Avoidable Deaths Network

International Awareness Day for Avoidable Deaths

2026 Outcome Report

August 2026

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Executive Summary

This report presents the findings of an outcome review of the 2026 International Awareness Day for Avoidable Deaths (IAD4AD) campaign. The 2026 campaign was the first to operate under a dedicated Monitoring Evaluation and Learning (MEL) Framework, funded by the Institute for Environmental Futures at the University of Leicester. The framework was designed to make the global campaign data-driven and to enable systematic measurement of its impact. The analysis draws on monitoring data submitted by 16 Regional Coordinators (RCs) across 13 activities in 11 countries, supplemented by evidence from the 2024 and 2025 IAD4AD annual highlight reports and publicly available evidence on IAD4AD website. The report provides both a three year overview of the campaign's progress between 2024 and 2026 and an in-depth assessment of campaign outputs and emerging outcomes in 2026.

Headline findings

- **IAD4AD is achieving significant global reach and growth.** Between 2024 and 2026, the campaign has delivered 129 activities across 31 unique countries, directly engaging more than 4,000 participants, reaching over one million people through digital platforms, and contributing to the growth of the Avoidable Deaths Network to more than 1,000 global members.
- **Geographic reach expanded despite fewer activities.** While the number of activities declined from 53 in 2024 to 33 in 2026, the number of participating countries increased, indicating a transition from concentrated activity in a small number of countries to a more globally distributed campaign model. Activities also reflect duration, some activities ran for more than a day. The Regional Coordinator's heatwave campaign in Oman in 2024, for example, was delivered over a week.
- **The 2026 campaign reached 17 countries across four continents.** India remained the leading contributor with nine activities, followed by Pakistan and the UK with four activities each, demonstrating strong regional leadership while extending the campaign's international footprint.
- **Awareness of avoidable deaths increased substantially.** Pre- and post-event evidence shows that awareness of indirect disaster deaths and missing persons increased from 8% before participation to 62% afterwards, while the proportion reporting no knowledge fell from 31% to 0%, indicating that campaign activities were effective in addressing a significant knowledge gap.
- **Participants developed a deeper understanding of the causes of avoidable deaths.** Campaign activities increased recognition of the links between preventable, treatable, and governance-related avoidable deaths, helping participants move beyond hazard-focused knowledge towards understanding the systemic drivers of disaster mortality.

- **The campaign slogan achieved strong post-event recall.** Among activities that measured slogan adoption, prior awareness of the slogan "Disaster Deaths Are Avoidable" was low (17%). Following participation, 100% of campaigners reported that participants were able to recall the slogan and hashtag, demonstrating effective message retention.
- **Awareness raising relies on interactive and participatory methods.** The most commonly used tools were expert lectures, scenario-based discussions, storytelling, first-aid and Cardiopulmonary Resuscitation (CPR) demonstrations, youth-led publications, and community dialogue, reflecting a shift away from traditional information dissemination towards more engaging learning approaches.
- **Campaign sustainability is strengthening.** Nearly two-thirds of campaigners (62%) built on activities delivered in previous years, providing evidence that IAD4AD is evolving from an annual awareness event into a platform for sustained community engagement and long-term relationship building.
- **Stakeholder engagement was strong but not universal.** 62% of campaigners engaged mandatory stakeholders, including at-risk communities, government officials, emergency responders, and public health actors, while 62% also engaged desirable stakeholders such as UN agencies, NGOs, universities, and media organisations.
- **The campaign is demonstrating multiple pathways to impact.** Evidence shows influence at individual, community, institutional, and policy levels, including increased preparedness among students, improved understanding of governance-related avoidable deaths, stronger youth leadership, engagement of senior government officials, and collaboration with international organisations and platforms.
- **The strongest activities combined creative, participatory, and community-owned approaches.** Storytelling, survivor narratives, youth-authored content, practical demonstrations, and locally relevant case studies consistently emerged as the approaches that resonated most with participants and stimulated reflection, intended behaviour change, and community action.
- **Distinct regional strengths are emerging across the network.** South Asia provides the strongest model of multi-stakeholder engagement and continuity; Sub-Saharan Africa has pioneered creative advocacy approaches; and Europe and North America contribute research credibility and progress toward policy influence. Together, these complementary strengths form a diverse and increasingly emerging global movement for preventing avoidable deaths.
- **Resource constraints and follow-up mechanisms remain the primary barriers to scale.** Participating Regional Coordinators identify funding constraints, limited time, and the absence of post-event consolidation resources as the most significant obstacles to expanding reach and deepening impact.
- **Future growth opportunities remain.** Key priorities identified by campaigners include expanding outreach to rural and high-risk communities, strengthening government engagement, improving campaign coordination and resourcing, and

enhancing the consistency and quality of monitoring evaluation and learning data collection across regions.

Recommendations

- **Expand engagement with rural and high-risk communities.** Despite the campaign's growing international reach, most activities were concentrated in urban and semi-urban settings. Future campaign cycles should prioritise outreach to rural communities where exposure to hazards, limited access to services, and vulnerability to avoidable deaths are often greatest.
- **Strengthen government and institutional engagement.** Activities involving government officials, emergency responders, and public authorities generated some of the strongest evidence of attitudinal and institutional change. ADN should invest in targeted approaches and practical tools to support campaigners in engaging decision-makers more consistently.
- **Scale proven regional models.** The Pakistan government-engagement model, Odisha's multi-year community outreach approach, and the COAL creative advocacy model in Africa represent promising practices that could be adapted and replicated across the network to increase both reach and impact.
- **Build on long-term relationships rather than one-off events.** Evidence from communities reached repeatedly over several years suggests that sustained engagement produces deeper awareness, stronger behavioural outcomes, and greater local ownership than single interventions. ADN should explore sustained, multi-year community engagement pathways.
- **Strengthen MEL systems.** Increasing the utility of the minimum reporting standards, standardised pre- and post-event measures, campaigner MEL training, and stronger outcome tracking would improve the quality of evidence available to demonstrate impact and support future fundraising and policy engagement.
- **Invest in post-event follow-up and learning resources.** Campaign activities are effective at introducing the concept of avoidable deaths, but follow-up resources to increase the uptake of the toolkits complemented by discussion guides, awareness materials, and community action packs would help convert awareness into sustained understanding and practice.
- **Leverage complementary regional strengths.** Future growth should build on the distinct contributions emerging across the network: South Asia's strength in multi-stakeholder engagement, Africa's leadership in creative advocacy, and Europe and North America's contribution to research, evidence generation, and policy engagement.
- **Strengthen strategic communication and policy influence.** ADN is increasingly engaging with UN platforms, academic institutions, and international partners. Greater use of campaign evidence in policy briefs, donor communications, and global advocacy forums would help translate campaign visibility into wider institutional and policy impact.

1. Introduction

1.1 The Avoidable Deaths Network

The Avoidable Deaths Network (ADN) is a global voluntary membership network committed to reducing avoidable disaster deaths,[1] particularly 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. ADN brings together volunteers, researchers, practitioners, and policymakers to strengthen efforts in disaster risk reduction and save lives. Established in 2019, the Network focuses on preventing avoidable deaths caused by natural hazards, human-made disasters, and natural hazard-triggered technological events. ADN is jointly led by the University of Leicester, UK, and Kansai University, Japan. Every year since 2024, ADN marks the public engagement annual global campaign 'International Awareness Day for Avoidable Deaths' (IAD4AD), fostering its mission to raise awareness about disaster-related deaths or indirect disaster deaths and missing persons.

1.2 The International Awareness Day for Avoidable Deaths

The IAD4AD is ADN's flagship global public engagement campaign. The campaign was launched on 13 March 2023 in Osaka, Japan, in collaboration with the Mayor, Mr Minamedi Kinichi, and the UNDRR-Kobe Office, headlined by Ms Mami Mizutori, former Special Representative of the UN Secretary-General for Disaster Risk Reduction. The campaign is a ten-year initiative celebrated annually on 12th March and throughout the month of March. It is built on a single, evidence-based theory: that the majority of deaths from natural and anthropogenic hazards are preventable, treatable, or the result of governance failure, and therefore avoidable. The goal of the campaign 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.

1.3 IAD4AD campaign objectives and Theory of Change

The IAD4AD campaign has three interconnected objectives that together constitute a pathway from awareness to action:

[1] Avoidable disaster deaths are understood as premature preventable, amenable, and governance-related deaths. These deaths are avoidable through tailored, preventable, amenable (Cook, 2019; Price, 2021) and risk governance measures (Ray-Bennett and Shiroshita, 2019; Mizutori, 2020; Alam and Ray-Bennett, 2021) from the impact of a disaster. Each death is counted only once (Cook, 2019; Price, 2021).

Change pathway	Objective	Theory of Change
Visibility	**Objective 1-** Raise the visibility of disaster deaths, especially indirect deaths[2] and missing persons.[3]	If the scale and nature of disaster deaths are made visible, policymakers and communities will be motivated to act.
Awareness	**Objective 2 -** Increase awareness of the specific causes and circumstances that lead to avoidable disaster deaths.	If people understand that these deaths are preventable or treatable, they will seek to change behaviours, systems, and policies.
Message/slogan Adoption	**Objective 3 -** Promote the global slogan 'Disaster Deaths Are Avoidable' and embed it in public and policy discourse.	A shared, memorable action-oriented message provides a common platform for advocacy across sectors and geographies.

1.4 IAD4AD network structure

The campaign operates through a decentralised network of voluntary Regional Coordinators, Operations Members, Advisory Board Members, Future Leaders, and Affiliate Partner Institutions. New Regional Coordinators are invited every two years, and existing Regional Coordinators may continue in their role if they wish. Regional Coordinators have only one mandatory responsibility: to mark the global campaign as part of their ongoing research, teaching, and engagement activities. The Regional Coordinators, Advisors, and Affiliates are self-selected groups who choose to join ADN because of the shared commitment to saving lives. Passionate citizens inspired by the campaign's objectives also take part in marking the day.

There are around 33 Regional Coordinators across 22 countries, 16 advisors and affiliates conducting a range of activities from academic symposia and community outreach to arts-based advocacy, webinars, awareness walks, and policy roundtables. Themes have included road safety, drowning prevention, snakebite, maternal mortality, silicosis, heatwave deaths, and disaster risk governance. With funding from the University of Leicester's Institute for Environmental Futures MEL Framework[4] was developed in 2025 to systematically monitor and assess the long-term impact of the campaign against its three main objectives across regions. Data is collected annually through a structured post-event IAD4AD instrument administered to

[2] Indirect deaths are caused by the indirect impact of disasters due to "unsafe or unhealthy conditions that occur because of the disaster. These conditions include the loss or disruption of essential services (e.g., power outage, hazardous roads), personal loss, and disruption of an individual's lifestyle" (Combs *et al.,* 1999, p.1125).

[3] Missing persons are "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)

[4] IAD4AD MEL Framework and Ethics application

RCs, advisors, affiliates and other campaigners. To collect this data, the University of Leicester's Ethics Committee approved the study in March 2026 (Project ID: 6322).

1.5 The purpose of this report

This report serves three interconnected purposes. First, it provides an evidence base for ADN's internal learning: understanding what works, which regions are gaining traction, and where campaign activities can be strengthened. Second, it supports donor communication by translating campaign activity data into credible evidence of emerging outputs, outcomes, and value for investment. Third, it synthesises ADN's growing evidence base for its ten-year campaign, which is now in its third year.

1.6 Scope and aim of outcome review

The primary objective of this review is to analyse the dataset generated from IAD4AD campaign activities in 2026 and synthesise the findings into an outcome evidence report. The analysis draws on the MEL framework and post-event IAD4AD questionnaire and previous IAD4AD annual highlight reports to assess:

- How visibility of disaster deaths has been raised across regions.
- How awareness of causes and circumstances surrounding avoidable deaths has shifted.
- How effectively the slogan 'Disaster Deaths Are Avoidable' has been promoted and adopted.
- How mandatory and desirable stakeholders have been engaged.
- What lessons, patterns, and opportunities emerge across regions.

The outputs will inform ADN's strategic communication with donors, partners, and policymakers, and will strengthen ADN's ability to demonstrate its global value proposition, emerging outcomes, and future potential.

2. Methodology

The review commenced with a structured desk review of IAD4AD annual highlight reports, campaign documentation, publicly available materials on the IAD4AD website, and post-campaign monitoring data submitted by Regional Coordinators in 2026. Relevant evidence was identified through targeted searches of IAD4AD and partner platforms and supplemented through a snowball sampling approach, which traced links, references, and associated materials to identify additional data on campaign activities, visibility, stakeholder engagement, and emerging outcomes.

