

REPORTING TOOLKIT

for

**International Awareness Day for Avoidable Deaths
(IAD4AD) Campaigners**

2026



Avoidable Deaths Network

**DISASTER
DEATHS
ARE
AVOIDABLE**

VOLUNTARY COMMITMENTS

SENDAI FRAMEWORK

FOR DISASTER RISK REDUCTION 2015-2030

Copyright © Avoidable Deaths Network

Image Copyrights © Canva

Contact: contact@avoidable-deaths.net

Website: <https://iad4ad.avoidable-deaths.net/>

Date Published: 1 March 2026

Suggested Citation: Ray-Bennett, N.S. MacLeod, L. (2026) *Reporting Toolkit for the International Awareness Day for Avoidable Deaths (IAD4AD) Campaigners*. UK and Japan: Avoidable Deaths Network Publication.

About Avoidable Deaths Network (ADN): ADN is a 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.

About International Awareness Day for Avoidable Deaths (IAD4AD): The global campaign IAD4AD was launched by ADN on March 13, 2023, in Osaka, Japan in collaboration with the city of Izumiotsu. The campaign launch was headlined by Ms. Mami Mizutori, former Special Representative of the UN Secretary-General for Disaster Risk Reduction. The campaign serves as a platform for policymakers, practitioners, and researchers to enhance disaster preparedness and response, ultimately reducing fatalities through improved governance and timely interventions.

TABLE OF CONTENTS

TABLE OF CONTENTS	3
SECTION 1: IDENTIFICATION OF THE CAMPAIGNER	5
SECTION 2: ACTIVITY DETAILS	6
SECTION 3: OBJECTIVE 1	7
SECTION 4: OBJECTIVE 2	10
SECTION 5: OBJECTIVE 3	13
SECTION 6: PROVIDE PHOTOS OF THE EVENT	16
SECTION 7: REFLECTION.....	17
SECTION 8: SUBMISSION OF REPORT	18

© **Avoidable Deaths Network, 2026.**

To monitor the impact of the global campaign [International Awareness Day for Avoidable Deaths \(IAD4AD\)](#) (2026-2033), a monitoring, evaluation and learning (MEL) framework has been developed, funded by the Institute for Environmental Futures. Ethics approval is requested to collect this impact-related data from the campaigners.

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.

The objectives of the Campaign 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'

This **Reporting Toolkit for International Awareness Day for Avoidable Deaths (IAD4AD)** will be used to capture campaigners' data, containing the questionnaire template for submitting a Post-Event Report.

Campaigners are encouraged to read our [Cultural Assets](#):

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

As well as our [Resources](#), particularly our Booklet on Avoidable Deaths.

SECTION 1: IDENTIFICATION OF THE CAMPAIGNER

Q101	Relationship to ADN	1. Regional Coordinator 2. Advisory Board Member 3. Affiliate 4. Other (please detail within 80 words):	
Q102	First Name		
Q103	Middle Name		
Q104	Last or Family Name		
Q105	Job Role		
Q107	Institutional Affiliation		
Q108	State		
Q109	Country		
Q110	Gender	1. Male 2. Female 3. Other (within 5 words):	
Q111	Age	1. Under 18 2. 18 – 24 3. 25 – 34 4. 35 – 44 5. 45 – 54 6. 55 – 64 7. 65 or over	
Q112	Email address		

