</td><td>Continue using my voice as a tool and hopefully build the capacity to get hands on</td></tr><tr><td>Join the awareness team and initiate first aid training that deals with such disasters</td><td>Awarenes raising campaign about the causes of death due to Malaria</td><td>Advocacy and awareness raising</td></tr><tr><td>Climate Change Advocacy</td><td>Create more awareness around my immediate community</td><td>Advocacy</td></tr><tr><td>Use my voice, create spaces.</td><td>Practice and encourage good hygiene and public awareness of avoidable deaths/disaster causes.</td><td>Creating awareness and opening up the conversation to what avoidable disaster deaths are and how we contribute to this.</td></tr><tr><td>1st aid training and awareness</td><td></td><td></td></tr></table>	Volunteer to help where I can and advocate	Continue using my voice as a tool and hopefully acquire the skills to get hands on	Continue using my voice as a tool and hopefully build the capacity to get hands on	Join the awareness team and initiate first aid training that deals with such disasters	Awarenes raising campaign about the causes of death due to Malaria	Advocacy and awareness raising	Climate Change Advocacy	Create more awareness around my immediate community	Advocacy	Use my voice, create spaces.	Practice and encourage good hygiene and public awareness of avoidable deaths/disaster causes.	Creating awareness and opening up the conversation to what avoidable disaster deaths are and how we contribute to this.	1st aid training and awareness		
Volunteer to help where I can and advocate	Continue using my voice as a tool and hopefully acquire the skills to get hands on	Continue using my voice as a tool and hopefully build the capacity to get hands on														
Join the awareness team and initiate first aid training that deals with such disasters	Awarenes raising campaign about the causes of death due to Malaria	Advocacy and awareness raising														
Climate Change Advocacy	Create more awareness around my immediate community	Advocacy														
Use my voice, create spaces.	Practice and encourage good hygiene and public awareness of avoidable deaths/disaster causes.	Creating awareness and opening up the conversation to what avoidable disaster deaths are and how we contribute to this.														
1st aid training and awareness																
Printed Materials																

Pakistan

IAD4AD Pakistan 2024: Awareness Lecture and Training Session on Reducing Avoidable Deaths

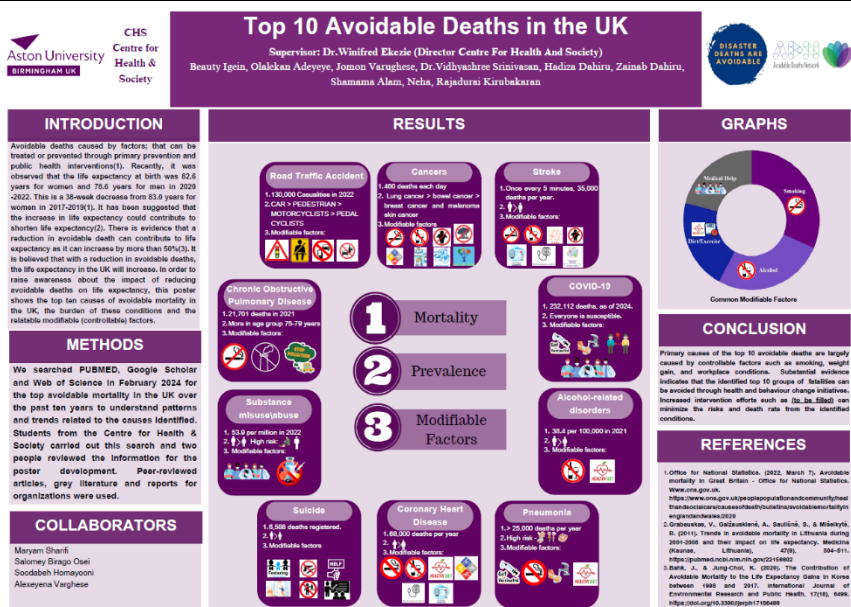

Host	Mr. Asad Tahir, Founder/ President, Sustainable Leadership Forum, University of Leicester, UK; Ms. Tahira Khan, District Emergency Officer, Chiniot District, Punjab
-------------	--

