Monitoring, Evaluation and Learning (MEL) Framework for the Global Campaign:
International Awareness Day for Avoidable Deaths (IAD4AD)

Nibedita S. Ray-Bennett

Kamal Kanti Biswas

2025

Acknowledgements

Contents

Introduction

The Avoidable Deaths Network's (ADN) global campaign, International Awareness Day for Avoidable Deaths (IAD4AD) was launched on March 13, 2023, at Texpia Osaka, Izumiotsu, Osaka, Japan. The global campaign was launched by Professor Nibedita Ray-Bennett from the University of Leicester and Dr Hideyuki Shiroshita from Kansai University in collaboration with Mr. Kenichi Minamide, the then mayor of the City of Izumiotsu in Osaka. The global campaign was headlined by Ms. Mami Mizutori, the then Special Representative of the United Nations Secretary-General for Disaster Risk Reduction and Head of the United Nations Office for Disaster Risk Reduction.

The IAD4AD is a 10-year global public engagement and awareness-raising campaign. It is celebrated annually on March 12th and throughout the month. In the 11th year (2034), the word 'Awareness' will be dropped, and the campaign will be renamed the 'International Day for Avoidable Deaths' (ID4AD).To monitor the impact of this 10-year global campaign, a monitoring, evaluation and learning framework has been developed. The goal and objectives of this campaign have been slightly adjusted to ensure that its impact can be effectively tracked through key performance indicators.
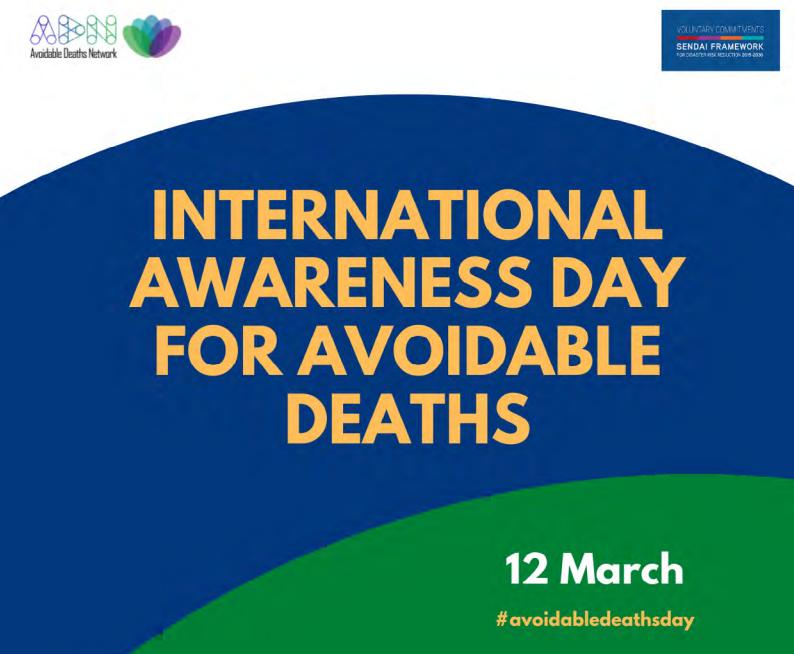
Goal

The goal of the global campaign is to build global awareness of avoiding human deaths from natural and human-made hazards, naturally triggered technological hazards and human-made disasters. This awareness is intended to motivate action from policymakers, programme planners, donors, potential partners, and local stakeholders .

In the context of the global campaign, there are two types of stakeholders:

i) Mandatory; and

ii) Desirable.

The mandatory stakeholders are local communities and/or governments at local and national levels, including the public health and disaster risk management authorities. The desirable stakeholders include United Nations organisations, World Health Organization - Country Offices, non-governmental organisations (NGOs), research institutions, donors, and press/media organisations (among others, see **Appendix 1: Frequently Asked Questions and Reporting Template**)

Objectives

The primary objective is to advocate for governments, policymakers, donors, and potential partners to prioritise prevention and intervention measures within their health, disaster, and social programmes.

The secondary objectives are:

1. To raise the visibility of disaster deaths, especially **indirect deaths and missing persons**.

2. To raise awareness of the specific **causes and circumstances** that lead to disaster deaths, thereby encouraging targeted interventions.