2.1 Data Sources

Source	Description	Role in Analysis
2026 IAD4AD post campaign dataset	33 activities in over 15 countries. Post-event questionnaire with responses from 16 campaigners across 11 countries	Primary dataset for quantitative and qualitative analysis
IAD4AD 2025 Annual Report	43 activities in over 20 countries; narrative post-event summaries	Cross-year comparison, qualitative triangulation
IAD4AD 2024 Annual Report	54 activities in over11 countries; inaugural MEL baseline year	Longitudinal baseline; establishing growth trends
IAD4AD press/information (2024-2026)	Publicly available information published on IAD4AD website and partner organisations	Supplementary information for triangulation

2.2 Analytical framework

This review applied a mixed-methods approach aligned with the IAD4AD MEL Framework. Three dimensions structure the inquiry, each corresponding to a campaign objective: Campaign Reach and Visibility (Objective 1); Awareness Change (Objective 2); and Stakeholder Engagement and Message/Slogan Adoption (Objective 3). Quantitative analysis applied descriptive statistics and frequency distributions to campaigner-reported data on participation, gender, stakeholder engagement, and awareness outcomes. Qualitative analysis used a thematic coding framework aligned with the three MEL dimensions, with open-text narrative responses coded for evidence of visibility tool use, awareness change indicators, stakeholder diversity, and slogan adoption. Case studies were identified from narrative responses and triangulated with Regional Coordinator inputs gathered during the engagement phase of the consultancy. Cross-year synthesis reviewed the 2024 and 2025 annual highlights reports against the same three-dimension framework, identifying trends in activity diversity, regional reach, and evidence quality over the campaign's first three years.

2.3 Limitations

The following limitations apply to this review and should be considered when interpreting the findings.

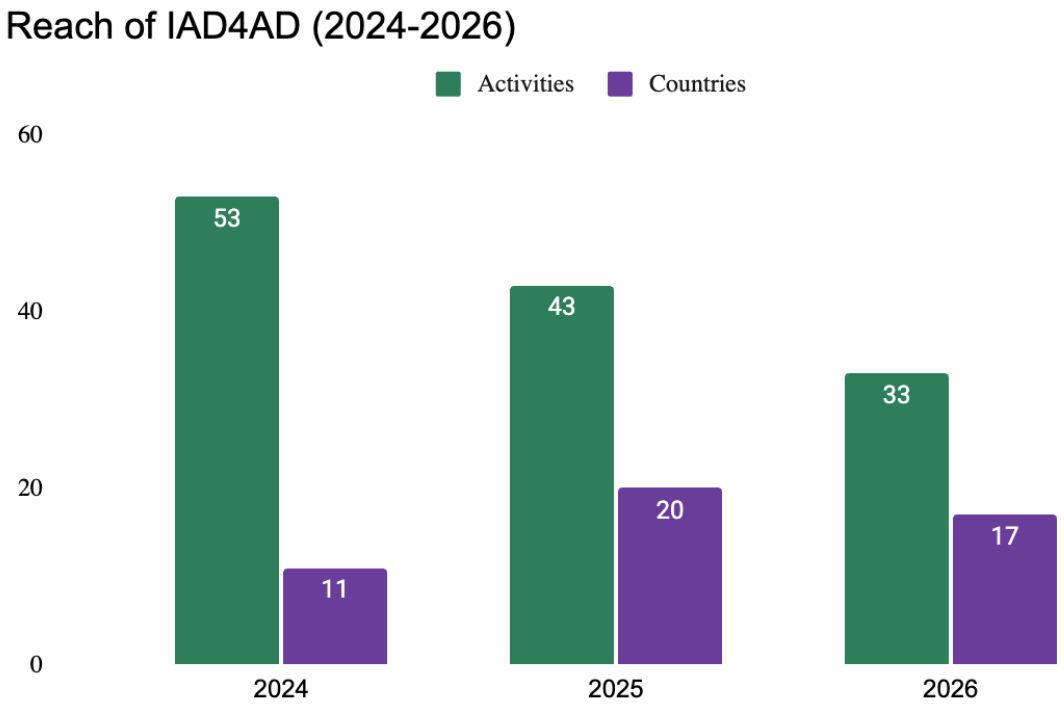
#	Limitation	Implication for findings
1	**Response rate** — Of the 45 expected respondents, 16 completed the post-campaign questionnaire, a 36% response rate.	Findings represent a documented subset of 2026 campaign activities. They are indicative rather than representative of the full campaign.
2	**Self-reported data** — All figures originate from campaigner-submitted post-event reports with no independent verification of headcounts, reach, or impressions.	The risk of social desirability and optimism bias applies to all outcome claims. Findings are presented as contributions to change, not verified causal claims.
3	**Inconsistent participant reporting** — Some activities report exact numbers; others provide ranges, estimates, or no figure at all.	Direct participant reach figures are minimum estimates. Aggregated totals should be read as conservative lower bounds.
4	**No standardised pre/post participant instrument** — No uniform awareness measurement tool was applied directly to participants across countries or years.	Campaign-wide claims about awareness shift draw on a mix of numerical and qualitative evidence. The pre/post figures in Section 5.2 reflect aggregated campaigner-reported estimates across activities where both data points were captured, not a participant-level survey administered to a consistent sample.
5	**Digital reach concentration** — Quantified social media reach data exists in depth for only two campaigns across three years (P4AD 2024 and Art4Life 2025), both COAL-led.	Digital visibility is likely significantly undercounted for the rest of the network. The one million reach figure should be understood as a minimum anchored primarily in two documented campaigns.

6	**Attribution** — Awareness change cannot be causally attributed to campaign activities alone, given the absence of control groups and the short time horizon of individual events.	Findings are framed as associations and plausible contributions to change, not direct causal claims.

3. Three-year snapshot (2024-2026)

This section presents a three-year overview of IAD4AD activities (2024-2026), presenting progress against the campaign's three objectives: raising the visibility of avoidable deaths, increasing awareness of their causes and circumstances, and promoting adoption of the slogan 'Disaster Deaths Are Avoidable."

3.1 Campaign activities

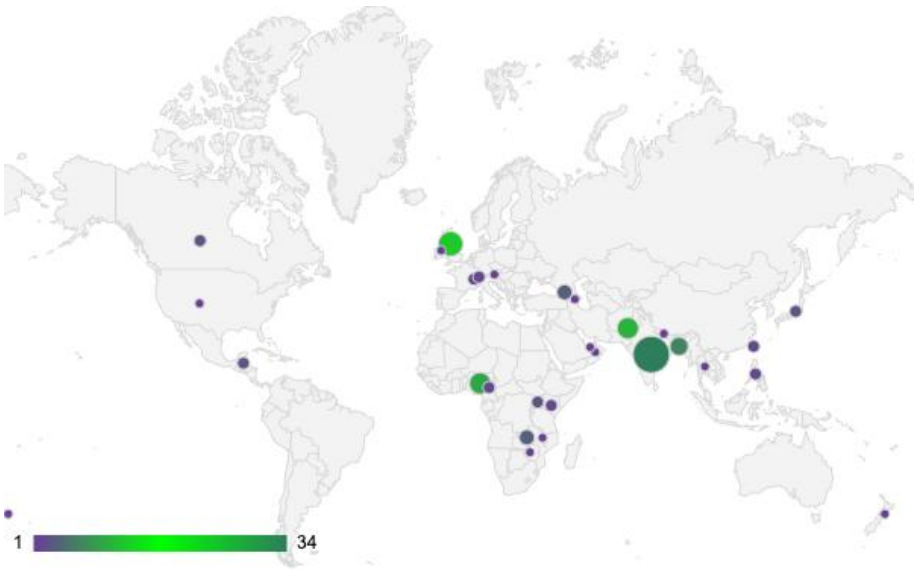


The IAD4AD campaign demonstrates a substantial and growing global footprint since its inception. Across the three-year period (2024-2026), a total of 129 campaign activities were conducted across 48 countries[5] reflecting the campaign's increasing international reach and commitment of a diverse and voluntary network of academic institutions, civil society organisations, governments, citizens and community partners to reducing avoidable deaths.

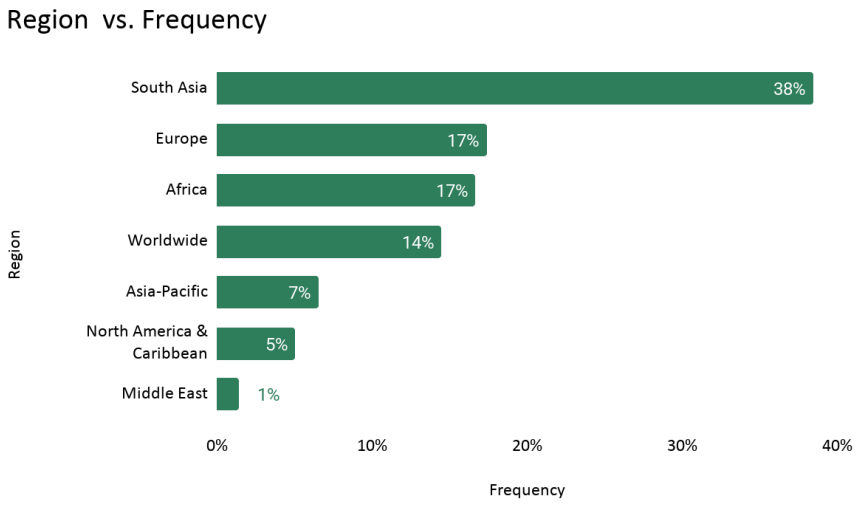
Whilst the total number of campaign activities declined over the three-year period from 53 in 2024, to 33 in 2026, geographic participation has broadened, with an increasing number of countries represented each year. This suggests a shift from a higher volume of activities concentrated in fewer locations towards a more internationally distributed engagement model, indicating growing global reach and diversification of participation in IAD4AD.

[5] This includes 31 unique countries across the three-year period.

3.2 Geographical distribution[6]



At the country level, India has the most active contributors of campaign activities across years accounting for 34 activities (25%) of all campaign initiatives. This strong representation reflects the presence of multiple ADN partners and hubs across the country and demonstrates India's role in advancing awareness, research, advocacy, and community engagement around avoidable deaths. Following India, the largest concentrations of activities were observed in Worldwide/Global[7] campaigns (19 activities; 14%), the United Kingdom (13 activities; 9%), Pakistan (11 activities; 8%), and Nigeria (10 activities; 7%). These five locations accounted for almost two-thirds of all campaign activities conducted during the period.



[6] Frequencies represent the number of IAD4AD activities recorded across countries between 2024 and 2026. "Worldwide" refers to global activities implemented across multiple countries.

[7] The Global/Worldwide category accounted for 19 activities (14%), consisting primarily of international webinars, social media campaigns, and cross-country advocacy initiatives designed to reach audiences beyond national boundaries.

Frequency analysis by region shows that South Asia is the most (38%) frequently cited region of campaign activities across years. This is driven largely by extensive engagement in India, Pakistan, Bangladesh, and Nepal and highlights the region's strong commitment to addressing avoidable deaths through awareness raising, capacity building, community outreach, and policy engagement. Both Europe and Sub-Saharan Africa recorded 17% of frequency, making these the second most active regions. European activities were concentrated in the United Kingdom, Switzerland, Austria, Ireland, Georgia, Azerbaijan, and Geneva-based initiatives, while Sub-Saharan African activities were primarily undertaken in Nigeria, Zambia, Uganda, Kenya, Cameroon, Malawi, and Zimbabwe. The substantial level of activity across these regions reflects the increasingly international nature of the campaign and the growing recognition of avoidable deaths as a global development and disaster risk reduction concern. Other regions demonstrated emerging engagement. The Asia-Pacific region 7%, spanning Japan, Taiwan, Thailand, the Philippines, and New Zealand. Meanwhile, North America and the Caribbean 5%, largely through activities in Canada, the United States, and Belize. The Middle East 1%, reflecting participation from Oman and the United Arab Emirates.[8]

3.2 IAD4AD visibility and reach (2024-2026)

Across the three-year period, IAD4AD demonstrated substantial global reach and engagement, directly involving more than 4,000 participants through campaign events and activities. Its impact was amplified through social media, reaching over one million[9] people worldwide. In parallel, the ADN expanded its global community to over 1,000[10] members, reflecting growing international interest, participation, and commitment to the prevention of avoidable deaths.

