



Republic of Namibia

Office of the Prime Minister

**AWARENESS AND COMMUNICATION  
STRATEGY FOR DISASTER  
RISK MANAGEMENT**  

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**2023 - 2027**



## FOREWORD



Prime Minister

Rt. Hon. Dr. Saara Kuugongelwa-Amadhila

In a world increasingly vulnerable to natural and human-induced disasters, it is more important now than ever to have effective communication strategies in place. Disaster risk communication is a vital component of disaster preparedness and response efforts, and it can make a significant difference in saving lives and reducing the impact of disasters. At its core, disaster risk communication involves the exchange of information and messages among stakeholders before, during, and after a disaster. It comprises a wide range of activities, ranging from issuing alerts to the public about impending disasters, to effectively coordinating rescue and relief efforts in the aftermath of a disaster.

There is strong evidence, both globally and in Namibia, of an increase in the frequency and intensity of weather and climate-related hazards. The changing climate, natural hazards and pandemics, including the recent COVID-19 crisis, have demonstrated that globally, governments

were under-prepared to tackle the systemic nature of certain risks. In addition, natural shocks, such as droughts, floods, human and livestock diseases, are increasing in frequency and severity, particularly through rising average temperatures and rainfall variability. Hence, the Sendai Framework for Disaster Risk Reduction (2015-2030) calls for investment in Disaster Risk Reduction and Management, which is not only essential for sustainable development in a rapidly changing climate, but also aims to save significant resources from potential losses.

The Awareness and Communication Strategy will strengthen the national capacity to prevent, mitigate, prepare, respond and recover from disasters that result from natural and human-induced hazards. Effective communication comprises good collaboration amongst stakeholders and coordination of information to make informed decisions and actions.

The Strategy is a "living" document which will be used and adopted by a wide range of stakeholders. Training and information-sharing sessions should be conducted to guide stakeholders in the implementation of the DRM Awareness and Communication Strategy. This will enhance institutional and public knowledge on disaster risk management at national and sub-national levels, and ensure consistency of messaging, as well as streamline efforts to enhance communication of DRM across the country.

It, therefore, gives me great pleasure to present to you the first Awareness and Communication Strategy for Disaster Risk Management in Namibia.

RT. HONOURABLE DR. SAARA KUUGONGELWA-AMADHILA, MP  
PRIME MINISTER



**EXECUTIVE SUMMARY**



**Executive Director**  
Mr. I-Ben Notangwe Nashandi

Namibia is frequented by flood and drought hazards that impact the livelihood of communities, especially in the rural areas. The country has recently experienced a concerning frequency and magnitude of earthquakes in the Kunene region. Other hazards of concern include epidemics, windstorms, frost, veld fires, and domestic fires in rural areas and informal settlements in urban areas. These common disaster risks necessitated the development of key hazard messages for communication, as reflected in this strategy. At the heart of the Office of the Prime Minister’s mandate is the effective coordination of disaster risk reduction activities in Namibia. This includes communicating with and educating the nation on prevention, mitigation, response, recovery, and rehabilitation measures for building resilience and saving lives.

The onset of a disaster is generally characterized by chaos or confusion while rumors start to emerge, which can lead to uncontrollable panic and sometimes casualties. A disaster-affected population needs to be provided with consistent, simple, and timely information in order to avert danger and reduce as much as possible the risk of sustaining further injuries, loss of life or property damage. On the other hand, when there is no disaster, the application of communication is critical for the public to understand the hazards and disaster risks they are exposed to and provide information to manage disaster risks. Thus, successful communication helps to preserve public credibility and trust in the phases of disaster.

Effective communication involves establishing methods to keep the public informed about disaster risk reduction activities. Another way of communicating is by listening to stakeholders and collaborating closely to improve the delivery of disaster services to communities. Working in partnership with stakeholders will help to focus on areas of greater need and avoid duplication or gaps in service delivery.

This strategy focuses on enhancing internal and external communications, with the aim to empower the audience to advocate for Disaster Risk Reduction (DRR) and Disaster Risk Management (DRM) interventions at all levels of government, build capacity for media to inform and educate the communities on disaster risks in order to minimize the impact of hazards, and build resilience among vulnerable communities.

The Strategy will ensure that crucial channels of communication are accessible to all people, particularly the key players and the most vulnerable communities, and will go a long way in reducing disaster impacts and building resilience.