3. To promote the slogan **'Disaster Deaths Are Avoidable'**.

Definitions of Key Terminologies

Key terms	Definition
Disaster deaths	The number of people who died during the disaster, or directly after, as a direct result of the hazardous event" (UNDRR, 2017, p. 8). Disaster deaths can be categorised as direct, indirect, or missing.
Indirect deaths	Indirect deaths are caused by "unsafe or unhealthy conditions that occur because of the disaster" (Combs *et al*., 1999, p.1125). These conditions include the loss or disruption and destruction of essential services (e.g., power outage, hazardous roads, health care), personal loss, and disruption of an individual's lifestyle (Coms et al., 1999; Ray-Bennett, 2025).
Direct deaths	Direct deaths are "persons who died as a direct result of a disaster" or during a disaster (e.g., crushed by a building during an earthquake, or drowned in a storm surge) (IRDR, 2015, p.9).
Missing persons	The number of people whose whereabouts is unknown since the hazardous event. It includes people who are presumed dead, for whom there is no physical evidence such as a body, and for which an official/ legal report has been filed with competent authorities" (UNDRR, 2017, p. 8).
Cause of death	The term 'cause of death' loosely refers to the medical cause of death (e.g., trauma, drowning, or being hit by moving debris) and a death certificate specifies the exact medical cause of each disaster-induced fatality (Paul, 2021).

Key terms	Definition
Circumstances of death	The circumstances of disaster related deaths comprise the full set of situational, behavioural, demographic, environmental, and medical conditions surrounding a person's death in relation to a hazardous event. These circumstances include the mechanism of death (direct or indirect), the precise location and timing of death, the activity undertaken at the time, the individual's awareness of the hazard and any safety actions attempted, as well as demographic factors such as age and gender. They also incorporate the medical cause of death and disaggregated contextual variables that explain why certain groups are more exposed or vulnerable. Together, these elements provide a holistic understanding of the pathways that lead to mortality in disasters, enabling more targeted risk reduction and life saving interventions (Ray-Bennett, 2025; Ray-Bennett *et al.*, 2025; Paul, 2021; Jonkman and Kelman, 2005). See **Appendix 2 and 3** for two matrices that identify the variables to capture circumstances surrounding deaths.

2 Monitoring, Evaluation and Learning (MEL) Framework

The MEL framework for the ADN's 10-year global campaign (2023 – 2033) focuses on measuring the campaign's progress, impact, and lessons learned. The framework is designed to track how well the campaign is meeting its goal and objectives, specifically its effectiveness in raising awareness, influencing policy and funding decisions. The three main components—monitoring, evaluation, and learning—are interconnected and essential for the campaign's success. However, the MEL framework is dynamic, and the key performance indicators (KPIs) will be adjusted and adapted annually as needed.

1 Objective:

Raise the visibility of disaster deaths, especially indirect deaths and missing persons.

KPIs to track this Objective include:

Monitoring KPIs

1.1: Social media: Track the number of posts, shares, impressions, and engagements related to the campaign's messaging on disaster deaths.

1.2: Media Coverage: Monitor mentions of the "International Awareness Day for Avoidable Deaths" in news articles, broadcast media, and online publications. See **Appendix 4 – Strategy for Media Coverage** to overcome language and funding barriers.

1.3: Website Traffic: Measure the number of unique visitors to the campaign's website, specifically pages detailing statistics and stories about indirect deaths and missing persons.

Evaluation

Assess the effectiveness of these efforts: Did public knowledge and awareness about indirect disaster deaths increase over time?

This will be measured annually through pre- and post-surveys of awareness-raising and knowledge-exchange webinars, workshops, or public events undertaken by the Regional Coordinators or other campaigners. Short interviews can also be conducted with the participants or key guests of these events to assess the effectiveness.

2 Objective:

Raise the visibility of causes and circumstances that lead to disaster deaths.

KPIs to monitor this objective include:

Monitoring KPIs:

2.1: Content Production: Track the number of policy briefs, case studies, and informational videos produced that explain the causes and circumstances of avoidable deaths.

2.2: Partnerships: Count the number of new collaborations annually with new research institutions, NGOs, and government agencies to disseminate this information.

2.3: Engagement: Measure attendance at webinars, workshops, or public forums focused on the root causes and circumstances of disaster deaths.

Evaluation:

Assess the effectiveness of these efforts: Did this increased visibility lead to a change in perception or a deeper understanding among target audiences (essential and desirable stakeholders) (e.g., policymakers, donors, local stakeholders)?