The landmark/physical visibility with the annual lighting of the University of Leicester's iconic Attenborough Tower in ADN colours has become a recurring, photogenic flagship action (2024, 2025, 2026), giving the campaign a consistent, repeatable visual signature independent of any single country's media environment.

The campaign presents a strong digital visibility and creative approaches to the IAD4AD evident in Pakistan's press coverage (Daily Aslaf and others) and Taiwan's six-outlet press coverage in 2026[11]. The Custodians of African Literature (COAL)'s creative-advocacy activities (Poets for Avoidable Deaths in 2024; Art4Life in 2025) are the campaign's best-documented visibility case study: the 2024 P4AD series alone reached an estimated 426,279 impressions and was viewed in 19 countries, despite being produced in Nigeria and Zambia.

[8] Due to the USA – Iran war in the month of March 2026, the Regional Coordinators from Abu Dhabi and Oman were unable to mark the global campaign

[9] This estimate could be more as it only captures reported social media reach captured in annual IAD4AD highlight reports. A detailed social media tracking analysis will provide a true picture of reach through hashtag monitoring.

[10] As of July 31, 2025, there were 1,093 members, an increase of 181 (19.85%) since July 2024. This total includes 28 Operations Team Members, 17 Advisory Board Members, 32 Regional Coordinators, 21 Collaborator and Partner Organisations, and Affiliates.

[11] Most country reports do not capture earned media or social reach, so the true digital footprint of the other ~30 country activities each year is likely undercounted.

Three new ADN chapters were formally launched across the period: Oman and Bangladesh (2024), Taiwan and India (2026). These country chapters function as high-visibility "anchor events" that generate their own press and stakeholder turnout (e.g. UNICEF's participation in the Belize launch), and are a repeatable model for growing visibility into new countries.

3.3 Stakeholder diversity and new country entry

Stakeholder engagement broadened considerably over the three-year period, evolving from a network primarily composed of academic institutions and civil society organisations in 2024 to one that increasingly engaged international agencies, government bodies, and professional networks. Key partners included United Nations entities such as the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), the United Nations Children's Fund (UNICEF), and the World Health Organization (WHO), particularly through participation in the Humanitarian Networks and Partnerships Week (HNPW). The campaign also engaged national emergency management and disaster risk reduction authorities, including Pakistan's Rescue 1122 (Punjab Emergency Service), Bangladesh's Department of Disaster Management (DDM), and Belize's National Emergency Management Organization (NEMO). By 2026, stakeholder reach had expanded further through the launch of a dedicated IAD4AD podcast series,[12] in partnership with the International Society for Integrated Disaster Risk Management (IDRiM), which produced nine episodes featuring 15 speakers from nine countries, extending the campaign's visibility and influence within the international disaster risk reduction community.

3.4 Awareness and themes of IAD4AD

The thematic scope of "avoidable deaths" addressed by campaigners has broadened year on year, suggesting the network's own understanding and approach is deepening, even where public awareness cannot be directly measured. In 2024 the theme on snakebite was prominent in India, including a physical Case Station[13] for Avoidable Snakebite Deaths field visit. Maternal mortality, drowning, silicosis, malaria, cervical cancer, unsafe abortion, dog bites, manual scavenging, burns, road traffic accidents, hunger/starvation, lightning, tuberculosis, cholera, intimate partner violence, suicide were all explored across campaign activities.

In 2025 the stated core focus narrowed and sharpened to road safety, drowning prevention, heatwave awareness, and snakebite response, a deliberate consolidation around four priority hazards, each with country-specific interventions (e.g. Pakistan's multi-activity road-safety-for-minors series; Oman's month-long heatwave campaign; two new Case Stations for Avoidable Heatwave Deaths and Avoidable Snakebite Deaths in India).

[12] https://iad4ad.avoidable-deaths.net/iad4ad-2026-podcast-series/

[13] A Case Station for Avoidable Deaths (CaSA) is a place-based, issue-focused unit that serves as a long-term platform for research, community engagement, and action to prevent avoidable deaths. Operating typically for 10 years or more, a CaSA is established within a specific local setting, such as a school, community health centre, village, or neighbourhood, to generate sustained evidence, awareness, and interventions around a particular avoidable death issue.

Fire prevention in 2026 emerges as a new theme (Philippines), alongside continued heat-adaptation work (India/AIDMI), and new cross-cutting framings, migration-related deaths (Cameroon), microplastics and environmental injustice (India/UK), and well-fall deaths (the subject of the inaugural 2025 ADN Hero Award, carried forward into the 2026 Hero Stories series). This progression from a broad list of causes in 2024, to four consolidated priority hazards in 2025, to hazard-plus-systemic framings (migration, environmental injustice) in 2026 indicates the campaign is maturing from awareness-raising into a more strategic, prioritised communications effort.

> **Notable qualitative evidence:** Post-webinar evaluation from the 2024 P4AD campaign shows participants self-reporting intended behaviour change ("*I will join the awareness team and initiate first aid training," "advocacy and awareness raising," "continue using my voice ... to build the capacity to get hands on"*), a clear proxy for awareness-to-intention shift in the dataset.

3.5 Slogan promotion "Disaster Deaths Are Avoidable"

The slogan shows strong, consistent visual adoption and growing linguistic localisation. It appears as a fixed badge/logo element on nearly every printed campaign asset across all three years and all regions reviewed, banners, flyers, posters, webinar promos giving the campaign unusually high brand consistency for a distributed, volunteer-led network.

Localisation is expanding: the IAD4AD website[14] itself is now offered in English, French, Chinese and Spanish; Bangladesh materials carry a Bangla translation ("পরিহারযোগ্য মৃত্যু রোধে আন্তর্জাতিক সচেতনতা দিবস"); Georgia materials are bilingual English/Georgian; Taiwan materials are bilingual English/Mandarin with dedicated Chinese-language press coverage; Pakistan materials appear in Urdu press.

Grassroots re-authoring of the slogan is the strongest adoption signal in the dataset: Nigeria's 2025 road-safety campaign was branded *"Road Crashes Deaths are Avoidable / Road Deaths na wetin we go fit Avoid"* — a Nigerian Pidgin adaptation coined by a Regional Coordinator. This shows the slogan's underlying logic being internalised and extended by local Regional Coordinators, not just reproduced verbatim. Bangladesh's 2025 materials extended the concept beyond the literal slogan with "Every life is a treasure. Every life is precious," showing the campaign message being creatively reinterpreted while staying on-brand.

[14] https://iad4ad.avoidable-deaths.net/

3.6 Campaign mandatory and desirable stakeholders reach

Using ADN's own framing (voluntary commitment under the Sendai Framework, requiring both institutional/mandatory duty-bearers and desirable/civil-society allies), stakeholder engagement has broadened and deepened year on year: Mandatory / institutional stakeholders (government, UN system, emergency services, health authorities)

- **Government and emergency services: Pakistan's Rescue** 1122 / Punjab Emergency Services Department (recurring 2024–2026, including formal chapter co-hosting); Bangladesh's Department of Disaster Management (Director General as Special Guest, 2024) and Department of Meteorology, University of Dhaka; Belize's National Emergency Management Organization (NEMO); Japan's Izumiotsu City government (Disaster Risk Management section and Education Board); Georgia's disaster-risk stakeholders via New Vision University roundtable.
- **UN entities**: UNICEF (Belize chapter launch, 2024, and micro-credentialing launch, 2025); UNDP (India Symposium, 2024); WHO (India Symposium, 2024, and WHO's Global Snakebite Envenoming Working Group webinar, 2024); and UNOCHA's Humanitarian Networks and Partnerships Week (HNPW), which became a major stakeholder engagement platform from 2025 onwards. HNPW hosted at least five ADN-led or ADN-featured webinars in 2025 and continues to do so in 2026. Raising the campaign's visibility is now included as "Forward Looking Commitments" in the *UNOCHA HNPW 2026 Report: Shaping the Humanitarian Reset – From Global Commitments to Local Action* (p21).
- **Academic/research institutions** functioning in a quasi-mandatory evidence role: University of Leicester (anchor partner across all years), Kansai University, Indian Council of Medical Research-RMRC (Odisha), IIT Roorkee, Aston University, National Chi Nan University (Taiwan chapter), Jawaharlal Nehru University's Special Centre for Disaster Research (2025).

Desirable / civil society and community stakeholders

- **NGOs and civil society**: Bangladesh Red Crescent Society, CIPRB, COAL, SEVHAGE, Divine Aid Initiative, ActionAid Nigeria, Educating Girls and Young Women for Development (Zambia), Doers (India), Outdoor Medics, AIDMI, Auriga Research.
- **Private sector**: Star Union Dai-Ichi Life Insurance (2024 India symposium sponsor) is the only clearly identified commercial/CSR partner in the three-year dataset, a visible gap relative to government and UN engagement.
- **Schools, students and youth**: consistent and growing across all years, Pakistan's ADN Student Ambassador model (recruited, trained, and deployed as youth volunteers) is the most developed youth-engagement mechanism in the dataset, reaching over 1,900 combined participants across its 2025 activities alone; the ADN Junior Champion Magazine (India-led, now in its 5th volume by 2026) is a dedicated recurring youth-authored publication.

- **Community/frontline voices**: Uganda's "Voices from the Lake" fisherfolk focus group (2025) and Kenya's 2026 Hero Award (burn deaths in vulnerable communities) show a growing emphasis on direct engagement with, and recognition of, affected communities themselves rather than only professional or institutional audiences.

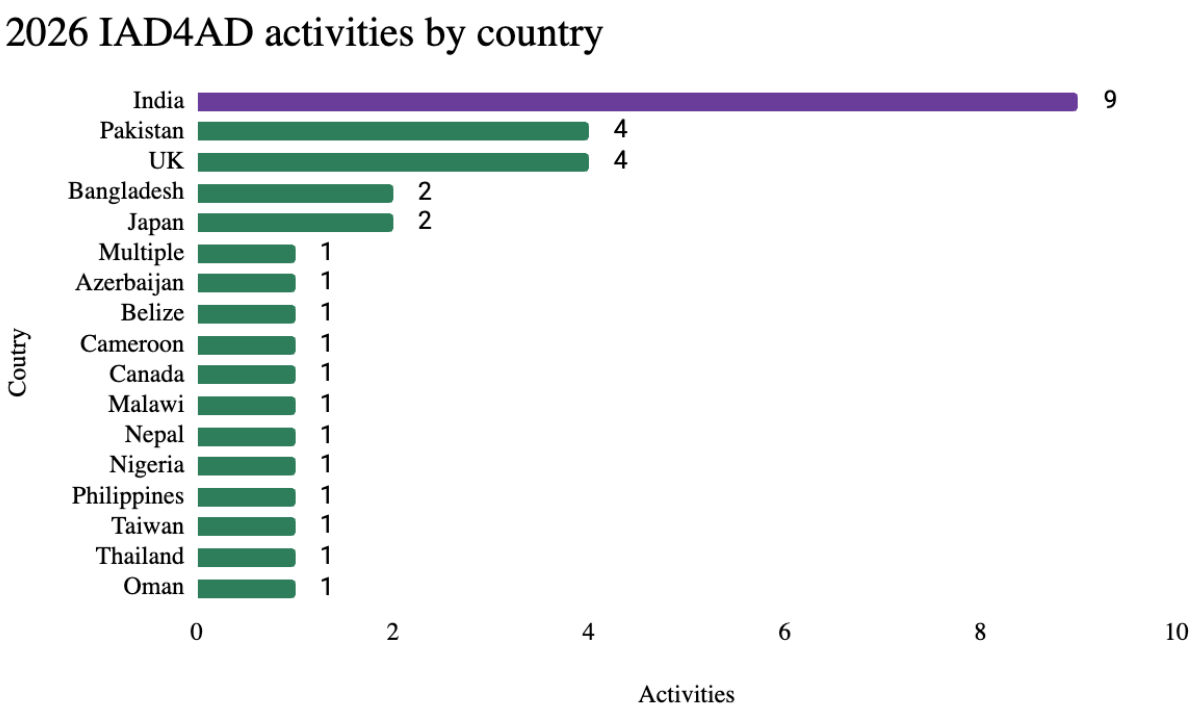
> **Pattern:** Mandatory-stakeholder engagement is strongest in South Asia (India, Pakistan, Bangladesh) and the UK, where government and UN partners co-host or headline events. In Sub-Saharan Africa, engagement is comparatively civil-society-led (COAL, SEVHAGE, EGYD, Divine Aid Initiative) with fewer documented government or UN co-hosts, a genuine regional asymmetry rather than a reporting gap, since West/Central African government engagement is not mentioned even where it might be plausible (e.g. flood-related deaths seminar, Nigeria 2025).