A handwritten signature in black ink, appearing to read 'I-Ben N. Nashandi', written over a horizontal dashed line.

**Mr. I-Ben N. Nashandi**  
**EXECUTIVE DIRECTOR**



## ACKNOWLEDGEMENT

The Office of the Prime Minister would like to express its profound gratitude to the Ministry of Information and Communication Technology (MICT) for playing a pivotal role in developing the first draft of the awareness and communication strategy for disaster risk management.

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Last but not least, a word of appreciation goes to the working group consisting of staff from the MICT, City of Windhoek, World Food Programme (WFP), and OPM that tirelessly ensured that inputs into the document were solicited, incorporated, and the content appropriated.

## ABBREVIATIONS

AIMS	Agricultural Information Systems
CADRI	Capacity for Disaster Reduction Initiative
DRM	Disaster Risk Management
DDRM	Directorate Disaster Risk Management
DRR	Disaster Risk Reduction
DVD	Digital Video Devices
FEMCO	Flood Emergency Management Coordination Office
FNSM	Food and Nutrition Security Monitoring
GDP	Gross Domestic Product
HNIS	Health and Nutrition Information System
HIS	Hydrology Information System
MICT	Ministry of Information and Communication Technology
NDRMC	National Disaster Risk Management Committee
NDP5	National Development Plan No 5
NGOs	Non-Governmental Organisation
NAMVAC	Namibia Vulnerability Assessment Committee
OPM	Office of the Prime Minister
SDGs	Sustainable Development Goals
RCs	Regional Councils
VAA	Vulnerability Assessment and Analysis

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## 1. BACKGROUND

Namibia is prone to hazards that have the potential to impact the physical environment, productivity, infrastructure, and socio-economic activities in the country. The physical risk is combined with socioeconomic factors, such as the increasing population density, fast demographic growth, and inequality, among others. Due to the drastic increase in the frequency and magnitude of hazards such as fires, drought, floods, and disease outbreaks, there has also been a rise in the costs associated with addressing these hazards and disasters.

The country experienced at least numerous devastating natural disasters between 2009 and 2021. These include at least four major flood events and prolonged years of drought, wind storms, and pest infestation, which resulted in food insecurity, a displaced population, malnutrition cases, and entrenched poverty.

Natural disasters in Namibia are the outcome of complex geophysical characteristics plus related socio-economic circumstances. These include the HIV/AIDS and COVID-19 pandemics, which deepened food insecurity and increased the challenges facing national institutions to effectively provide adequate social services. These have had a negative impact on the resilience and coping mechanisms of people at the household level. Hazards such as floods, drought, and desertification often hamper progress in human development. The net result of the crisis is that limited resources intended for development must be diverted to disaster response, which delays the implementation of planned developmental programs.

The recurrence of disasters has also revealed to what extent the economy and, by implication, development in the country are affected. After the 2011 flood emergency, there was an assessment conducted by the Flood Emergency Management Coordination Office (FEMCO). According to the FEMCO report, 12,278 crop fields were destroyed in Oshana, Omusati, and Kavango regions, covering an area of 55,585 hectares.

A total of 598 businesses were reported to have closed in Omusati Region alone. The contributions of the agriculture sector to Namibia's gross domestic product (GDP) in 2010 decreased on average from 3.4% to 2.1% in 2014 due to consecutive droughts, floods, and land degradation as a result of climate change effects. The lowest contribution of 1.9% was experienced in 2013, according to a report by the Ministry of Environment and Tourism (MET) in 2013.

Additionally, the economic impact of the 2009 floods was estimated to be about 1% or 0.6% of GDP growth. An economic impact analysis was forecasted at 1.1% before the flood happened in 2009. Damage to infrastructure, water supply, sanitation, energy, and road facilities was estimated at N\$279.7 million; agriculture, industry, commerce, and tourism experienced damages estimated at N\$405.1 million and a N\$584.4 million loss of revenue; and damage to the social sector, such as housing, health, and education, was estimated at N\$416.5 million. In all, the estimated damage and losses from the 2009 flood disaster were N\$1.1 billion (Post Disaster Needs Assessment Report, 2009).

