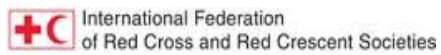
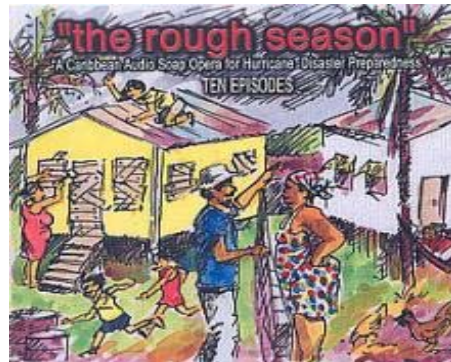


Presentation by Ms. Nayaatha Taitt, Research Assistant for Transport and Disaster Risk Reduction of ACS, on the advancements made on the project “the rough season”



“the rough season”
Caribbean Audio Soap Opera for Hurricane Disaster Preparedness
XXI MEETING OF THE SPECIAL COMMITTEE FOR DISASTER RISK REDUCTION
Port of Spain, Trinidad and Tobago, October 02nd, 2013



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- **V SUMMIT**
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OBJECTIVES

General Objective

- Reduce the impact of disasters by saving lives, protecting human health, protecting resources and assets, through a decrease in the Caribbean people's vulnerability to disasters.

Specific Objective

- Broadcast a radio soap opera that seeks to sensitize the general public, increase/promote the knowledge of the audience in the area of natural disasters, thus improving the attitude toward disasters.

HISTORY

- Initiative proposed in 2004, during the VIII SCDRR and launched officially as a project on August 19, 2005 at the ACS headquarters.
- Since 2005, “the rough season” has been broadcasted in radio stations throughout the English-speaking Caribbean.

PARTNERSHIPS

A successful example of cooperation in DRR

- Produced by the Centre for the Creative and Festival Arts (Arts in Action) of the University of the West Indies (UWI), and co-financed by the ACS, the IFRC, PAHO, the ISDR and the CDB.
- Additional funding for the broadcasting of the soap opera provided by the Canadian High Commission (US\$12, 500) and the Kingdom of the Netherlands (US\$ 3, 000).

V SUMMIT 1/2

Declaration of Pétion-Ville (Point 23)

- Recognize the vulnerability of Member States to disasters due to natural phenomena, and their negative impact on efforts geared toward achieving sustainable development. It is therefore agreed that the best way to tackle this vulnerability is by incorporating comprehensive disaster risk management into all levels of public planning in our countries, including steps for regional and international cooperation.

V SUMMIT 2/2

Plan of Action of Pétion-Ville (Article 4.4)

- **Broadcast of the radio soap opera “the rough season”.** The objective of this soap opera is to sensitize the Caribbean population and improve their reactions to meteorological phenomena, while increasing their knowledge. To this end, it is expected to translate

the radio soap opera into French and Spanish so that it could be broadcasted throughout the Greater Caribbean region.

PROGRESS MADE

- “the rough season” uploaded to ACS website, Facebook and YouTube.
- Talk City 91.1FM (Trinidad) broadcasted “the rough season” at no cost from June 17 to 28, 2013.
- Letters sent to schools throughout Trinidad and Tobago.
- Letters sent to radio stations throughout the English-speaking Caribbean.
- Letters sent to disaster management agencies throughout the English-speaking Caribbean.

WAY FORWARD

- Continue broadcasting on radio stations throughout the English-speaking Caribbean.
- Expanding the usefulness of the radio soap opera, especially in the field of education.
- Initiate translation into Spanish, French and Dutch (discussions have begun with Arts-in-Action regarding estimated cost, script, actors).
- Change the format of the soap opera to make it more social media friendly.

Arts-in-Action

- To commission a Spanish-speaking creative team to translate and initiate re-writes of the ten (10) audio soap opera scripts.
- To commission an Artist-Facilitator team to rehearse and record the ten (10) episodes.
- To compose, record and produce a 3-4 minute theme song incorporating Latin-Caribbean popular culture traditions.
- To provide forty (40) CD copies of the episodes, with project packaging, to the ACS for distribution upon completion of the project
- Estimated time: 4 months
- Estimated cost: USD\$25,286.30 (TT\$162,105.25)

THANK YOU FOR YOUR KIND ATTENTION