4. The 2026 IAD4AD campaign

4.1 Geographical distribution and reach

This section addresses the first review question: How has the visibility of disaster-related deaths been raised across regions? It examines the geographic spread of campaign activities, delivery formats, participant reach, and the range of communication and engagement approaches used to increase awareness of avoidable deaths.

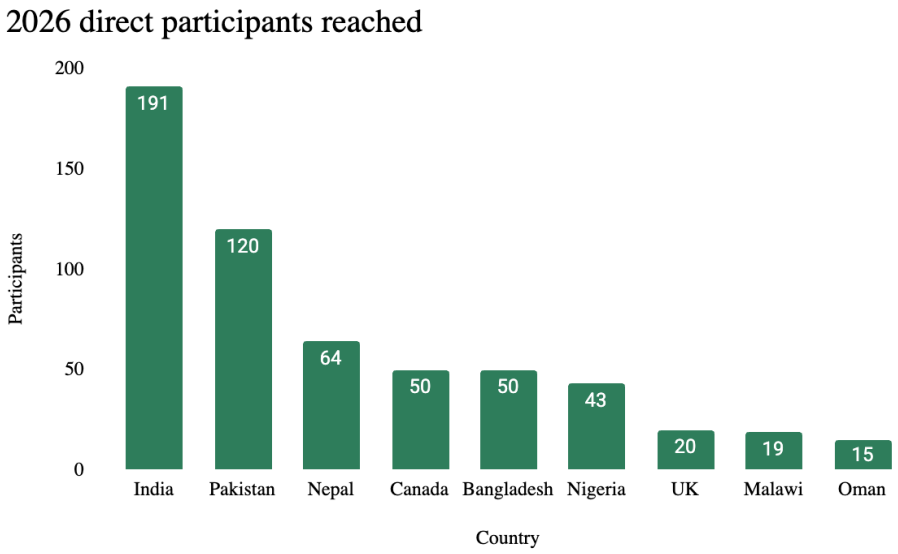
The findings presented are based on evidence submitted by 22 campaign organisers who completed the post-campaign questionnaire in 2026. While 33 activities were recorded as part of the 2026 IAD4AD campaign, the available data represents only a subset of all activities delivered. Consequently, findings should be interpreted as an indication of the campaign's performance rather than a comprehensive assessment of all IAD4AD activities undertaken in 2026. Nevertheless, the evidence provides valuable insights into the campaign's visibility, geographic expansion, and the diverse mechanisms through which awareness of avoidable deaths was promoted across local, national, and international contexts.



Source: [IAD4AD website account of 2026 activities]

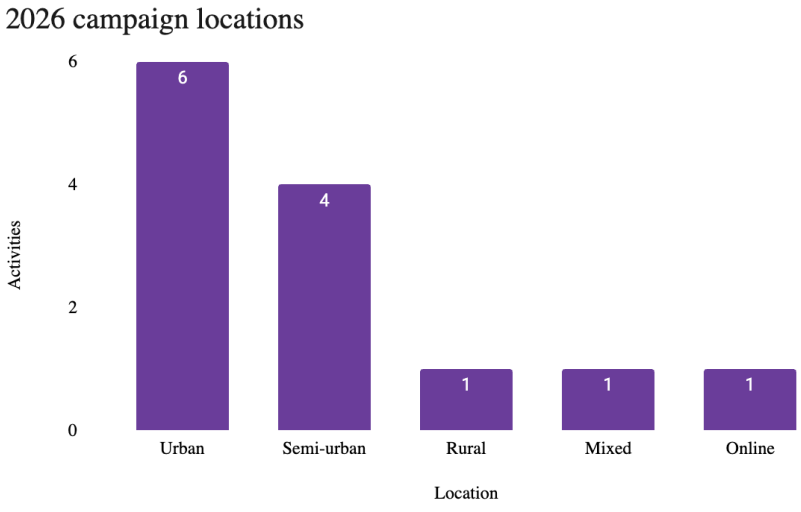
A total of 33 campaign activities were conducted across 17 countries in 2026, with India having the highest representation with nine activities, reflecting the maturity of the ADN India chapter. The presence of a rural activity in Odisha is notable: it is one of only two activities in the dataset reaching explicitly rural communities, underscoring a programme-level opportunity to expand beyond urban and semi-urban settings. The 2026 campaign delivered a diverse programme of awareness, training, advocacy, and partnership activities aimed at reducing avoidable deaths. Key themes included climate change, extreme heat, drowning prevention, fire safety, snakebite awareness, school safety, and migration risks. Through webinars, social media, podcasts, community outreach, training sessions, student engagement, and international events, the campaign reached audiences across Asia, Africa, Latin America, and Europe. The launch of ADN chapters in India and Taiwan, youth-focused initiatives such as the *Junior Champion Magazine*, and collaborations with universities and global networks strengthened the movement's reach.

4.2 Participants reach



Across 11 activities with available data, the estimated direct reach of campaign activities in 2026 is over 570 participants.[15] Only seven of 13 activities reported gender disaggregation. Where data were available, women represented a majority of participants at 54%. The multi-location India/Taiwan/Online activity noted more women attending online and in India, with more men present in Taiwan, a pattern that may reflect gendered participation in different institutional settings.

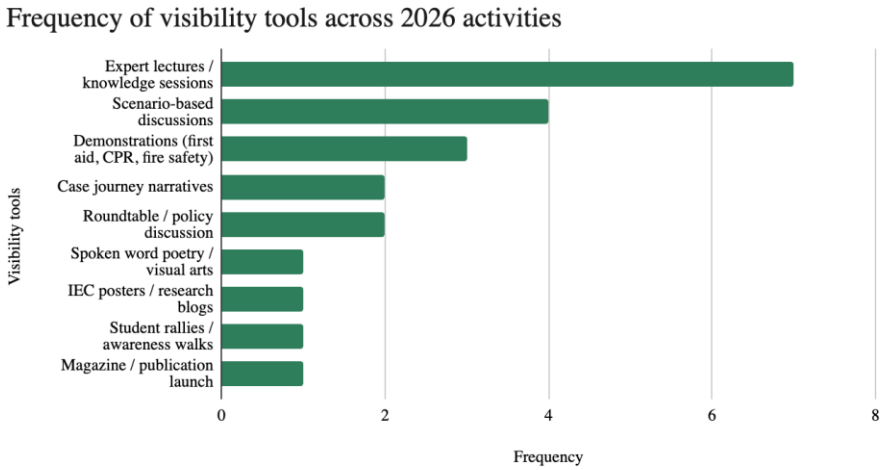
4.3 Campaign locations



[15] Direct participant reach should be regarded as a minimum estimate, as not all Regional Coordinators and campaign organisers submitted participant data. The actual number of individuals reached through campaign activities is therefore likely to be higher than reported. For instance, the Future Leader Intern of Bangladesh organised a drowning awareness activity in a rural primary school, but they did not report it.

Of the 13 campaign activities with reported data, the 2026 campaign was predominantly delivered in urban and semi-urban settings, which together accounted for 10 of the 13 reported activities. While the inclusion of rural, mixed-location, and online activities demonstrates efforts to broaden engagement, rural communities remain underrepresented. This is significant given that many avoidable disaster-related deaths occur in rural and remote areas where populations often face heightened exposure to hazards, weaker infrastructure, limited access to emergency services, and lower levels of risk awareness. Future campaigns should strengthen their reach into at-risk rural communities through locally tailored awareness programmes, partnerships with community organisations, and targeted capacity-building initiatives.

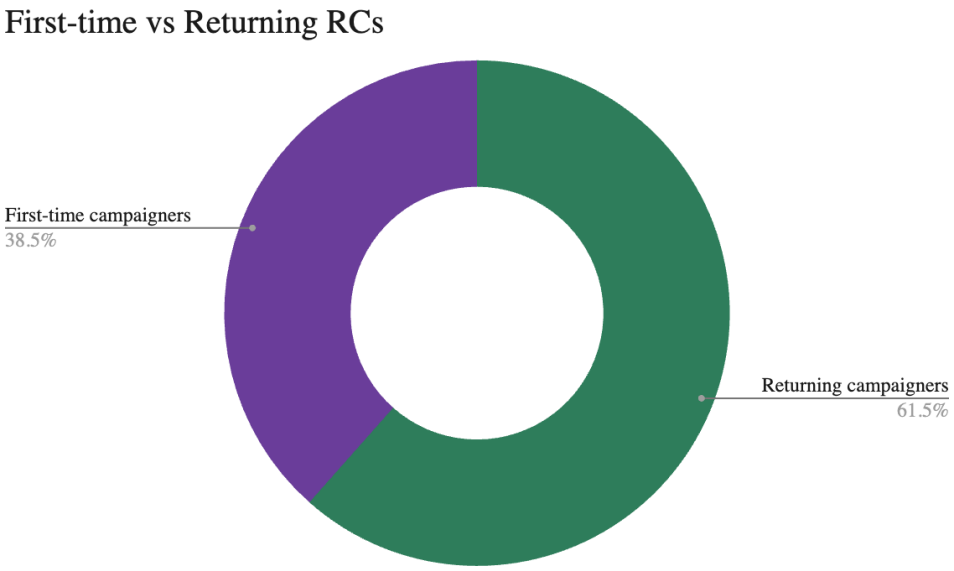
4.4 Visibility tools



Campaigners deployed a varied range of visibility tools, demonstrating the campaign's adaptability to different contexts and audiences. It signals that IAD4AD is not a one-size-fits-all awareness model but a framework flexible enough to encompass creative advocacy, skills-based training, academic discourse, and policy engagement simultaneously. Languages used across the dataset included English, Nepali, Bengali, Odia, Arabic and Spanish, a further indicator of local contextualisation.

The choice of visibility methods also varied by country and region, reflecting different engagement priorities and target audiences. In South Asia, particularly in India, Pakistan, Nepal, and Bangladesh, the campaign utilised expert lectures, scenario-based discussions, practical demonstrations, policy dialogues, and public awareness events, indicating a strong focus on knowledge transfer, preparedness, and institutional engagement. By contrast, activities in Africa incorporated more creative and participatory approaches, such as spoken word poetry and visual arts in Nigeria, alongside knowledge-sharing events in Malawi, suggesting an emphasis on community mobilisation and culturally relevant communication. In North America, activities in Canada combined expert-led sessions, practical demonstrations, and personal case narratives, providing both technical learning and human-centred storytelling. Meanwhile, contributions from the UK focused on knowledge products, including research blogs and information materials, extending campaign visibility beyond event-based engagement.

4.5 Year-on-year continuity

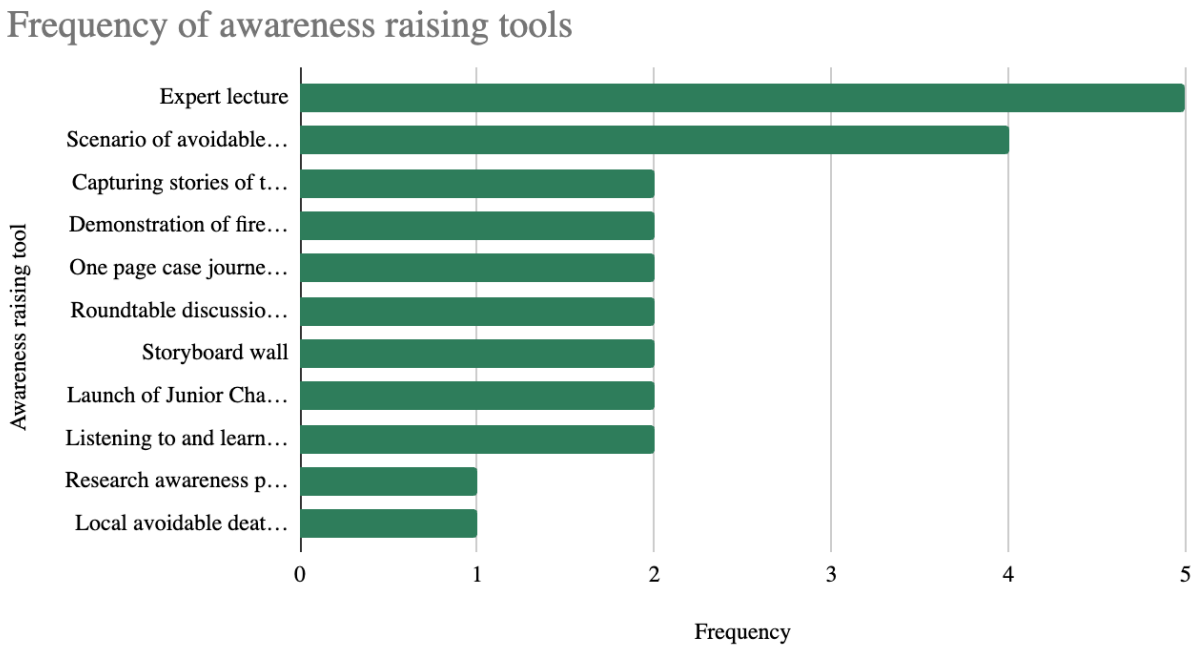


8 of the 13 campaigns (62%) reported building on activities undertaken in previous years, making this one of the most significant findings from the 2026 dataset. The high level of continuity suggests that IAD4AD is evolving beyond a standalone annual awareness event into a platform for sustained engagement led by volunteers globally. Returning campaigners appear to be strengthening relationships with communities, institutions, and stakeholder networks while deepening their focus on specific themes such as climate-related risks, health, and disaster preparedness. This continuity also indicates the accumulation of knowledge, experience, and local ownership over time, enabling campaigners to refine their approaches, expand their reach, and build longer-term commitment to the prevention of avoidable deaths. As such, repeat participation can be viewed as an important marker of campaign sustainability and growing institutionalisation within participating contexts.