The access to public information in relation to disasters as well as preparedness falls in line with national legislation and development agendas, such as the Disaster Risk Management Act No. 10 of 2012, the Access to Information Act No. 8 of 2022, and the NDP5. From a global perspective, the Sendai

Framework for Disaster Risk Reduction (2015–2030)-Priority 4-calls for nations to invest in, develop, maintain, and strengthen people-centered multi-hazard, multi-sectoral forecasting and early warning systems, disaster risk and emergency communications mechanisms, social technologies, and hazard-monitoring telecommunications systems; develop such systems through a participatory process; tailor them to the needs of users, including social and cultural requirements, in particular gender; promote the application of simple and low-cost early warning equipment and facilities; and broaden the release of natural disaster early warning information. The capacity needs assessment conducted by the Capacity for Disaster Reduction Initiative (CADRI) in 2016 identified existing capacities, gaps, and needs and made key recommendations to strengthen the DRM system in Namibia. Among the gaps identified was the lack of a communication strategy for DRR in the country.

It is against this background that the Office of the Prime Minister and the Ministry of Information and Communication Technology initiated the process to develop this strategy in order to enhance the institutional and public knowledge on disaster risk management at national and sub-national levels.

## 2. INTRODUCTION

This strategy covers what kind of information and communications are necessary, who will receive the communications, how the communications will be delivered and disseminated, who will facilitate the communications, and the frequency of these communications. The strategy is in line with the Disaster Risk Management Act 10 of 2012, Section 11 (4) (g), which makes provision for the development of a comprehensive information management and communication system and covers a five-year period, from 2023 to 2027.

Namibia is vulnerable to disasters emanating from natural hazards and human-induced disasters. The effects of these disasters are felt especially by the most vulnerable communities in rural or remote areas of the country. The communities depend directly or indirectly on sectors such as agriculture, fishing, or environmental sustainability, among others, to support their livelihoods. It is therefore essential to sensitize, educate, inform, remind, encourage, or empower various communities about hazards occurrence and the skills and resources needed for emergency preparedness, response, prevention, and mitigation with regards to fire, flood, drought, diseases, and others.

Given the above, the need for the dissemination of clear and concise information regarding the risk and impending disasters becomes urgent to protect people from personal injury, loss of life, and damages or losses of property. The creation of awareness and communication are core to the success of disaster prevention, mitigation, preparedness, response, recovery, and rehabilitation. To effectively inform and educate the public on disaster risks that could trigger crises and livelihood vulnerability, the development of an awareness and communication strategy was a crucial step to undertake.

The National Disaster Risk Management Plan (NDRMP) stresses that “without an effective means of communication, it will be impossible to implement a well-coordinated emergency operation in Namibia.” The National Disaster Risk Management Plan further calls for stakeholders and community levels to use a common communications system to address crises in terms of public education and information dissemination during all phases of disasters.



Typically, good communication practices consider the “Who? What? When? Where? How?” of the messaging. To whom are we communicating? What information do we need to convey? When will we communicate our information? Where will we disseminate our messages? How will we share our information? Thus, this strategy considers the target audiences, key messages, communication timeline, communication channels, communication approaches, and evaluation of results.

For these reasons, the strategy focuses on informing the public on steps that should be taken to ensure prevention, mitigation, preparedness, and response to a wide range of disasters and emergency incidents.

### 3. LINKAGE WITH GLOBAL AND NATIONAL FRAMEWORKS

The development and implementation of the awareness and communication strategy are provided for by Section 11(4)(e), (f), and (g) of the Disaster Risk Management Act 10 of 2012. Different institutions will implement the strategy based on their mandate in close collaboration with the Office of the Prime Minister (Directorate of Disaster Risk Management), and the Ministry of Information and Communication Technology (MICT). The MICT which is mandated to lay the foundation for the accelerated use and development of information and communication technology in Namibia and coordinate information management within government.