This will be measured annually through pre- and post-surveys of awareness raising and knowledge exchange webinars, workshops, or pubic events undertaken by the Regional Coordinators and other campaigners. Short interviews can also be conducted with policymakers, donors, and local stakeholders to assess whether they now recognise the link between specific preventable, treatable, and governance failures and indirect deaths, as well as the circumstances surrounding these deaths.

Evaluation can also include country-specific adoption/changes in public policy, strategy or health programmes around avoidable disaster deaths or avoidable deaths. This can be measured over the past decade.

Most Significant Change Impact (MSCI) stories from each country, led by a Regional Coordinator every 2 years, will be awarded a prize and a Letter of Appreciation from the Presidents.

3 Objective:

Promote the slogan 'Disaster Deaths Are Avoidable' (#avoidabledeaths).

This is the central messaging goal, and its success is a core measure of the campaign's overall **impact**.

Monitoring KPIs:

3.1: Slogan and hashtag Usage: Track the number of times the slogan and hashtags are used by partners, media, and the public on social media and in articles.

3.2: Memorability: Conduct surveys to measure how many people recall the slogan after seeing campaign materials.

Evaluation:

The long-term evaluation component will assess the **sustainability** and **impact** of this message. Has the slogan become a widely accepted phrase in policy discussions, public discourse and everyday parlance? This could be measured by analysing policy documents, speeches, and media reports over the past 10 years.

3. Feasibility of the MEL Framework

The objectives of the MEL framework are not too ambitious. While the scale and budget are vastly different from those of the UN or WHO's global campaigns, the framework can be adapted to the Network's specific resources and capacity. The goal is not to match the UN's scale but to have a structured way of demonstrating the ADN's unique and valuable impact.

The MEL framework is a tool, not a rigid set of requirements. It is a framework designed to guide strategic action and learning, not a bureaucratic burden.

Each component can be tailored to the ADN's context:

1. Monitoring: The "What We Are Doing"

Instead of using expensive media monitoring services, the ADN can leverage its greatest asset: its volunteer network. The Regional Coordinators are not just a point of contact; they are a distributed monitoring team.

— **Volunteer-Powered Tracking**: Each Regional Coordinator can be responsible for tracking local media mentions, social media trends, and partnership developments in their specific area. They can report on an annual and quarterly basis using a simple, standardised form.

— **Focus on Reach over Impressions**: Instead of aiming for millions of social media impressions like a UN campaign, the ADN will focus on reach among relevant key audiences, such as policymakers, local NGOs, high-risk populations, and community leaders. The goal is quality of engagement, not just quantity.

— **Qualitative Data**: The Regional Coordinators can document specific case studies of how their campaign's message has been adopted or used in their region. This qualitative data is just as valuable as quantitative data and is much more accessible for a small team. These case studies will be featured on the 'Stories and Statistics' section of the IAD4AD website. This is a new tab that will be introduced as part of the MEL framework.

2. Evaluation: The "So What?"

Evaluation does not require a multi-million-dollar budget or external consultants. It is built into the Network's existing activities.

— **Mini-Evaluations**: Conduct small-scale, targeted evaluations. For example, after an event in a specific country, a simple pre-and-post-event survey can measure changes in awareness or knowledge.

— **Learning-Focused Interviews**: Hold structured interviews with key stakeholders, like a local government official who attended a webinar or a partner who used the ADN's slogan. Ask them about how the campaign influenced their thinking or work. The focus is on learning from the interaction rather than a formal audit.

— **The Theory of Change as a Guide**: The campaign's theory of change—that raising awareness leads to policy change—can be the primary evaluation tool. The Regional Coordinator or a campaigner can simply ask: "Did our awareness-raising activities lead to a new conversation or a small policy shift in this specific place?" The goal is to **show a plausible contribution**, not direct causation.

3 Learning:
The "How Can We Do Better?"

Learning is the most important part of the framework for a volunteer-driven network. It is about constant improvement and strategic adaptation.

— **Regular, Informal Reviews**: Instead of a formal "mid-term reflection workshop," the ADN will hold frequent, informal virtual meetings with Regional Coordinators and campaigners. These meetings would be a space to discuss challenges, share what is working, and brainstorm solutions. The ADN's weekly drop-in sessions can be leveraged for regular and reflective informal reviews, in addition to the three preparatory global campaign meetings, which take place in December, January, and February.

