

PROGRAM KESEDARAN AWAM

Formulating CKC's Public Awareness and Education Plan

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Step 1 : Review Compilation of Suggested Activities for Public Awareness Programs
(Sources: Literature Review, Sabah, and Hong Kong GEO)

PA Collateral

Print

- Leaflets
- Booklets
- Information kits
- Posters
- Coffee table books
- Information Kits
- Media Kits

Mass media

- Radio: Public Service
- Announcements (PSAs)
- TV: Advisory and Public Information (APIs)
- Billboard notices (static and on public transportation)

Multimedia

- Website
- Videos
- Games

CKC Publications

- Publication of technical guides and research reports
- Manuals
- GEO guides
- Model specifications
- Geological memoirs
- Maps
- Technical Guidance Notes (TGNs)
- GEO Report series
- Internal reports such as SPR, TN
- Alliance posters with NGOs
- Information Notes (are notes that are passed on to politicians, stakeholders so they know what is the latest in slope management activities. More accurate reporting to media)

Warnings

- Electronic transport billboards (ITIS)

Tactics

Events

- Roving exhibition
- Exhibitions based on themes
- Contests
 - Tropical storm names
 - Slogan and bookmark design
- Teachers' workshops
- Popular science lectures held at science museums
- Seminars on Natural Disaster Reduction
- Stamps
- Billboard advertising (static)
- Billboard advertising (public transportation)
- Press releases
- Features
- Conference papers
- EE Race

Media Relations

- Media Plan (contacts and editorial calendar)

CKC Services

- Hotline for reporting slope movement 1-88-2692-CERUN
- Community advisory services

Rural Awareness and Education²

- Education by community opinion makers: district officers; ketua daerah; imams

Note: 1 In the Gundasan, Sabah area, an imam reported observation of slope movement (source: Sabah Roadshow, Nov. 27, 2006)

2 According to Prof. Kumor, mass media is not useful in rural areas.

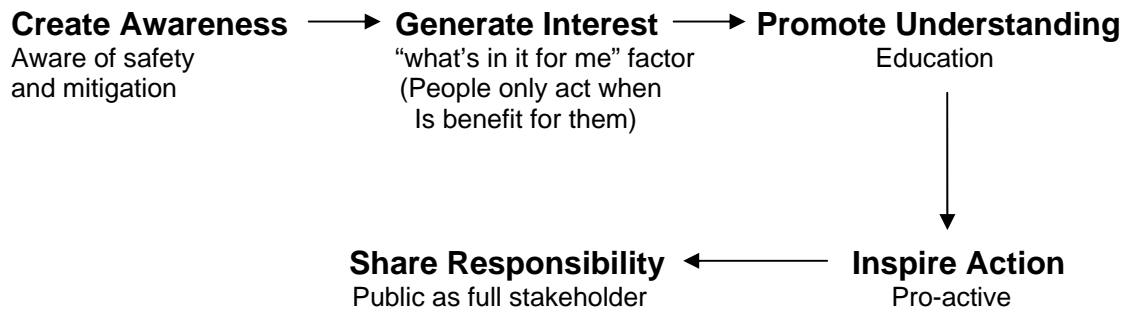
Education

- Resident Associations
- Primary schools
- Secondary schools
- Universities
- Developers
- Majlis Bandaraya staff
- Media
- NGOs