The strategy is aligned with the following global and national frameworks:

Frameworks	Summary of alignment
<p><b>Sendai Framework for Disaster Risk Reduction (2015-2030)</b></p>	<ul style="list-style-type: none"> <li>a) Calls for member States to invest in, develop, maintain and strengthen people-centered multi-hazard, multi-sectoral forecasting and early warning systems, disaster risk and emergency communications mechanisms, social technologies and hazard-monitoring telecommunications systems; and</li> <li>b) States should encourage the media to take an active and inclusive role at the local, national, regional and global levels in contributing to the raising of public awareness and understanding and disseminate accurate and non-sensitive disaster risk, hazard and disaster information, including on small-scale disasters, in a simple, transparent, easy-to-understand and accessible manner, in close cooperation with national authorities; adopt specific disaster risk reduction communications policies; support, as appropriate, early warning systems and life-saving protective measures; and stimulate a culture of prevention and strong community involvement in sustained public education campaigns and public consultations at all levels of society, in accordance with national practices.</li> </ul>

<p><b>Access to Information Act. No. 8 of 2022</b></p>	<p>The Access to Information Act. No 8 of 2022 is intended to complement the procedures for access to information existing under any other law. This Act is not intended to limit in any way access to any type of information under the control of a public or private entity that is normally available to the general public.</p>
<p><b>Government Communication Strategy 2022-2027</b></p>	<p>a) The Government Communication Strategy aims to guide the entire government communication functions and provides an essential framework to advance socio-economic transformation through effective communication while embracing digital leadership.</p> <p>b) The strategy further serves as a blueprint and guiding principal document to harmonize the dissemination of Government information to the public.</p>

#### 4. KEY STRATEGIC ACTIONS

- Design and establish a coordinated education and communication system;
- Identify and develop appropriate initiatives for effective public enlightenment programs;
- Translate all advocacy and education materials into indigenous languages;
- Conduct training for various government institutions, media, private and public sectors, and community at large on DRM; and
- Advocate for the integration of the strategy into the existing developmental programs.

#### 5. STRATEGIC OBJECTIVES

The key strategic objectives of the Strategy are to:

**SO1:** Strengthen the national capacity to prevent, mitigate, prepare, respond and recover from disasters due to natural hazards as well as human induced disasters.

**SO2:** To mobilize support towards attaining the objectives of the NAMVAC-Strategic Plan.

##### 5.1 SPECIFIC OBJECTIVES

**(a) Strategic Objective 1:**

- To strength DRM information sharing and education.
- To influence people’s attitudes and actions towards a culture of risk avoidance
- To empower the target audience to advocate for DRR and DRM interventions at all levels of government

- To build the capacity of media to enable them inform and educate the communities on DRR
- To build disaster resilient communities able to withstand disaster impacts.

**(b) Strategic Objective 2:**

- To enhance awareness and strengthen the recognition of the NAMVAC as a source of credible food security and vulnerability information among stakeholders;
- To improve the production, packaging, dissemination, accessibility, and use of VAA-information gathering and dissemination;
- To advocate for policy environment that supports the implementation of the VAA activities in Namibia; and
- To facilitate internal communication, information sharing, coordination among NAMVAC members.

## 6. TRAINING

Training and information sessions will be held to guide stakeholders in the implementation of the DRM Awareness and Communication Strategy. This is to ensure consistency of messaging as well as streamline efforts to enhance communication about DRM across the country. These trainings will identify other areas of potential collaboration while strengthening stakeholder knowledge of DRM. The training will be conducted based on the identified needs and will be tailored to the needs of the targeted audience. The key strategic actions to be undertaken are outlined under the heading key strategic actions and in Annexure 1.

## 7. TARGET AUDIENCES AND KEY MESSAGES

The audiences for the awareness and communication for the disaster risk management are identified as follows:

Primary Audience	Secondary Audience	Tertiary (Community) Audience
<p>These will be the decision-makers who have the authority to bring about change directly and can act as a mechanism to empower communities. This audience includes the top management of government ministries, senior officials in regional and local governments, members of parliament, and development partners.</p>	<p>These will be the people who are tasked with the implementation of the activities. This includes the media, community leaders, and technocrats in government institutions, non-governmental organizations (NGOs), the private sector, professional bodies, research and training institutions, DRM volunteers, or any source that advises or informs decision makers.</p>	<p>This audience is the fundamental beneficiary of the project, and it is to their needs that the project will be tailored. This audience includes youth, people with disabilities, students, elderly people, rural communities, and the general public.</p>

Key Target Audience Messages		
<ul style="list-style-type: none"> <li>Advocate for DRR at all levels of government (national, regional and local)</li> <li>Mainstreaming DRM into Sector Development Planning</li> </ul>	Build capacity for all media to inform and educate the community and the nation at large on DRR and DRM	Empower communities through improved knowledge and understanding of DRR and DRM issues.
Enforcement of the legal framework for DRM to guide the roles of various actors at national, regional and local level.	Capacitate DRM actors to enable them to better prepare, respond, mitigate, to strengthen community's resilience to hazards	Strengthening coordination efforts and work between the community and local, regional, and national actors will result in effective disaster risk management work at the community level.