	Emergency Department, Pakistan.
Date	9 March 2024
Time	10:00 – 15:30
Description	A one-day awareness symposium was organized by the Pearls Education City Bhowana, District Chiniot in Collaboration with the Punjab Emergency Department to celebrate the International Awareness Day for Avoidable Deaths. Ms. Tahira Khan, District Emergency Officer Chiniot addressed over 800 students ,the staff and management of a cluster of three premier educational institutions housed at the Pearls Education City Bhowana. She dilated on the importance of road traffic safety and behavior change to avoid road traffic crashes. Likewise, in the second part of the event, a training session was conducted with around 70 staff & management of Pearls Education City on life saving skills by Mr.Humayun Kamal, Safety Officer, Bhowana. Moreover, the third component was a candle-lit awareness session organized under the SDGs Candle Campaign to register support for the ADN mission. The event also marked the soft launch of the ADN Pakistan Chapter by cake cutting and freeing ADN logo branded balloons in the air.
Participants	Over 70 staff and management team members of the Pearls Education Bhowana
Timetable	<p style="text-align: center;">PART 1</p> <p>10:00 – Arrival of guests</p> <p>12:15 – Cake cutting of the soft launch of ADN Pakistan Chapter</p> <p>Freeing of AND logo branded balloons</p> <p>Lecture by Ms. Tahira Khan on Awareness about road traffic safety. Chair: Mr. Wajid Raza, Principal Pearls International College Bhowana</p> <p>12:15 – Lunch Break</p> <p style="text-align: center;">PART 2</p> <p>13:00 - Training Session by Mr. Humayun Kamal, Safety Officer, Bhowana on</p> <p>14:30 – Life saving Skills chaired by Ms. Bushra Abid Awam, Principal Allied School, Anwar Jannat Campus, Bhowana, Chiniot</p> <p style="text-align: center;">PART 3</p> <p>14:30 – SDGs Candles Lighting Ceremony to register support for ADN Mission</p> <p>15:30 – Chair: Mrs. Nargis Batool, Principal Pearls Montessori School Bhowana</p> <p>Closing Remarks by Ms.Tahira Khan, District Emergency Officer, Chiniot.</p> <p>Group photos of the visiting guests with the senior staff</p>
Photo	
Printed Materials	

UK

Student-led 'Top 10 Causes of Avoidable Deaths in the UK' posters

Host	Dr. Winifred Ekezie, Director, Centre for Health and Society at Aston University (ADN Operations Member)
-------------	--

Date	18 March 2024
Description	A poster on the Top 10 Avoidable Deaths in the UK was developed. The event celebration on 18th March 2024 included 17 students and Dr Winifred Ekezie, ADN Evidence Synthesis Coordinator (Figure 2). 13 students contributed to the development of the poster and with a highly efficient and applaudable effort of 8 students in the core group.
Participants	18 Students from the Centre for Health and Society (CHS) and Masters in Public Health at Aston University, UK. Centre for Health and Society Aston University
Printed Material	 <p>Top 10 Avoidable Deaths in the UK Supervisor: Dr. Winifred Ekezie (Director Centre For Health And Society) Beauty Igein, Oladokun Adeyeye, Jomon Varughese, Dr. Vidyashree Simivasan, Hadiza Dahiru, Zainab Dahiru, Shamama Aham, Nela, Rajadurai Kirubakaran</p> <p>INTRODUCTION Avoidable deaths caused by factors that can be treated or prevented through primary prevention and public health interventions(1). Recently, it was observed that the life expectancy at birth was 82.6 years for women and 78.6 years for men in 2023 (2022). This is a 38-week decrease from 83.8 years for women in 2017(2019(1)). It has been suggested that the increase in life expectancy could contribute to shorten life expectancy(2). There is evidence that a reduction in avoidable death can contribute to life expectancy as it can increase by more than 50%(3). It is believed that with a reduction in avoidable deaths, the life expectancy in the UK will increase. In order to raise awareness about the impact of reducing avoidable deaths on life expectancy, this poster shows the top ten causes of avoidable mortality in the UK, the burden of these conditions and the related modifiable (controllable) factors.</p> <p>METHODS We searched PUBMED, Google Scholar and Web of Science in February 2024 for the top avoidable mortality in the UK over the past ten years to understand patterns and trends related to the causes identified. Students from the Centre for Health & Society carried out this search and two people reviewed the information for the poster development. Peer-reviewed articles, grey literature and reports for organizations were used.</p> <p>COLLABORATORS Maryam Sharif Salomey Binay Osei Soodabeh Homayoni Alexeyeva Varughese</p> <p>RESULTS 1 Mortality 2 Prevalence 3 Modifiable Factors</p> <p>GRAPHS  Common Modifiable Factors</p> <p>CONCLUSION Primary causes of the top 10 avoidable deaths are largely caused by controllable factors such as smoking, weight gain, and workplace conditions. Substantial evidence indicates that the identified top 10 groups of lifestyle can be avoided through health and behaviour change initiatives. Increased intervention efforts such as (Go-360) can minimize the risks and death rate from the identified conditions.</p> <p>REFERENCES 1. Office for National Statistics. (2022, March 7). Avoidable mortality in Great Britain - Office for National Statistics. www.gov.uk. 2. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 3. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 4. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 5. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 6. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 7. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 8. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 9. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces 10. https://www.gov.uk/guidance/primary-prevention-and-community-physical-recreation-recommendations-for-adults-in-workplaces</p>
Photo	