Step 2 : Use PR Guidelines

Public Awareness Plan

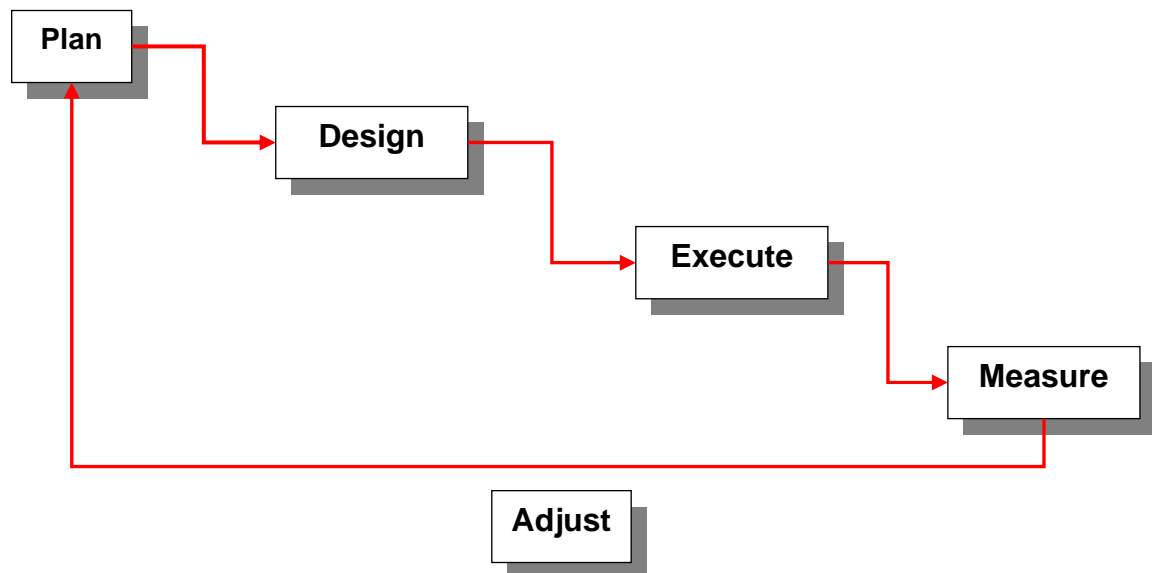
- Driving guideline is the public awareness development model



Step 3 : Create the Plan

Project Flow

- All public awareness campaigns follow the waterfall project method



Public Awareness Education Plan

This is the PAE plan matrix. Once we've filled this in, we have the plan.

	Plan	Design	Implement	Measure	Adjust
Create Awareness (Year 1)			Tactics Resources Deliverables		
Generate Interest (Year 2)			Tactics Resources Deliverables		
Promote Understanding (Year 3)			Tactics Resources Deliverables		
Inspire Action (Year 4)			Tactics Resources Deliverables		
Share Responsibility (Year 5)			Tactics Resources Deliverables		

- Use GO-CART approach for one-year as well as specific implementation of campaigns.
 - **Goal**
 - **Objective**
 - **Checkpoints**
 - **Activities**
 - **Resources**
 - **Time**

YEAR ONE

- **Goals**
 - “measurable objective” (% of awareness achieved in specific target audiences)
- **Objective**
 - To create public awareness in landslide dangers and mitigation activities
- **Checkpoints**
 - Completion of exhibition roadshow
 - Completion of printed material
 - Posting up of website
 - TV spots and radio announcements
 - % of educational material created
 - Completion of Media Plan
 - Working with key media contacts
 - Training and educating community and village leaders in high-risk areas

▪ **Activities/Tactics**

1. Promote slope safety, and mitigation
2. Promote CKC

Focus audience: Mass for general awareness; mitigation for high-risk communities

- Mall exhibits
- Creation of brochures, posters, promotional gift items
- The items above packaged as Information Kits and Media Kits
- Create web presence
- TV-APIs, Radio-PSAs, billboards
- ITIS (Currently InfoBanjir posted up on ITIS. Since there is a correlation between rainfall and slopes, advisories during heavy rainfall events should be posted up as well.)
- Start preparing educational material for the 5 target groups
- Set up baseline of population for measuring effectiveness of future programs and campaigns
- Create Media Training
- Establish relationship with the media
- Create community liaison with the community and village leaders in high-risk areas