— **Knowledge-Sharing**: Create a simple internal repository (like a shared Google Drive) where coordinators can upload their findings, reports, and case studies. This peer-to-peer learning is highly effective and requires no additional funding.

— **Strategic Adaptation**: The learning process should directly inform the next steps. For instance, if a Regional Coordinator finds that a specific type of social media content is resonating, that style should be adopted by others. This agile approach is a key advantage of a flexible, volunteer-based network.

In summary, the MEL framework is not a one-size-fits-all model. By scaling down the objectives and tailoring the methods to the ADN's volunteer-based structure, the framework will become a powerful tool for strategic management and accountability, enabling the Presidents, Regional Coordinators, and the Operations Team to demonstrate the value and impact of their work to potential partners and funders.

4. References

Combs, D.L., Quenemoen, L.E., Parrish, R.G., and Davis, J.H. (1999) 'Assessing disaster-attributed mortality: development and application of a definition and classification matrix', *International Journal of Epidemiology*, 1999(28): 1124-1129. https://doi.org/10.1093/ije/28.6.1124

IRDR (2015) *Guidelines on Measuring Losses from Disasters: Human and economic impact indicators* (IRDR DATA Publication No. 2). Beijing: IRDR (Integrated Research on Disaster Risk).

Jonkman, S.N. and Kelman, I. (2005) 'An analysis of causes and circumstances of flood disaster deaths', Disasters 29(1): 75-97. https://onlinelibrary.wiley.com/doi/10.1111/j.0361-3666.2005.00275.x

Paul, B.K. (2021) *Disaster Deaths: Trends, causes and determinants*. London: Routledge.

Ray-Bennett, N.S. (2025). *Avoiding disaster deaths: Why do so many people die?* Switzerland: Springer Nature, Switzerland.

Ray-Bennett, N.S., Dissanayake, L., Ekezie, W., MacLeod, L. et al., (2025) Verbal Autopsy Instruments for 'Causes and Circumstances' Surrounding Drowning Deaths in Low- and Middle-Income Countries: A Scoping Review, *BMJ Injury Prevention*, 2025;0:1–9. doi:10.1136/ip-2025-045685 http://injuryprevention.bmj.com/cgi/rapidpdf/ip-2025-045685?ijkey=ylXx7mCuvkku5Uh&keytype=ref

UNDRR (2017) *Technical guidance for monitoring and reporting on progress in achieving the global targets of the Sendai Framework for Disaster Risk Reduction: Collection of technical notes on data and methodology*. Geneva: UNDRR. https://www.unisdr.org/we/inform/publications/54970

5. Appendix 1:

Frequently Asked Questions and Reporting Template

What is the date to celebrate ADN's Global Campaign IAD4AD?	12 March
What is the theme for the ADN's Global Campaign IAD4AD?	Do One Thing
Do I need to celebrate ADN's Global Campaign IAD4AD on 12 March?	No. You can celebrate the Global Campaign any day between 1 and 31 March.
Who can host the ADN's Global Campaign IAD4AD?	Regional Coordinator, Country Chapter, ADN Hub, Organisational Partners, Advisor, Affiliate, and any passionate citizen
What can I do to celebrate the ADN's Global Campaign IAD4AD?	The celebration can take any form such as hosting a seminar or public workshops or writing a blog on avoidable deaths for the local press (**and NOT for ADN Blog page**). Please see Guidance for Campaigners and Monitoring, Evaluation and Learning Framework for more ideas above.
Are there any key messages for the ADN's Global Campaign IAD4AD?	There are 13 key global messages provided for campaigners. We recommend using the most relevant key messages related to your event whilst celebrating the campaign. Please see Guidance for Campaigners.

Are there any cultural assets for the ADN's Global Campaign IAD4AD?	We have three cultural assets: i. Two graphics: 'Disaster Deaths Are Avoidable' ii. Digital tile: 'International Awareness Day for Avoidable Deaths, 12 March, iii. Hashtag: #avoidabledeathsday'. Please check the cultural assets and they can be downloaded.
What is the hashtag for the ADN's Global Campaign IAD4AD?	#avoidabledeathsday We recommend that you use the hashtag #avoidabledeathsday for all social media posts. Consistency enables the public and the Avoidable Deaths Network community to find and amplify messages.
Who should I invite to take part in my Global Campaign IAD4AD event?	It is mandatory to engage with: i. Local communities AND/OR ii. Governments at local- and national-levels including public health and disaster risk management authorities. It is desirable to engage with United Nations Organizations, World Health Organization, non-governmental organisations (NGOs) and press/ media organisations.