5. Awareness shift

This section addresses the second review question: how has awareness of the causes and circumstances surrounding avoidable deaths shifted? It presents both the pre-event knowledge baseline and the post-event outcome evidence, drawing on quantitative and qualitative responses from the 2026 post-event questionnaire.

5.1 Awareness raising tools

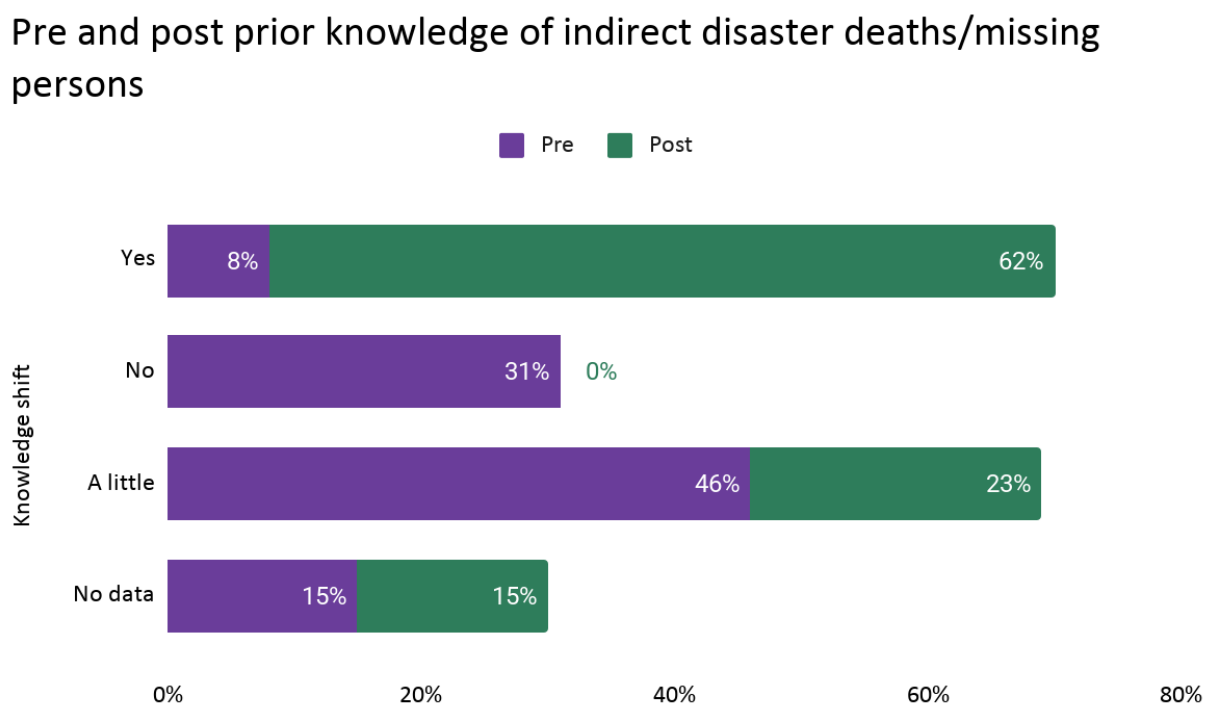


The 2026 campaign employed a diverse mix of awareness-raising tools, with expert lectures (5 activities) and scenario-based discussions on avoidable deaths (4 activities) being the most frequently used tools. These approaches were complemented by storytelling methods, including case journeys, survivor testimonies, and activities capturing the causes and circumstances of avoidable deaths, as well as practical demonstrations of first aid, CPR, and fire safety. Campaigners also used roundtable discussions, storyboard walls, magazines, and digital awareness materials to engage different audiences.

The evidence suggests that campaigners utilised interactive and dialogue-based approaches over the widespread distribution of printed information materials. Only two activities reported distributing a substantial number of printed awareness resources (50 snakebite awareness and first-aid and 45 A5 copies of the Water calculator leaflets), while another distributed 15 printed copies of the *Junior Champion Magazine Volume 5*. Several campaigners deliberately chose not to use leaflets, instead relying on facilitated discussions, experiential learning, and digital resources. For example, some participants were directed to the ADN website for further information, while others engaged with youth-focused content through the digital launch of the *Junior Champion Magazine*.

The campaign also demonstrated the growing importance of digital visibility tools. One UK-based activity combined an in-person session attended by 20 participants with online dissemination through research posters and blogs, generating more than 900 LinkedIn impressions across two posts. This suggests that campaign visibility extended beyond event attendees and increasingly relied on online platforms to amplify messages and reach wider audiences. Taken together, the evidence indicates that IAD4AD's awareness strategy is evolving from a traditional information-distribution model towards a more participatory and multi-channel approach.

5.2 Pre and post event knowledge shift



Pre- and post-event data were captured across nine of the 13 reporting activities. Where both data points were available, findings were aggregated to produce a campaign-level picture of awareness shift. It is important to note that these figures reflect campaigner-reported estimates of participant knowledge and not responses to a standardised participant-level instrument. They represent the best available evidence from the 2026 dataset and should be read as indicative of direction and magnitude of change rather than as a precisely measured outcome.

With that context, the findings show a marked improvement in awareness of indirect disaster deaths and missing persons across reporting activities. The proportion of participants reported as having prior knowledge increased from 8% before the campaign activity to 62% afterwards. The proportion reported as having no prior knowledge fell from 31% to zero. Participants described as having only a little knowledge decreased from 46% to 23%, suggesting that many moved from limited awareness to a stronger understanding of the topic. While a quarter of

participants continued to report only partial knowledge following the activity, the overall pattern points to a substantial and consistent directional shift. Campaign activities were effective in addressing a significant knowledge gap around an often-overlooked dimension of disaster risk and mortality. The findings also highlight the value of continued and repeated engagement to consolidate learning beyond the initial awareness-raising event.

5.3 Drivers of awareness shift

Analysis of the 2026 qualitative dataset identifies five consistent drivers of effective awareness change, each substantiated with direct evidence from Regional Coordinators submissions:

5.3.1 The shift from 'deaths as inevitable' to 'deaths as preventable'

The most consistently reported conceptual shift across all contexts and the core goal of the IAD4AD campaign is the move from fatalism to agency. This shift was reported in all contexts where post-event evidence was captured.

> *The notion that deaths from disasters are not inevitable, but rather preventable, was a notion that resonated well with the participants. The differentiation between preventable, treatable, and governance deaths was a notion that challenged the participants' thinking on disasters.*
>
> *— Argentina Regional Coordinator, 2026*

> *The event post-evaluation gathered from participants show three clear patterns: first, a strong shift in awareness, with participants recognising that many deaths especially from malaria are preventable and linked to everyday behaviours like using mosquito nets; second, a personal reflection theme, where people acknowledge their own role in change; and third, an appreciation of collective and creative approaches, with many highlighting art and shared action as powerful tools for spreading awareness.*
>
> *— Nigeria Regional Coordinator, 2026*

5.3.2 Storytelling and narrative as the primary change mechanism

Across Canada, Taiwan, Argentina, Nigeria, Oman, and the UK, the qualitative data consistently identifies storytelling whether personal testimony, case scenarios, or fictional narratives as the most effective mechanism for shifting awareness and holding participant attention.

> *The most impactful aspect across all three events was the use of real-life, youth-led narratives. Participants connected strongly with the authenticity of the stories presented in the Junior Champion Magazine. The idea of giving young people a platform to document disaster-related challenges was widely appreciated and seen as a novel and meaningful approach.*
>
> *— Taiwan / India / Online Regional Coordinator, 2026*

> *Omar's story. The children moved from listening to arguing: several independently identified the moment at which his collapse could have been prevented, and one asked whether the adults nearby had known what to look for. That question reframed the session — heatstroke became something adults are responsible for noticing, not only something children must avoid.*
>
> *— Oman Regional Coordinator, 2026*

5.3.3 Hands-on and practical demonstration

In Pakistan, India (snakebite), and Oman, hands-on practical demonstrations produced the strongest single-event awareness gains, particularly for specific life-safety skills.

> *The interactive approach, including practical demonstrations of CPR and fire safety, worked very effectively. Real-life examples helped participants relate the concept of avoidable deaths to their daily lives.*
>
> *— Pakistan Regional Coordinator, 2026*

> *The balloon experiment gave the children a physical image of what heat does to the body, and the 'Heat Police' role-play let them practise spotting unsafe behaviour rather than being told about it. The Water Calculator turned an abstract instruction into a personal daily number.*
>
> *— Oman Regional Coordinator, 2026*

5.3.4 Scenario-based and contextual learning

The use of current, locally relevant scenarios as the entry point for discussion was repeatedly identified as more effective than purely conceptual or historical framing.

> *The use of scenarios made the discussion even more relevant, as it was not purely theoretical but also based on actual events. The participants were also highly engaged when it came to linking the concepts to daily lives, especially when it came to the aspect of collective action, especially involving the youth.*
>
> *— Argentina Regional Coordinator, 2026*

> *The discussion about flooding was very helpful as currently Malawi is experiencing floods in different regions. It made it very easy for them to understand what I meant by direct deaths, indirect deaths and missing persons.*
>
> *— Malawi Regional Coordinator, 2026*

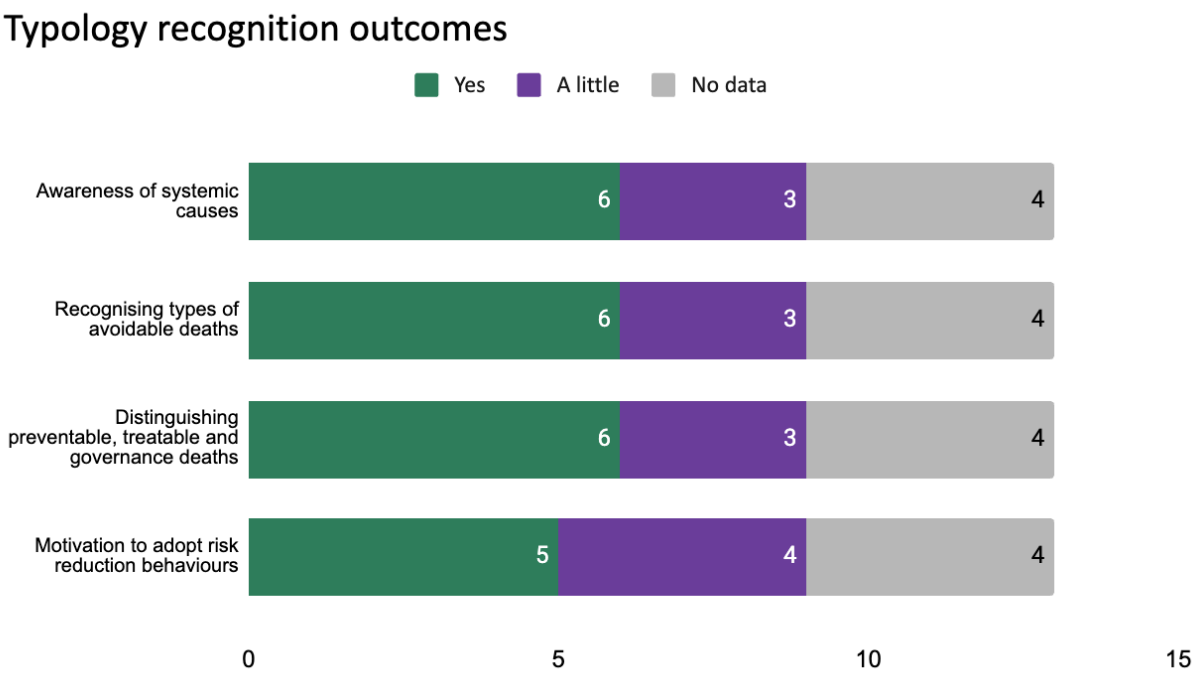
5.3.5 Indigenous and community-embedded knowledge

The Canada submission represents a distinctive approach within the 2026 dataset: the integration of Indigenous land-based knowledge and decolonial frameworks into disaster risk

discourse. This generated what the RC described as the most resonant element of the entire event.