SECTION 2: ACTIVITY DETAILS

VISIBILITY, AWARENESS, PROMOTION

SECTION 2: ACTIVITY DETAILS			
Q201	Is this the first time you have celebrated the IAD4AD?	1. Yes 2. No If yes, how many times have you celebrated the IAD4AD (count) excluding this year's celebration?	
Q202	Does this activity build upon a previous campaign?	1. Yes 2. No If yes, provide details (within 80 words)	
Q203	Location of your event.	1. Online 2. In Person 3. Hybrid If in person or hybrid, answer below.	
		Country	
		State	
		1. Urban 2. Semi-urban 3. Peri-urban 4. Rural 5. Other (within 10 words):	You can choose more than one option
Q204	Which objectives did your activity focus on?	1. Objective 1: To raise the visibility of disaster deaths, especially indirect deaths and missing persons (complete Section 3) 2. Objective 2: To raise awareness of the specific causes and circumstances that lead to disaster deaths, thereby encouraging targeted interventions (complete Section 4) 3. Objective 3: To promote the slogan 'Disaster Deaths Are Avoidable' (complete Section 5) 4. Objectives 1 and 2 (complete Sections 3 & 4) 5. Objectives 1 and 3 (complete Sections 3 & 5) 6. Objectives 2 and 3 (complete Sections 4 & 5) 7. Objectives 1, 2 and 3 (complete Sections, 3, 4 & 5)	

SECTION 3: OBJECTIVE 1

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

Methodology: pre-and post-surveys and interviews			
This Objective requires conducting pre- and post-event surveys or targeted short interviews to quantify the visibility raised amongst the attendees			
Q301	What visibility tool did you use for your event?	<ol style="list-style-type: none"> 1. Spoken words poetry 2. Short documentary 3. Anthology 4. Mural 5. Poster 6. Wall painting 7. Missing persons tree 8. Sea side t-shirt gallery 9. Hashtag challenges 10. Digital campaign 11. Information education and communication (IEC) poster/ leaflet 12. Behaviour changes communication (BCC) poster/ leaflet 13. Etegami for disaster victims 14. Student rallies for public attention in a public space 15. Planting trees 16. Other (within 10 words): 	If you have used more than one tool, please choose multiple tools.
Q302	Which language did you use to communicate your visibility tool?	<ol style="list-style-type: none"> 1. English 2. Bengali 3. Hindi 4. Urdu 5. Spanish 6. Arabic 7. Japanese 8. Mandarin 9. German 10. Nepali 11. Other: 	If you have used more than one language, select multiple responses
Q303	Did the knowledge and awareness of the attendees regarding the visibility of indirect disaster deaths (and/ or missing persons, if relevant) increase as a	<ol style="list-style-type: none"> 1. Yes 2. No 3. A little 	
		What is the reason for your judgement? (describe within 80 words)	

	result of this event?		
Q304	Attendees	Number (total count)	
		Gender disaggregation (count of each): 1. Man 2. Woman 3. Other (within 5 words):	
Q305	How many copies of a visibility-raising leaflet/flyer have been distributed (count)? What has been the topic of this leaflet or flyer? (Describe in 80 words)		
Q306	It is mandatory to engage with local communities who are at-/high risk or vulnerable and/ or governments at local- and national-levels including public health and disaster risk management authorities. Did you engage with the mandatory attendees?	1. Yes 2. No	
		If yes, provide details (describe within 80 words): 1. Local communities 2. Governments at local- and national-levels including public health and disaster risk management authorities.	
Q307	It is desirable to engage with United Nations Organizations, World Health Organization, Non-governmental organisations (NGOs) and press/ media organisations. Did you engage with the	1. Yes 2. No	
		If yes, provide details (describe within 80 words): 1. United Nations Organizations 2. World Health Organization 3. Non-governmental organisations (NGOs) 4. Press/ media organisations.	

	desirable attendees?		
Pre-Event Survey Report			
Q309	Topics of the event Please select the topic or topics of the event:	<ol style="list-style-type: none"> 1. Snakebite deaths 2. Drowning deaths 3. Maternal deaths 4. Heat deaths 5. Tsunami deaths 6. Earthquake deaths 7. Lightning deaths 8. Missing persons 9. Other (please write within 10 words):	If you have used more than one topic please select multiple responses
Q310	Did the attendees have any prior knowledge of the topics of indirect disaster deaths (and/ or missing persons)	<ol style="list-style-type: none"> 1. Yes 2. No 3. A little Insert the numbers of attendees who answered yes, no or a little.	
Post-Event Survey Report			
Q311	After attending this event, how useful and informative was the event for your attendees?	<ol style="list-style-type: none"> 1. Not at all useful and informative 2. Very useful and informative Insert the number of attendees.	
Q312	After attending this event, how did your attendees rate their confidence in the usefulness of the topics introduced?	<ol style="list-style-type: none"> 1. Not at all confident 2. Confident Insert the numbers of attendees.	