What are the requirements to celebrate the Global Campaign IAD4AD?	All campaigns should promote the global campaign using: i. The campaign slogan: 'Disaster Deaths Are Avoidable'; ii. The digital tile: 'International Awareness Day for Avoidable Deaths, 12 March, #avoidabledeathsday'. Please check the cultural assets page, and you can download them to celebrate the campaign.
Do I need to inform ADN if I want to celebrate the Global Campaign IAD4AD?	Key organisers must inform the Activity Coordinator, Mr Shahidul Hoque, of their activity by 20 February.
Are there any webinars to learn more about the Global Campaign IAD4AD?	Yes. The webinars take place on Thursdays from 02:00-0300 GMT during the ADN's routine drop-in session.
Is there any post-event activity for the Global Campaign IAD4AD?	Yes. Please see the **post-event report template below**.
Who should I contact for additional information?	If you have any questions or need more information, please email Shahidul Hoque at contact@avoidable-deaths.net or Professor Nibedita Ray-Bennett at nsrb1@le.ac.uk

Post-Event IAD4AD Report: This is a dynamic report that will change annually, with data collected digitally by the University of Leicester and Kansai University. Institutional ethics approval is in progress for this data collection until 2034.

i. Description of the activity (e.g., workshop, lecture etc.)	
ii. Is this the first time you have celebrated the IAD4AD?	Yes/No (select). If Yes, answer question iii
iii. Does this activity build upon a previous campaign?	Yes If yes, customise the answer of question vi to demonstrate impact of your activities.
iv. Number of participants	
v. Details of the participants: It is mandatory to engage with i. local communities and/ or ii. governments at local- and national levels including public health, environment and disaster risk management authorities. It is desirable to engage with United Nations Organizations, World Health OrganiZation, non-governmental organisations (NGOs) and press/ media organisations.	

vi. Impact of your event

To develop your impact measurement strategy, please refer to the MEL Framework or use the suggested questions below. Activity may focus on a single objective or a combination (e.g., Objectives 1 and 3 or 2 and 3).

Objective 1: Raise the visibility of indirect deaths or missing persons

Key Assessment Question: "Did your knowledge and awareness regarding indirect disaster deaths (and/or missing persons, if relevant) increase as a result of this event?"

Methodology: Conduct pre- and post-event surveys or targeted interviews to quantify changes in participants' awareness.

Objective 2: Capture causes and circumstances surrounding indirect deaths and missing persons

Key Assessment Question: "Has increased visibility led to a shift in perception or a deeper understanding of the systemic causes of these deaths?"

Methodology: Stakeholder Interviews: Conduct brief interviews with your participants. Assess whether they now recognise the link between preventable, treatable and governance-failure-related deaths, risk governance failures, and specific disaster circumstances.

Policy Tracking: Monitor country-specific adoption or changes in disaster and health policy (long-term measurement over a decade). This is a long-term measurement and can be done in collaboration with the Universities of Leicester and Kansai, along with the collection of **Most Significant Change Impact (MSCI)** stories. **Objective 3: Promote the slogan 'Disaster Deaths Are Avoidable' and #avoidabledeaths** *Note: Use of this slogan and hashtag is mandatory for all stakeholder communications.* **Key Assessment Questions**: 1. Were you aware of this slogan prior to the event? 2. Can you recall the slogan and hashtag following the event? 3. Is the slogan becoming an accepted phrase in policy discussions, public discourse, and everyday parlance? **Methodology**: Use pre- and post-surveys or interviews with your participants.	
vii. Provide one or two photos of the event Photos must include the digital tile: 'International Awareness Day for Avoidable Deaths, 12 March, #avoidabledeathsday'. Please ensure that any participants visible in the photos have given informed consent as they will be disseminated publicly i.e. press/media and websites of the global campaign, Avoidable Deaths Network, University of Leicester, Kansai University and United Nations Office for Disaster Risk Reduction Sendai Framework for Voluntary Commitments.	