> *The implication of Indigenous and local land-based knowledge with academic and policy discussions was particularly effective, enabling participants to reflect critically on disaster governance, colonial structures, and climate vulnerability. Many expressed that hearing Indigenous perspectives on relational accountability, land stewardship, and community resilience provided a powerful counter-narrative to dominant technocratic disaster management approaches.*
>
> *— Canada Regional Coordinator, 2026*

5.4 Typology recognition



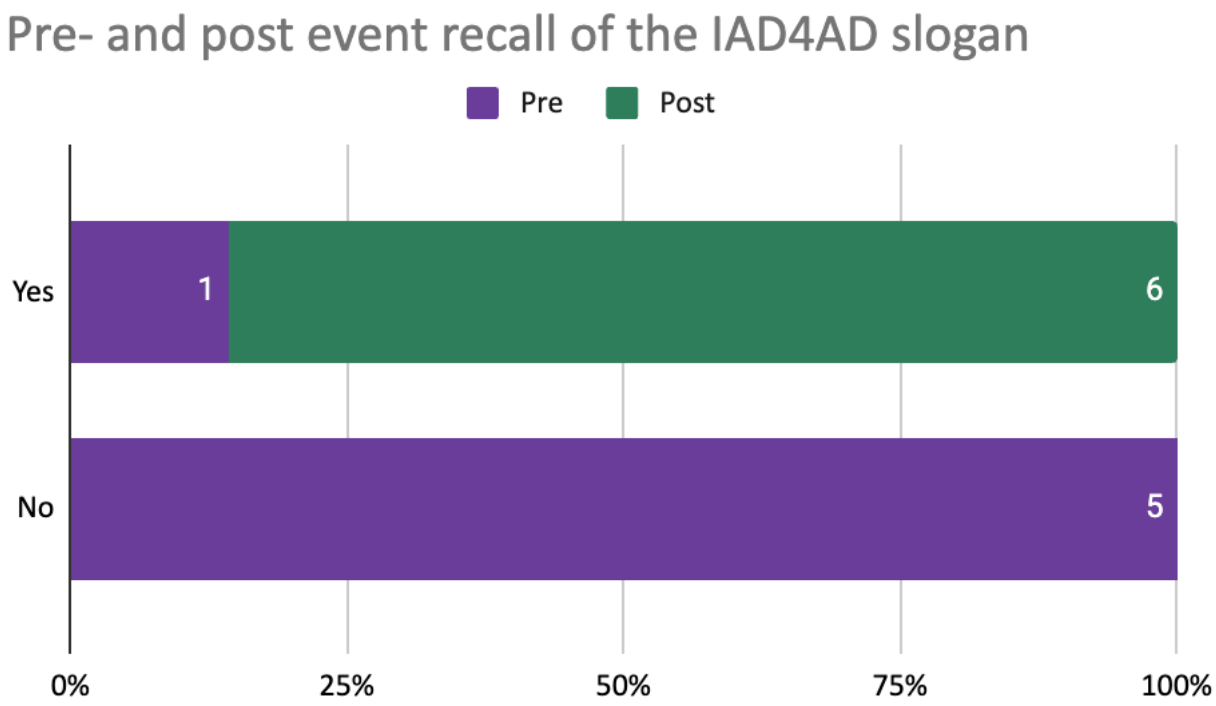
Available evidence indicates strong progress in participants' recognition of the ADN typology of avoidable deaths and the systemic factors that contribute to them. Across all four outcome areas, nearly half of reporting campaigners indicated that participants demonstrated a clear understanding of the concepts following the activity, while around a quarter reported more modest gains ("a little"). Participants were most likely to report increased awareness of the systemic causes and circumstances of avoidable deaths, recognition of the different types of avoidable disaster deaths, and understanding of the links between preventable, treatable, and governance-failure-related deaths. Recognition of the importance of avoidable deaths for adopting risk-reduction behaviours was slightly lower but remained positive overall.

The presence of "a little" responses suggests that learning was often partial rather than complete within individual sessions. This is unsurprising given that many activities focused on

specific themes or audiences and not delivering the full ADN conceptual framework. The findings therefore reinforce the value of IAD4AD's multi-activity and multi-year approach, whereby understanding of avoidable deaths is built progressively across multiple events, communication channels, and engagements.

6. Slogan Adoption

This section addresses the third review question: how effectively has the slogan 'Disaster Deaths Are Avoidable' been promoted and adopted? It examines direct adoption in campaign materials and participant communications, and traces the trajectory of message embedding across the 2024–2026 period.



Among the six campaigners whose activities addressed Objective 3, awareness of the IAD4AD slogan was low before campaign delivery. Only 17% (1 of 6) reported that participants were aware of the slogan prior to the event, while 83% (5 of 6) reported no prior awareness. This suggests that the campaign's core message, "Disaster Deaths Are Avoidable," had limited recognition among target audiences before engagement.

Following the activities, however, 100% (6 of 6) of campaigners reported that participants were able to recall the slogan. This represents a substantial increase in message recognition and indicates that campaign activities were highly effective in embedding the campaign's central message among participants. Qualitative evidence indicates that recall was strengthened through repeated use of the slogan during presentations, discussions, visual materials, and interactive exercises. Campaigners reported that participants were able to repeat the slogan during feedback sessions, group discussions, and post-event evaluations, demonstrating retention of the campaign's core message. The shift from limited pre-event awareness to universal post-event recall among reporting campaigners suggests that campaign activities were highly effective in communicating and embedding the central IAD4AD message.

6.1 Slogan adoption in practice

The evidence points to three distinct expressions of slogan adoption, each reflecting a different depth of engagement:

- **Surface adoption**: Participants can recall the phrase 'Disaster Deaths Are Avoidable' and associate it with the campaign. This is documented through rally banners, event materials, and post-event survey recall across most activities.
- **Conceptual adoption**: Participants connect the slogan to a specific disaster type (e.g., 'road deaths are avoidable', 'snakebite deaths are avoidable'). This is documented in Pakistan (road safety), Nepal and Odisha (snakebite), and Nigeria (drowning and maternal mortality).
- **Actionable adoption**: Participants move from understanding to changed behaviour, advocacy intent, or institutional action. This is documented in Pakistan (government attitudinal shift), Odisha (behavioural knowledge change), and in P4AD webinar participants who pledged to volunteer, advocate, and conduct first aid training in their communities.

This three-level model of slogan adoption suggests that the campaign is at different stages of message embedding in different regions. South Asia is moving toward actionable adoption; Sub-Saharan Africa is strong at conceptual adoption through the arts model; Europe and North America are contributing to surface and research-level adoption that supports the campaign's credibility with policymakers and institutional audiences.

7. Mandatory and desirable stakeholders

This section addresses the fourth review question: how have mandatory and desirable stakeholders been engaged? It examines the breadth and quality of stakeholder participation across the 2026 dataset, and interprets what stakeholder engagement means for the campaign's value proposition to donors and policymakers.

The IAD4AD MEL Framework designates two groups as mandatory engagement targets: (1) local communities at or high risk of disaster; and (2) governments at local and national levels, including public health and disaster risk management authorities. Engagement with at least one mandatory group is required for each campaign activity.

Mandatory Stakeholder Engagement – 2026 Dataset (n=13)



Note: 5 activities either focused on academic/NGO stakeholders or provided insufficient detail to confirm mandatory engagement.

Stakeholder engagement was a notable strength of the 2026 campaign. Of the 13 reporting campaigns, eight (62%) engaged mandatory stakeholders, including local communities at risk of disasters and representatives of government, public health, emergency response, and disaster risk management institutions. Evidence suggests that engagement occurred at multiple levels, ranging from community awareness sessions involving students, youth groups, teachers, and local residents, to direct participation by senior government officials, police services, emergency responders, and district authorities.

> *Activities in Pakistan engaged the Deputy Commissioner, Assistant Commissioner, District Police Officer, and Rescue 1122 first responders alongside community members, demonstrating the campaign's ability to convene both decision-makers and at-risk populations within a shared dialogue on avoidable deaths.*
>
> *— Pakistan Regional Coordinator, 2026*

The campaign also engaged desirable stakeholders through partnerships with United Nations agencies, the World Health Organization, non-governmental organisations, educational institutions, and media organisations. These actors extend the campaign's influence beyond immediate participants by supporting knowledge dissemination, advocacy, and potential policy uptake. Activities associated with the *Junior Champion Magazine*, for example, engaged

educational leaders, students, young authors, and institutional stakeholders across Taiwan, India, and Pakistan, illustrating how the campaign combined community participation with broader institutional engagement.

From a strategic perspective, the findings suggest that the campaign's value lies not only in raising awareness but also in creating opportunities for interaction between communities, practitioners, institutions, and policymakers. Such engagement is particularly important because reducing avoidable deaths requires action across multiple levels, from individual behaviour change to improvements in governance, preparedness, and service delivery. However, with 38% of reporting campaigners not evidencing engagement with mandatory stakeholders, there remains scope to strengthen targeting of priority audiences in future campaign cycles to maximise potential impact.

7.1 Quality of engagement: depth over breadth

The 2026 dataset shows that the most impactful activities are those that achieve both community reach and institutional participation in the same event, not just one or the other. The Pakistan model is the clearest example. The Canada event demonstrates a different quality dimension: depth of critical dialogue, with Indigenous knowledge-holders and academic participants engaging in genuine co-production of ideas rather than passive reception of information.

> *Interactive discussions, storytelling, and community-centered approaches helped bridge perspectives between scholars, practitioners, and community leaders.*
>
> *— Canada Regional Coordinator, 2026*

7.2 Barriers to mandatory engagement

With 38% of reporting campaigners not evidencing engagement with mandatory stakeholders, there remains scope to strengthen targeting of priority audiences. Regional Coordinators identified three structural barriers: limited institutional networks and contacts among newer Regional Coordinators; time and scheduling constraints on government officials; and, in the case of the Azerbaijan Regional Coordinator, the psychological and logistical impact of the ongoing conflict in the Middle East on convening capacity.

> *There are challenges in organizing an online webinar due to the ongoing situation in the Middle East, which has had a significant psychological impact on participants. This affected availability, engagement levels, and overall participation.*
>
> *— Azerbaijan Regional Coordinator, 2026*

8. Regional patterns, enablers, barriers and lessons

This section addresses the fifth review question: what lessons, patterns, and opportunities emerge across regions? It draws on all three years of available evidence to identify what is working, where the campaign is developing distinctive approaches, and what the evidence suggests for strategic investment.

8.1 Regional Patterns

Three regional patterns emerge from analysis of the 2024–2026 evidence, each representing a distinct model of how the campaign is taking root in different contexts. These patterns build on the three-year visibility data in Section 3 and the 2026 activity evidence in Section 4, and are summarised here for their strategic implications.

South Asia: Volume, Depth, and Multi-Stakeholder Reach

India, Pakistan, Bangladesh, and Nepal collectively account for the majority of documented activities across all three years. India's ADN Hub model – combining a large-scale annual symposium (120 participants in 2024), rural community outreach (Odisha CaSA), and the Junior Champion Magazine – is the most structurally developed regional model in the campaign. Pakistan's district-level government engagement model is producing the clearest attitudinal change evidence at decision-maker level. Nepal's first-year activity in 2026 produced strong quantitative indicators, suggesting rapid quality ramp-up for new entrants.

Opportunity: A South Asia regional learning exchange between country chapters would enable replication of the Pakistan government engagement model and the India community outreach model across the region.