SECTION 4: OBJECTIVE 2

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

Methodology: Stakeholder Interviews			
This Objective requires descriptive data. You can gather that by conducting brief interviews with your attendees.			
Q401	What awareness-raising tool did you use for your event?	<ol style="list-style-type: none"> 1. Storyboard wall 2. Scenario of avoidable deaths (preventable/ amenable/ risk-governance) with discussion 3. One page case journeys of a lost life or missing person with discussion 4. Capturing stories of the cause and circumstances of avoidable deaths 5. Evidence tree 6. Expert lecture 7. Demonstration of fire safety, first aid and CPR drills to save a life 8. Planting trees to mark the lives lost or for missing persons 9. Listening to and learning from the stories of disaster survivors 10. Roundtable discussion with local authorities for avoidable deaths 11. Launching avoidable deaths hub or units or case stations 12. Local avoidable deaths magazine produced and managed by at-risk/ high-risk communities) 13. Other (within 80 words) 	If you have used more than one tool, please select multiple responses
Q402	Which language did you use to communicate your visibility tool?	<ol style="list-style-type: none"> 1. English 2. Bengali 3. Hindi 4. Urdu 5. Spanish 6. Arabic 7. Japanese 8. Mandarin 9. German 10. Nepali 11. Other: 	If you have used more than one language, please select multiple responses.
Q403	Attendees	Number (total count):	
		Gender disaggregation (count of each):	
		<ol style="list-style-type: none"> 1. Man 2. Woman 3. Other (within 5 words): 	

Q404	<p>How many copies of awareness raising IEC/BCC leaflet or flyer have been distributed (count)?</p> <p>What has been the topic of this leaflet or flyer? (Describe in 80 words)</p>	
Q405	<p>It is mandatory to engage with local communities who are at-or high risk or vulnerable and/ or governments at local- and national-levels including public health and disaster risk management authorities.</p> <p>Did you engage with the mandatory attendees?</p>	<p>1. Yes 2. No</p> <p>If yes, provide details (describe within 80 words):</p> <p>1. Local communities 2. Governments at local- and national-levels including public health and disaster risk management authorities.</p>
Q406	<p>It is desirable to engage with United Nations Organizations, World Health Organization, Non-governmental organisations (NGOs) and press/ media organisations.</p> <p>Did you engage with the desirable attendees?</p>	<p>1. Yes 2. No</p> <p>If yes, provide details (describe within 80 words):</p> <p>1. United Nations Organizations 2. World Health Organization 3. Non-governmental organisations (NGOs) 4. Press/ media organisations.</p>
Q408	<p>Has increased awareness led to a shift in perception or a deeper understanding</p>	<p>1. Yes 2. No 3. A little</p> <p>What is the reason for your judgement? (describe within 80 words):</p>

	of the systemic causes and circumstances of these deaths?		
Q409	Do your attendees now recognise the different types of avoidable disaster deaths (preventable, treatable and risk-governance)?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	
Q410	Do your attendees now recognise the link between preventable, treatable and governance-failure-related deaths, risk governance failures?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	
Q411	Do your attendees now recognise that understanding the circumstances of avoidable disaster deaths are important to adopt risk reduction behaviours?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	

SECTION 5: OBJECTIVE 3

To promote the slogan 'Disaster Deaths Are Avoidable'