6.   Appendix 2:

11 Variables to Capture Circumstances Surrounding Avoidable Disaster Deaths

1. Mechanism (direct vs. indirect deaths)	2. Location of deaths (indoor vs. outdoor)	3. Location of deaths (home or hospital or enroute
4. Activity at the time of death	5. The timing of death (day vs. night)	6. Whether the deceased person was aware of the disaster (lack of judgement)
7. Whether s/he attempted to take safety measures	8. Gender of the deceased (male/ female/other)	9. Age (0-19 years, 20-51 years, and >51 years)
10. Vulnerability of the deceased person (disability, children etc)	11. Cause of death	

Source: Ray-Bennett (2025) adapted from Paul, (2021); Jonkman and Kelman (2005); Ray-Bennett *et al*., (2024).

7.   Appendix 3:

25 Variables to Capture Circumstances Surrounding Avoidable Drowning Deaths

Category	Variable
Background information	- Mourning period - Place of data collection - Province - Setting (rural/urban)
Socio-demographic details	- Age - Gender - Ethnicity - Civil status - Educational level - Occupation - Socio-economic quintile
Other data	- Place of incident - Time of incident - Source of water - Distance to water source - Cause of death - Details of accompanying person - Swimming ability - Received medical care - Medical history - Survival status - Risk factors - Vulnerability of deceased - Details of responder - Open ended questions/narratives

5.   Appendix 4:
Strategy for Media Coverage

To effectively track KPI indicators for **Objective 1.1**, the strategy will be to move beyond simple manual searches and leverage technology and strategic partnerships.

Please find below a breakdown of three strategies on how to track this indicator effectively within the MEL framework:

1. Invest in a Professional Media Monitoring Service: This is the most effective solution for a global campaign. Professional media monitoring services use a combination of AI, machine learning, and human expertise to track and analyse media mentions across a vast number of sources, languages, and media types (print, online news, broadcast, and social media). How it works: **i**) You provide the keywords for the campaign ("Avoidable Deaths," "International Awareness Day for Avoidable Deaths," and related terms) in multiple languages; **ii**) The service uses its technology to crawl millions of sources worldwide, including niche publications and foreign-language news sites; **iii**) Many of these services offer machine translation, so you can receive alerts and summaries in English, even if the original article is in a different language; **iv**) They provide detailed dashboards and reports that show you the volume of mentions, sentiment (positive, negative, neutral), and the geographic location of the coverage; **v**) Examples of services: Meltwater, Cision, Talkwalker, Brand24, and Muck Rack are well-known in this space. It's crucial to research and choose a service with strong global coverage and multilingual capabilities.

2. Leverage Google's Advanced Tools While not as robust as a dedicated service, Google provides some free or low-cost tools that can help. **i**) Google Alerts: Set up alerts for your campaign keywords in different languages. For example, create an alert for "Muerte Evitable" (Avoidable Deaths in Spanish); **ii**) Google Trends: Use this tool to see the relative search interest for your campaign keywords over time and across different countries. This provides a high-level view of where your campaign's message is gaining traction.

3. Establish a Network of Local Volunteers or Regional Coordinators: If a professional service is not feasible for every region, a hybrid approach can be highly effective; **i**) Local Champions: Identify and empower local volunteers, partners, or university students in different countries who can help monitor local medial; **ii**) Regional Networks Network: This network can provide valuable context and insights that automated services might miss, such as local cultural nuances, the tone of specific broadcasts, or the impact of print articles that are not available online; **iii**) Standardised Reporting: Provide these local monitors with a simple, standardised form to fill out. This could include fields for the publication name, a link to the article (if available), a summary, and their assessment of the tone and importance of the article.

4. Adjust the Key Performance Indicator's Scope If you are still struggling to get a complete picture, you can modify the indicator to be more realistic and manageable. Instead of "mentions in all foreign-language news articles," you could refine it to: **i**) Number of mentions in key target countries: Focus your tracking efforts on the regions where your campaign has a strong presence or where you expect to have the most impact; **ii**) Mentions in top-tier global news outlets: Focus on publications that are read internationally and often influence smaller, local news outlets.

In Summary, move from a manual, passive approach to a strategic, proactive one. By either investing in a specialised tool or building a dedicated network of Regional Coordinators, we can ensure that this critical indicator is tracked accurately, providing the necessary data to measure the success of the campaign's global outreach.

The University of Leicester's
Attenborough Tower lit up in blue
and green to mark the global
campaign on 12 March