Sub-Saharan Africa: Creative Advocacy as a Distinctive Methodology

Nigeria and Malawi represent fundamentally different models. COAL's model is creative and network-based: it leverages spoken word poetry, photography, and flash fiction to generate community awareness products (videos, anthologies, case stations) that circulate beyond the event itself. The P4AD campaign reached 426,000+ impressions in 2024. Malawi's model is institutional and targeted: a structured session with student leaders produces near-perfect satisfaction and confidence scores, suggesting high quality within a small-cohort approach.

Opportunity: These two models – mass-reach creative advocacy (COAL) and high-quality targeted engagement (Malawi) – are complementary. A deliberate pairing strategy could maximise both reach and depth across the region. The Art4Life model could be adapted as a franchise for other Sub-Saharan African countries with ADN chapter presence.

Europe and North America: Research Credibility and Institutional Advocacy

The UK (Aston University), Canada, and Azerbaijan contribute academic rigour and institutional positioning to the campaign. Student-led research posters (UK), decolonial learning frameworks (Canada), and UN OCHA panel participation (UK, Switzerland) reinforce ADN's credibility as a research-informed advocacy network. These activities typically have smaller direct participant reach but carry higher institutional weight.

Opportunity: Connecting the research outputs from UK/Canada activities to ADN's donor communication and policy briefs would strengthen the evidence base for investment asks. A co-authored policy brief between Aston University and COAL, for example, would bridge the global North–South research divide.

8.2 Enablers of IAD4AD 2026

- Practical, hands-on methods such as CPR demonstrations (Pakistan), balloon experiments (Oman), first-aid drills (Odisha) consistently produced deeper learning than information-only sessions. Where participants could physically engage with the material, understanding and retention were measurably stronger.
- Contextual relevance was the most reliable predictor of audience engagement. When content mapped directly onto a risk participants already recognised, active flooding in Malawi, peak summer heat in Oman, snakebite prevalence in rural Odisha, the campaign message required no justification. The audience brought its own motivation.
- Youth-led narrative generated a qualitatively different kind of awareness. In Nigeria and across the Junior Champion Magazine launch, positioning young people as knowledge producers rather than recipients created stronger personal ownership of the campaign message and a higher stated intent to act.
- Co-presence of multiple stakeholder groups in the same space with students, first responders, and senior district government officials in Pakistan; Indigenous knowledge holders, policy researchers, and community practitioners in Canada all amplified outcomes beyond what any single audience could achieve. It created conditions for mutual accountability instead of one-directional awareness-raising.
- Multi-year engagement with the same community reduced logistical friction and built trust. The Odisha Regional Coordinator noted an absence of significant barriers in 2026, a marked contrast to earlier years attributing this directly to the relationship established through repeated contact with the same school community.
- Audience-led reframing produced the most significant conceptual shifts. In Oman, a participant independently identifying the precise moment at which a child's collapse could have been prevented moved the entire conversation from individual behaviour to collective responsibility. This shift from "what children must avoid" to "what adults are

responsible for noticing" was not designed into the session; it emerged from a story that met participants where they were.

- Creative methods opened the campaign to audiences and emotions that conventional awareness formats do not reach. Nigeria's open mic and creative advocacy model generated three distinct participant outcomes simultaneously: a shift in awareness, a recognition of personal agency, and an appreciation of collective action, a combination that no single lecture or seminar in the dataset matched.

8.3 Barriers of IAD4AD 2026

- Time constraints were the most frequently cited barrier across submissions, operating at multiple levels simultaneously: limiting depth of engagement on risk governance (Pakistan), compressing discussion through consecutive translation (Taiwan), and concentrating all logistical, technical, and facilitation responsibilities on a single organiser (Argentina). Across these cases, activities are consistently being delivered at the limit of individual capacity.
- Language and content accessibility represent a structural gap between the campaign's global English-language framing and the multilingual contexts in which Regional Coordinators are working. India identified the language barrier as the primary constraint on reach beyond academic settings. Oman required substantial preparation time to produce age-appropriate Arabic-language materials from scratch. Argentina noted the complexity of indirect disaster death content for audiences without prior exposure. Each is a separate local instance of the same systemic gap.
- The absence of institutional partnerships constrained reach, resources, and policy linkage. In Oman, no institutional partner meant the session could not connect to official heat-safety communications. In Malawi, remote coordination without local institutional support prevented the Regional Coordinator from securing a venue for the wider school campaign originally planned. In Nigeria, limited funding explicitly prevented COAL from extending its creative model across Africa, the most direct statement in the dataset of what underfunding costs the campaign in terms of unrealised scale.
- Hybrid and virtual participation gaps created uneven quality across locations and audiences. Time zone pressures in Canada reduced real-time engagement for remote participants. Coordination challenges during the Junior Champion Magazine virtual launch created inconsistency across the three event locations. As hybrid formats become standard practice for extending campaign reach, the facilitation and technical demands of those formats are growing faster than the support infrastructure available to Regional Coordinators.
- Single-organiser dependency was surfaced explicitly in Argentina and is implicit in several other submissions. Where one person carries all planning, technical, logistical, and facilitation responsibilities, the quality of delivery is bounded by what one person can manage and any unexpected disruption has no backup. This is both a campaign risk and a wellbeing concern for Regional Coordinators.

- Off-cycle timing limited visibility due to external circumstances. The Oman heatstroke workshop was postponed from March to July 2026 owing to the war in the Middle East. As a result, the activity did not benefit from the collective visibility and advocacy momentum associated with the global campaign month, and its outcomes should be interpreted with this constraint in mind. The Regional Coordinators' decision to proceed with the activity in July nonetheless demonstrates a high level of commitment to their role and to the campaign. The revised timing also coincided with the peak heat season, which increased the workshop's relevance to local conditions.

8.4 Lessons learned

Lesson 1 – Single events raise awareness; repeated engagement builds knowledge

The Odisha snakebite example (three consecutive years with the same community) demonstrates that campaign impact deepens significantly over time. First-year activities produce awareness; second and third-year engagement produces behavioural knowledge and community confidence. ADN should explicitly track and celebrate multi-year community relationships as a core impact pathway.

Lesson 2 – Creative methods access different audiences and generate durable products

COAL's poetry, flash fiction, and photography approaches reached 100+ young African creatives in 2025, generated a published anthology, and produced social media content that continued to circulate months after the campaign month. These products have a longer shelf life than a seminar or webinar. ADN should invest in creative-based advocacy as a deliberate complement to its academic and government engagement model.

Lesson 3 – Government engagement is the quality multiplier

The Pakistan data clearly show that activities with senior government participation generate the most specific and durable attitudinal change evidence. Government officials who attend are also the people with authority to change policies, allocate emergency resources, or mandate road safety protocols. The difficulty of achieving mandatory government engagement points to a structural gap in the campaign's reach, one worth addressing through targeted Regional Coordinator support.

Lesson 4 – Low pre-event knowledge is consistent and confirms the campaign's relevance

Across every context where pre-event knowledge was assessed – from Malawi to Nepal to the UK – participants consistently knew little or nothing about avoidable disaster deaths before the event. This is not a failure of the campaign; it is a confirmation that IAD4AD is filling a real awareness gap. It also means that every event is generating genuine new knowledge, which is a strong argument for donors investing in sustained and expanded campaign reach.

Lesson 5 – Confidence gaps signal the need for follow-up mechanisms

While satisfaction with events is consistently high, confidence in the topics introduced is more variable. Across activities, the confidence rating suggest that a single campaign event is sufficient to introduce topics but not to consolidate them. Post-event resources (reading lists, toolkits, community discussion guides) and follow-up engagement mechanisms would convert introductory awareness into sustained knowledge.

8.5 Recommendations

The following recommendations are organised across three areas: strategic investment, campaign design, and MEL system strengthening. They are derived directly from the evidence in this report and are intended to inform ADN's planning for the 2027 campaign cycle and its communication with donors.

Strategic Investment

- **Develop a government engagement toolkit for Regional Coordinators.** Only 62% of 2026 campaigners achieved mandatory government engagement. A toolkit with briefing templates, engagement protocols, and evidence packs tailored to different government audiences (local officials, health ministries, disaster risk agencies) would provide practical support for closing this gap.
- **ADN should explore sustained, multi-year community engagement pathways**. The Odisha and Pakistan examples demonstrate that multi-year engagement with the same communities generates qualitatively different and more credible evidence of change. ADN should track, celebrate, and fund multi-year Regional Coordinator relationships with specific communities.
- **Connect campaign evidence to policy processes.** ADN's presence on UNOCHA HNPW panels, PreventionWeb, and the Sendai Framework Voluntary Commitment Platform is already positioning the campaign in policy spaces. A dedicated policy brief drawing on MEL data from all four campaign years – timed to a relevant UN or regional policy moment – would convert campaign evidence into policy influence.

- **Scale the COAL creative advocacy model to at least 10 African countries by 2027**. The Art4Life and P4AD campaigns are proven, high-reach, and community-owned. Dedicated funding for competition prizes, anthology production, and film screening infrastructure would enable geographic expansion without losing the quality that makes the model distinctive.

Campaign Design

- **Develop post-event follow-up activities and resources.** Satisfaction with events is high; confidence is variable. Simple post-event packs (reading list, discussion guide, community action toolkit) distributed to participants after each activity would help consolidate introductory awareness into sustained knowledge.
- **Expand explicitly rural engagement.** The Odisha activity is one of only two rural activities in the 2026 dataset. Disaster risk is disproportionately concentrated in rural communities. ADN should set a target for rural activity reach in 2027 and support Regional Coordinators in designing contextually appropriate rural programming.
- **Introduce a South Asia Regional Learning Exchange**. Given the concentration of high-quality activities in India, Pakistan, Nepal, and Bangladesh, a virtual learning exchange between Regional Coordinators from these countries would enable model replication, peer learning, and collaborative documentation of emerging good practices.

MEL System Strengthening

- **Capacity building for data capture**. A 30-minute briefing call or short video tutorial on completing the MEL tool should be continued to improve data quality, particularly for first-time campaigners. The incomplete and low response rate in the 2026 dataset represents lost evidence.
- **Set a minimum data standard**. A simplified core dataset would allow rapid cross-campaign aggregation regardless of full tool completion. All campaigners, including those with limited time, should be able to complete this minimum in under five minutes.
- **Standardise pre/post survey administration**. Encourage all campaigners to administer the participant survey at the start and end of every event. Where paper forms are impractical, QR-code linked digital surveys should be the default. Consistent pre/post data across all activities would transform the quality of evidence available for this report's successor in 2027.
- **Introduce a structured Most Significant Change (MSC) story collection process.** MSC is a participatory evaluation approach that captures change through the voices of those who experience it. ADN should collect short first-person accounts from participants, volunteers, and stakeholders describing the most significant change resulting from an IAD4AD activity, what their situation was before, what changed, and why it matters. A simple MSC template or interview guide would generate richer evidence of individual, community, and institutional outcomes while strengthening learning, advocacy, and donor reporting.

Annex 1: Case studies of IAD4AD 2024-2026

Case study 1: From burns survivor to community lifesaver (Kenya) (2026)

This narrative is drawn from the IAD4AD 2026 Hero Story documentation of Mr. José Njuki-Imwe Ngunjiri, Fire Safety Officer, Advocate, and Educator at Africa Fire Mission, Kenya. It is the campaign's most fully verified and institutionally documented impact story to date.



José Njuki-Imwe Ngunjiri is a burns survivor. His personal experience did not leave him with a desire to forget. Instead, it gave him a purpose: to make sure as few other people as possible go through what he did, and to ensure that no one dies from a burn injury that could have been prevented or treated in time.

Working through Africa Fire Mission, Kenya, José transformed community safety from an abstract concept into practical, lifesaving action. He began delivering hands-on fire prevention and emergency response training in high-risk neighbourhoods in Nairobi, starting in Mathare Valley — one of the city's largest informal settlements, where open flames are a daily reality, fire services are distant, and a small fire can become fatal in minutes. His approach went beyond training: he developed local champions and mentored new instructors from within the communities themselves, so that safety knowledge spread through families and neighbours and became embedded in everyday life rather than fading after a single event.

José also took the message beyond training halls. He became the lead character in a children's fire safety television programme, broadcast on public television across Kenya. By 2025, over 250,000

individuals had received life-saving education through his work. The impact has now crossed national borders: José is replicating the same community-ownership model in Nigeria, Malawi, and Zambia.