## 8. ADVOCACY PLATFORMS

Platform	Type of information to be communicated
Newspapers	Short DRM/DRR messages translated into different local languages This can be done monthly based on different themes for the month.
Radio	Short broadcast announcements, quizzes, and messages that are read by the radio presenters or DJs based on the theme for the week or month and/or arranged radio interview sessions
Television	Short audio video messages that are designed in a practical manner to demonstrate how communities should approach issues of DRM/DRR: preparedness, prevention, response, and recovery, or arranged interview sessions
Town-hall meetings	A combination of information sharing, demonstrations, simulations, and outreach.
Community gatherings	This will mainly be a combination of information sharing, demonstrations, simulations, and outreach programs and sessions.

Social media	Short catch-phrase messages or audio-visuals
Youth centers / Various centers	Pamphlets and other materials that can be easily accessed by people or communities in different towns
Community media	Comprises a combination of written, audio, and visual information on different themes.
Billboards	Visualized information on the different themes to be changed monthly to display different information on disasters.
Public office receptions	Pamphlets and brochures.

## 9. HAZARDS MESSAGES

### 1. Hazard: Drought

#### 1.1 Assess and Plan

##### Key messages

Be informed

Work with your neighbors and community to present drought impacts

Participate in planning for rationing of water and food.

Approach water as a community resource, and plan accordingly

Assess epidemic risks and plan for prevention

Plan for ways to ensure food security at your household

#### 1.2 MITIGATE RISKS: physical and environmental

##### Key messages

Participate in community water resource management

Prevent deforestation and practice reforestation

Conserve water in soil through sustainable agriculture and landscaping practices

Conserve water by minimizing out & indoor usage

#### 1.3 PREPARE TO RESPOND: DEVELOP SKILLS AND STORE PROVISIONS

##### Key messages

Stockpile essential foods both humans and livestock

Preserve and store food year-round

Learn principles of good nutrition
Mitigate loss of livestock
Store valuables and dangerous materials above likely water levels
Consider relocating or mitigating and adapting
<b>2. HAZARD: FLOODS</b>
<b>2.1 Assess and Plan</b>
Know your flood risks area
Store valuables and dangerous materials above likely water levels
Consider relocating to higher grounds,
Plan to protect your animals
Know your flood evacuation routes
<b>2.2 MITIGATE RISKS: PHYSICAL OR ENVIRONMENTAL</b>
<b>Key messages</b>
Select a safe site for your building

Build and maintain your home with floods in mind
Maintain water channels
Put flood mitigation measures in place
<b>3. HAZARD: PANDEMICS</b>
<b>3.1 ASSESS AND PLAN</b>
Protect clean water sources
Vaccinate children against diseases/viruses
Identify pandemic threats
<b>3.2 MITIGATE RISKS: PHYSICAL OR ENVIRONMENTAL</b>
<b>Key messages</b>
Use clean and protected water sources
Keep water sources clean
Use water purification tablets/sachets
Wash hands regularly with soap
Safely dispose of human waste
Practice good sanitation
<b>3.3 FOR AIRBORNE DISEASES :</b>
<b>Key messages</b>

Wash hands regularly with soap
Cover your mouth when coughing or sneezing ( <i>Wear face mask</i> )
Dispose of your wastes
Ensure good ventilation
Separate and care for the sick
<b>3.4 FOR VECTOR (ANIMAL) BORNE DISEASES:</b>
<b>Key messages</b>
Ensure careful handling and slaughtering of animals
Sleep under mosquito net
Use mosquito repellants
<b>3.5 PREPARE TO RESPOND: DEVELOP SKILLS AND STORE PROVISIONS</b>
<b>Key messages</b>
Use personal protection equipment (PPE)
Take care of yourself
Manage fever
Prepare oral rehydration solution to treat dehydration and diarrhea
Use latrines
Bath regularly
Share skills and knowledge with others
Seek immediate medical attention
Stockpile essential foods for eventualities