Note: Use of this slogan and hashtag is mandatory for all stakeholder communications.			
Methodology: pre-and post-surveys and interviews			
This Objective requires pre- and post-surveys or interviews with your attendees.			
Q501	What high-impact, public-facing tools did you use to promote the global campaign?	Promotion tools: <ol style="list-style-type: none"> 1. Giant banners with bright colours 2. Giant banners and placards in rallies with the slogan 3. Hashtag + social media frames 4. Branded banner featuring the campaign slogan and the host's official logo 5. Customised banner displaying the slogan 6. Customised designed cups, mugs, and small mementos featuring the slogan 7. Street murals, street wall painting, slogan T-shirts, badges and stickers displaying the slogan; postcards 8. Flash mobs or street theatre with a short performance ending with everyone raising boards reading: "DISASTER DEATHS ARE AVOIDABLE" 9. Light candles in memory of avoidable deaths along with the display of the slogan 10. Other (within 80 words): 	If you have used more than one tool, please select multiple responses.
		Promotion and awareness tools: <ol style="list-style-type: none"> 1. Pathways to death demonstrations using story cards showing (barrier (broken bridge); delay (no ambulance); consequence (avoidable death) - End with the message: "This didn't have to happen — disaster deaths are avoidable" 2. Infographics 3. School & Community Competitions (poster, slogan writing, street play) all centred on the slogan 4. Hashtag campaign (#DisasterDeathsAreAvoidable #AvoidableDeaths #IAD4AD) 5. Short reels or TikTok videos centred on the slogan 	If you have used more than one tool, please select multiple responses

		<p>6. Finish the Sentence Challenge “Disaster Deaths Are Avoidable because ...”. “Disaster Deaths Are Avoidable when ...”</p> <p>7. Other (within 80 words):</p>	
Q502	Which language did you use to communicate your visibility tool?	<ol style="list-style-type: none"> 1. English 2. Bengali 3. Hindi 4. Urdu 5. Spanish 6. Arabic 7. Japanese 8. Mandarin 9. German 10. Nepali 11. Other: 	If you have used more than one language please select multiple responses
Q503	<p>It is mandatory to engage with local communities who are at-or high risk or vulnerable and/ or governments at local- and national-levels including public health and disaster risk management authorities.</p> <p>Did you engage with the mandatory attendees?</p>	<ol style="list-style-type: none"> 1. Yes 2. No <p>If yes, provide details (describe within 80 words):</p> <ol style="list-style-type: none"> 1. Local communities 2. Governments at local- and national-levels including public health and disaster risk management authorities. 	
Q504	<p>It is desirable to engage with United Nations Organizations, World Health Organization, Non-governmental organisations (NGOs) and press/ media organisations.</p> <p>Did you engage with the</p>	<ol style="list-style-type: none"> 1. Yes 2. No <p>If yes, provide details (describe within 80 words):</p> <ol style="list-style-type: none"> 1. United Nations Organizations 2. World Health Organization 3. Non-governmental organisations (NGOs) 4. Press/ media organisations. 	

	desirable attendees?		
Q506	Were the target group aware of this slogan prior to the event?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	
Q507	Could the target group recall the slogan and hashtag following the event?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	
Q508	Based on your opinion is the slogan becoming an accepted phrase in policy discussions, public discourse, and everyday parlance?	1. Yes 2. No 3. A little	
		What is the reason for your judgement? (describe within 80 words):	

SECTION 6: PROVIDE PHOTOS OF THE EVENT

Photos must include the digital tile entitled 'International Awareness Day for Avoidable Deaths, 12 March, #avoidabledeathsday'.

Please ensure that any attendees visible in the photos have given informed consent as some of the photos of the campaigners will be disseminated publicly i.e. press/ media, post-event highlight report 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.

Q601	Photo 1:	Insert JPEG or PNG:	
Q602	Photo 2: (optional)	Insert JPEG or PNG:	

SECTION 7: REFLECTION

Q701	What worked? (describe within 80-100 words)	
Q702	What did not work? (describe within 80-100 words)	
Q703	What resonated most? (describe within 80-100 words)	
Q704	What barriers did you encounter? (describe within 80-100 words)	

SECTION 8: SUBMISSION OF REPORT

Q801	Date of Submission	
Q802	Signature By signing, you confirm that the details provided were given voluntarily with informed consent of attendees.	