Case Study 2: Snakebite Awareness – Rural Odisha, India (2024–2026)

Over three consecutive campaign years, ADN India campaigners in Odisha have delivered snakebite awareness programming to rural school students. In 2026, 74 students (54% women) attended an in-person expert lecture. Post-event, students could identify different snake types, describe avoidance behaviours, and articulate an appropriate first response to snakebite.

Snakebite is one of the world's most neglected public health crises, killing an estimated 138,000 people annually – the majority in rural South Asia. The Odisha activity represents exactly the kind of targeted, community-specific intervention the IAD4AD campaign was designed to generate. What makes it significant is the combination of: (1) three-year continuity with the same community; (2) specifically rural reach; (3) documented behavioural knowledge change (not just awareness); and (4) a majority-female participant cohort in a context where women are often underserved by disaster risk programmes.

If this model were replicated across ADN's India chapter at scale – 10 rural schools, same community, three-year commitment – the life-safety implications would be significant and measurable.

Case Study 3: Government Engagement – Punjab, Pakistan (2024–2026)

Pakistan's ADN chapter has developed a multi-partner model bringing together schools, emergency services, government, and media. The 2026 Pearl Education City event engaged 120 participants including the Deputy Commissioner, District Police Officer, District Emergency Officer, and Assistant Commissioner of Chiniot, alongside first responders from Rescue 1122, students, teachers, and media organisations.

Most awareness campaigns reach communities. The Pakistan model reaches communities and government simultaneously, in the same room, around the same evidence. The documented post-event finding – that participants shifted from viewing road deaths as inevitable accidents to understanding them as systemic, governance-related failures – is significant precisely because some of those participants have the institutional authority to do something about it: change enforcement protocols, allocate emergency response resources, or mandate road safety education in schools.

For ADN, this is the clearest example in the 2026 dataset of the campaign reaching the stakeholders whose decisions have the most direct bearing on whether disaster deaths are reduced. ADN should document and disseminate the Pakistan multi-stakeholder model as a replicable design for other Regional Coordinators.

Case Study 4: Well-Fall Deaths Are Avoidable – District Chiniot, Pakistan (2025)



Tahira Khan, District Emergency Officer, Chiniot, Pakistan

Between 2013 and 2023, agricultural well falls in District Chiniot caused 286 documented incidents, killing 16 people and hospitalising around 80 more. The injuries, including 30 head trauma cases and 25 fractures fell disproportionately on young people aged 11 to 30. By 2023, incidents were nearing 70 in a single year, with Tehsil Chiniot the most affected area. Animal-related falls added a further 50 cases in 2023 alone, compounding the economic losses for farming households already operating on tight margins. No protective infrastructure existed around any of the wells.

In 2017, Tahira Khan, District Emergency Officer for Chiniot and ADN Regional Coordinator, led Punjab Emergency Service Chiniot in a community-driven initiative to construct simple 2.5 to 3-foot safety walls around tube wells. No government funding had been allocated to address the problem. Instead, local farmers were directly engaged and sensitised to one central idea: these deaths were avoidable. Once convinced of that, they contributed their own resources. Over 1,411 wells were secured through community mobilisation alone.

Since the walls were installed, no fall-related deaths have been reported at protected wells.

The Chiniot model demonstrates what the IAD4AD campaign is ultimately working toward — not awareness as an end in itself, but awareness as the precondition for action. Farmers who understood that well-fall deaths were preventable chose to act without waiting for institutional permission or public funding. In Chiniot, that sequence is complete and documented. Well-fall deaths are avoidable deaths. The evidence is 1,411 secured wells and almost a decade without a fatality at a protected site.

Case Study 5: Creative Advocacy at Scale – (2024 and 2025)

COAL's creative advocacy model has developed across two consecutive campaign years into one of the most distinctive and high-reach approaches in the IAD4AD campaign portfolio.

In 2024, the Poets for Avoidable Deaths (P4AD) campaign commissioned four spoken word poets from Nigeria and Zambia to create advocacy videos on snakebite, silicosis, drowning, and maternal mortality. Released across social media throughout March 2024, the campaign generated 56,283 views, 426,279 impressions, and 528 hours of watch time, with 1,434 new YouTube subscribers gained during the campaign period. A closing webinar on 31 March drew 32 participants from Nigeria, Zambia, India, and South Africa. In a post-event evaluation, participants stated concrete intentions to volunteer, advocate, conduct first aid training, and take climate action in their communities — evidence that the campaign moved people from awareness toward commitment.

In 2025, COAL expanded the model from commissioned poets to open participation. The Art4Life campaign invited young people across Sub-Saharan Africa to submit poetry, flash fiction, and photography on the same four themes. 104 submissions were received from five countries — Nigeria, Zambia, Zimbabwe, Kenya, and Uganda. The submissions were curated into the published anthology Held Too Briefly, screened at the Benue Books and Arts Festival alongside the 2024 P4AD videos, and a COAL-ADN Case Station for Avoidable Deaths Poets was formally launched in Nigeria as a permanent institutional home for this work.

What makes this model significant is not only its reach but its depth. In 2024, four poets gave disaster deaths a voice. In 2025, 104 young people from five countries found their own. Participants had to research the topic, find their own words for it, and make it emotionally resonant for an audience of peers, a fundamentally different kind of engagement from attending a seminar or completing a survey. The anthology and videos continue to circulate beyond the campaign month, creating durable awareness products that do not expire when March ends.

Annex 2: Metrics Summary

This annex consolidates all quantitative and qualitative outcome metrics reported across the three-year IAD4AD campaign period (2024–2026). Output metrics capture what the campaign delivered. Outcome metrics capture what changed as a result. Sources: IAD4AD 2024 Annual Report, 2025 Annual Report, and 2026 Post-Campaign MEL Dataset (CMELIAD4AD26). Where data were not available for a given year, '–' is recorded. Shading: teal = 2024/2025 confirmed data; amber = 2026 MEL data.

Metric	2024	2025	2026	Total	Notes and Source
A. CAMPAIGN OUTPUTS: REACH AND VISIBILITY (Objective 1)					
Total documented activities	53	43	33	129	Decline in activity number reflects transition from fewer concentrated locations to broader geographic distribution. Full 2026 count includes website-listed activities beyond MEL submissions.
Countries represented	11	20+	17	48+	Geographic reach expanded year-on-year despite fewer activities. 2026 figure based on activities listed on IAD4AD website.
Continents represented	4	4	4	4	Consistent global distribution across all three years: Asia, Africa, Europe, Americas.
Estimated direct participants (campaign events)	~1,491+	~2,620+	570+	4,000+	2024 and 2025 figures drawn from Annual Highlight Reports. 2026 figure is from 11 of 13 MEL submissions with participant data. All figures are minimum estimates. Three-year combined total: 4,000+.
Estimated indirect / digital reach	~536,000+(incl. P4AD social media)	~42,000+	~18,000+	1 million+	2024 dominated by P4AD social media (426,279 confirmed impressions). 2026: LinkedIn (918 confirmed) and event secondary reach. Three-year estimated total: 1 million+.
ADN global network members	900+	1,000+		1,093(as of July 2025)	19.85% membership growth between July 2024 and July 2025. Includes 32 RCs, 17 Advisory Board Members, 28 Operations Team Members, 21 Partner Organisations.

Metric	2024	2025	2026	Total	Notes and Source
Female participants (where reported, 2026)	–	–	54%		Based on 8 activities reporting gender data. Majority-female in Odisha (54%), UK (70%), Maharashtra (majority), Nigeria (40%).
Top contributing country by activities (all years)	India (25%of all activities)	India	India (9 activities)		India accounts for 34 activities across three years (25% of total). UK, Pakistan, and Nigeria follow.
Top contributing region by activities	South Asia (38%)	South Asia	South Asia		South Asia consistently most active region. Europe and Sub-Saharan Africa jointly second (17% each across three years).
Urban vs rural activity split (2026)	–	–	10 urban/semi-urban2 rural1 online		Rural reach remains limited. Only 2 of 13 activities explicitly reached rural communities (Odisha, Nepal). Identified as gap for future cycles.
New ADN chapters launched	Pakistan	–	Taiwan, KIIT India (2nd India hub)		Chapter launches function as high-visibility anchor events generating press coverage and stakeholder turnout.
Podcast series (2026)	–	–	9 episodes15 speakers 9 countries		IAD4AD podcast series launched in 2026 in partnership with IDRiM. Extended campaign visibility within the international DRR community.

Teal shading = 2024/2025 confirmed data from Annual Highlight Reports	Amber shading = 2026 MEL dataset (CMELIAD4AD26). First year of structured data collection.	'–' = data not available / not applicable for that year. Grey cell = no value to report.

B. OUTCOME METRICS: AWARENESS SHIFT [16] (Objective 2)- 2026			
Indicator	Pre	Post	**Notes and Source**
Participants reporting knowledge of indirect disaster deaths and missing persons	8%	62%	Increase from 8% pre-event to 62% post-event. Substantial directional shift.
Participants reporting a little knowledge	46%	23%	Decrease from 46% pre to 23% post. Partial knowledge group reducing.
Participants reporting no knowledge	31%	0%	Proportion with no knowledge fell from 31% to 0%. No activity produced a negative awareness outcome.
C. OUTCOME METRICS: SLOGAN ADOPTION (Objective 3) -2026 only			
Slogan awareness ("Disaster Deaths Are Avoidable")	17%	100% recall	Among 6 campaigners whose activities focused on Objective 3. Low baseline confirms slogan not yet widely recognised in target audiences.
Typology recognition (full or partial)	–	100%	100% of Objective 3 campaigners reported participants could recall the slogan following the activity. Substantial shift from 17% pre-event.

D. OUTCOME METRICS: STAKEHOLDER ENGAGEMENT (Objectives 1–3) 2024-2026				
Indicator	2024	2025	2026	**Notes and Source**
Mandatory stakeholder engagement	Documented qualitatively	Documented qualitatively	8 of 13 (62%)	Mandatory = at-risk communities and/or government authorities. Strongest in Pakistan (Deputy Commissioner, DPO, Assistant Commissioner, Rescue 1122) and Canada (Indigenous and marginalised communities).
Desirable stakeholder engagement	Documented qualitatively	Documented qualitatively	8 of 13 (62%)	Desirable = UN agencies, NGOs, media. Includes UNDP/UNICEF (India/Taiwan launch), PreventionWeb/UNDRR, Kalinga TV, ADN LinkedIn (918 impressions).

[16] 2026 is the first year systematic awareness outcome data was collected. Prior years relied on narrative reports.

Government officials engaged (2026, documented)	~8 of 53 activities (15%)	~10 of 43 (23%)	8 of 13 (62%)	Significant improvement in documented government engagement rate across years. Pakistan model (Deputy Commissioner + DPO + Emergency Officer at single event) is benchmark.
UN agency engagement (documented)	UNICEF, UNDP, WHO, UNOCHA	UNOCHA HNPW (5+ webinars), UNICEF	UNDP, UNICEF, PreventionWeb (UNDRR)	UNOCHA HNPW became major engagement channel from 2025. India/Taiwan Junior Champion launch had UNDP and UNICEF present in 2026.
Youth engagement: Pakistan ADN Ambassadors	Launched (2024)	1,900+ reached across 2025 activities	120 (2026 seminar)	Pakistan Student Ambassador model is most developed youth mechanism in dataset. Ambassadors trained, recruited, and deployed as awareness campaign volunteers.
Youth engagement: Junior Champion Magazine	Vol. 1–2 (2024)	Vol. 3–4 (2025)	Vol. 5 (2026)(India/Taiwan/Online)	Now in 5th volume. 15 printed copies distributed at 2026 Pakistan seminar. Donated to KIIT School of Public Health. Promoted by PreventionWeb.
Private sector engagement	Star Union Dai-Ichi Life Insurance (India symposium sponsor)	–	–	Only documented private sector/CSR partner in the three-year dataset. Identified as a gap relative to government and UN engagement.

Source note: Output metrics (Sections A & D) are drawn from IAD4AD 2024 and 2025 Annual Highlight Reports and the IAD4AD website. Outcome metrics (Sections B–C) are drawn primarily from the 2026 Post-Event MEL Dataset (CMELIAD4AD26), supplemented by qualitative evidence from Annual Reports. All 2026 figures should be read alongside the limitations documented in Section 2.3 of this report. Participant figures are minimum estimates. Digital reach figures include confirmed data points (P4AD impressions: 426,279; LinkedIn: 918) and conservative estimates for other activities.