<b>4. HAZARD: WILDFIRES</b>
<b>4.1 ASSESS AND PLAN</b>
<b>Key messages</b>
Regularly inspect your home and property for fire hazards
Report hazardous conditions
Ensure easy accessibility to your property for fire teams
Participate in prevention of wildfires
Choose safe locations for your building/property
Design, build and maintain your structures with wildfires in mind
Clear flammable materials away from your property
Maintain water sources for fire fighting
Take precautions with flammable materials

**4.2 PREPARE TO RESPOND: develop skills and store provisions**

**Key messages**

- Plan and practice two ways out of your neighborhood
- Monitor conditions, stay informed, listen to the radio and follow instructions
- Respond to early warnings
- Leave if you think you should, or if authorities tell you to
- Protect your animals
- Confine pets and service animals
- Keep your vehicle fuel tank full and ready to go
- Wear protective clothing during fire incidents
- Prepare your home for a fire outbreak, if you have time
- Prepare and adhere to 'stay or go' policy
- If you are trapped by fire, crouch in a pond, river or pool
- Be aware of hazards after a wildfire
- Take necessary precautions while cleaning your property after a wildfire

**5. HAZARD: EARTHQUAKES**

**5.1 ASSESS AND PLAN**

**Key messages**

- Identify safest places
- Identify items that could cause death or injury and work out how to secure them
- Avoid being misled by misinformation, myths or rumors

**5.2 MITIGATE RISKS: PHYSICAL AND ENVIRONMENTAL**

**Key Messages**

- Select a safe site for your building
- Build and maintain your building with earthquakes in mind
- Repair and retrofit for life safety
- When making improvements, maintain the structural integrity of your building
- Secure your belongings

**5.3 PREPARE TO RESPOND: develop skills and store provisions**

**Key messages**

- Practice earthquake drills in different locations
- Take immediate action upon notification/early warning
- If you are indoors, drop to your knees, cover your head and neck, and hold on to your cover



Remain calm
If you are on the ground floor of an adobe house with a heavy roof, exit quickly
If you are outdoors, find a clear spot and drop to your knees to prevent falling
If you are in a multi-story building, be careful both during and after the shaking
If you are in a vehicle, go to a clear location and pull over
Maintain and use emergency numbers
<b>NB:</b> For other Hazards Key Messages, please read: <i>IFRC – Key – DRR – Message – for-Public – Awareness Guide</i>

## 10. COMMUNICATION CHANNELS AND DELIVERY MODES

The following communication channels have been identified based on the various segments of DRM: This includes a communication platform that encourages and enables knowledge exchange and the empowerment of the members of communities to act in preparing, responding, preventing, and recovering from disasters.

Communication Channels	Delivery mode
Meetings	<ul style="list-style-type: none"> <li>• Community based</li> <li>• Workshops</li> <li>• Conferences</li> <li>• Public lectures</li> <li>• Simulation exercises and dramas</li> </ul>
Print Media	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Magazines</li> <li>• Booklets, Brochures and Posters</li> <li>• Newsletter</li> <li>• Flyers</li> <li>• Fact sheets</li> </ul>
Audio Visuals	<ul style="list-style-type: none"> <li>• Audio/video conferencing</li> <li>• Videos/DVDs</li> <li>• Radio/Television programs</li> <li>• Billboards</li> <li>• Short Message Service (SMS)</li> <li>• Web based platforms</li> </ul>
Social media	Facebook / Twitter (#) / WhatsApp / LinkedIn / Instagram / TikTok
Promotional Materials	Promotional materials will be developed to support the information and awareness activities.

	Promotional materials will be used as prizes for DRM-games, quizzes and school/ youth DRM clubs.
Website	Information and awareness or program will be made available and updated on the website of the OPM/OMAs
Translations	DRM-Dissemination, Information or Communication into local languages for audience better understanding
Media Release/Relations	Distribution of Media releases. All local media contacts will be invited to attend launch or dissemination activities.
Expos, Shows or Fairs	Participate in annual expos, shows and fairs hosted in strategic parts of the country to transform and shape public perceptions and increasing awareness on DRR and DRM

## 11. BUDGET IMPLICATIONS

The primary institutions, the Office of the Prime Minister and the Ministry of Information and Communication Technology, will co-fund the activities for the implementation of this strategy. Each institution will focus on the specific activities that are within their respective mandates, with support where possible from other government institutions, development partners, and the private sector.

This calls for both the Office of the Prime Minister and the Ministry of Communication and Information Technology to integrate the strategy activities within their respective plans and make budgetary provisions to ensure that the activities are fully funded.

## 12. MONITORING AND EVALUATION

Monitoring of the strategy activities will be done based on the specific tools below. The tools are designed to ensure that monitoring for different audiences is done effectively for the effective and efficient implementation of the strategy. Monitoring will be undertaken with reference to the existing structures at all levels (national, regional, and local) under the two ministries involved.

The following tools will be used to monitor the implementation of the strategy:

Primary Audience	Secondary audience	Tertiary Audience
1. Focus group discussions with law makers/ legislators for feedback	1. Review of system generated reports.	1. Community surveys
2. Budget commitments and expenditure reviews	2. Field visits	2. Community feedback sessions (focus group meetings)
3. Implementation reports	3. Feedback questionnaires	3. Field visits
4. Feedback questionnaires	4. Focus group feedback sessions	4. Media feedbacks
	5. Training reports reviews	5. Utilization of existing hotline services for feedback can be used as communication and advocacy platform
	6. Training feedbacks	6. Feedback questionnaires

Relying on the availability of resources, two evaluations will be conducted. The first will be a mid-term evaluation. This evaluation will be used to draw lessons from the first half of implementation and to assess and determine whether implementation of the strategy is on the right track. This would ensure the attainment of the set results at the end of a five-year implementation phase. Secondly, an end-of-program evaluation will be conducted after the five-year implementation period. This will focus on how the strategy has been implemented, which will be crucial in determining whether the intended results have been achieved, and document lessons and challenges encountered that can be used to inform the next phase of implementation of the revised strategy.

The two independent evaluations will be commissioned by the Office of the Prime Minister in partnership with the Ministry of Information and Communication Technology.

## 12.1. MONITORING AND EVALUATION WORK PLAN

Outcomes	Outcome indicator	Baselines	Target	Source of data/means of verification	Frequency of measurement	Responsible institution
Vulnerable communities are more resilient to disasters	No of casualties resulting from disasters	2009	Zero casualties	DRM reports	Annually (2023-2027)	OPM / RCs
Vulnerable communities' attitude towards disasters prevention, preparedness, response and recovery have changed positively.	Time taken to respond to disasters	Three weeks	Three weeks	DRM reports	Annually (2023-2027)	OPM / RCs
Improved Community knowledge on risk and hazards	Number of awareness campaigns undertaken	40	4 per year	Awareness campaign reports	Quarterly	OPM
Improved capacity for early warning at all levels	Number of trainings undertaken	4 trainings + creation of DRR awareness throughout	4 trainings per year	Training reports	Quarterly	OPM/ MICT
Functional early warning systems in place	Number of functional systems in place	VAA/IPC FNSM HIS HNIS AIMS Meteorological information	1 per region	DRM / various stakeholder reports	1/Year Bi-annually	OPM / MICT / RCs

## ANNEXURE 1: IMPLEMENTATION WORK PLAN AND BUDGET

Strategic Actions	Activities	Advocacy Platforms	Time Frame	Institution Responsible	Budget N\$ estimates (millions)
1. Design and establish education and communication systems	<ol style="list-style-type: none"> <li>1. Production of DRM promotion materials</li> <li>2. Development of functional database (Electronic archiving)</li> <li>3. Distribution of DRM advocacy materials.</li> </ol>	Relevant Platforms	Year 2 (Q1 & Q2)	OPM / MICT	3,000,000
2. Identify and develop appropriate initiatives for effective public awareness programs	Conduct awareness campaigns using Radio, TV and Community Engagement platforms	Relevant Platforms	Year 2&3	OPM / MICT	500,000
3. Translate in indigenous languages all DRM advocacy and education materials	Translate all materials produced; Audio, Visuals and Print into local/ indigenous languages.	Relevant Platforms	Year 2	MICT	1,500,000,
4. Conduct relevant training and engagements with target categories (primary, secondary and tertiary) on DRM	Train Primary, Secondary and Tertiary audience on DRM	Relevant Venues	Throughout	OPM / MICT	2,500,000
<b>TOTAL BUDGET</b>					<b>N\$7,500,000</b>

# NOTES

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**REPUBLIC OF NAMIBIA**

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