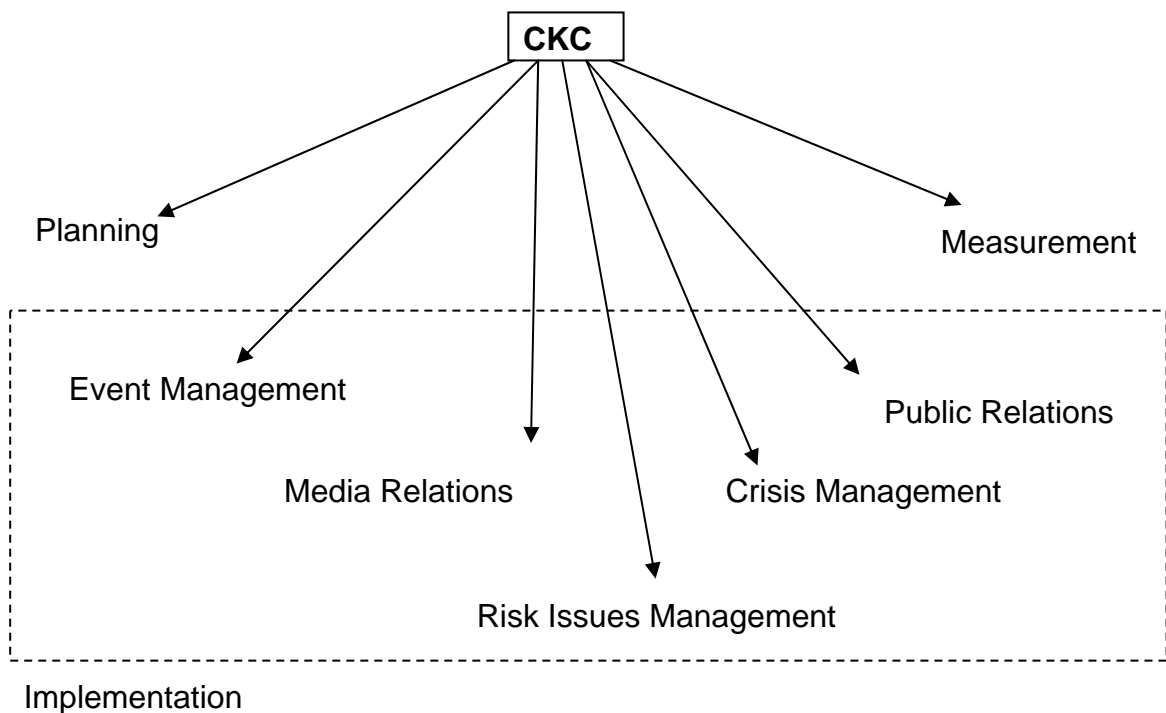
▪ **Resources**

- To be detailed.

▪ **Time**

- To be scheduled.

CKC's Public Awareness Function



Awareness and Response in Landslide Situations

If you observe signs of landslide danger, you should :

- Keep away from these slopes and retaining walls**
- Report immediately any sign of danger to the police**
- Notify the owner or property manager**

There may be signs of landslide danger on a slope or retaining wall before it collapses. Some typical signs of landslide danger are listed below:

1. Landslide debris on roads and footpaths.
2. New large cracks or ground subsidence in slopes, retaining walls or along road pavements.
3. Objects, such as mud, rocks, fragments of concrete/brick and uprooted vegetation, falling from slopes and retaining walls.
4. Sudden change in colour (from clear to muddy) of water flowing from slopes or retaining walls.
5. Concentrated water overflowing onto slopes and retaining walls.
6. Cement or concrete surface of slopes bulging or being dislodged or signs of soil erosion underway.
7. Breaking of catchwaters, serious overflow from catchpits or drains.
8. Flooding of water in hilly areas.
9. Sudden increase in seepage over an extensive area of a slope or retaining wall.



Precautionary Actions When the Landslip Warning is in Force :

Precautionary Actions

When the Landslip Warning is in Force

■ You should cancel non-essential appointments



■ Stay at home or remain in a safe shelter



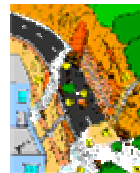
■ Pedestrians should avoid walking or standing close to a steep slope or retaining wall



■ Motorists should avoid driving in hilly areas or on sections of road with standard traffic warning sign 487 until the rain has eased



■ Watch out for signs of landslide danger



HOW TO KEEP YOUR SLOPE SAFE

Why is slope maintenance important?

The lack of maintenance of slopes and retaining walls is the major contributory factor to many landslips.

Many landslips are triggered by water ingress into slopes and by soil erosion during heavy rain. Man-made slopes normally have drainage provisions and protective surfacing to prevent water ingress and soil erosion. These measures need regular maintenance to ensure their proper performance. Buried water-carrying services, if they leak, could also trigger landslips, and these should therefore also be maintained.

Routine maintenance inspections

The prime purpose of Routine Maintenance Inspections is to establish the need for basic maintenance works. Such inspections can be carried out by a layman, including property management or maintenance staff.

In typical routine maintenance, you should (see the figure):

1. clear accumulated debris from drainage channels and slope surface;
2. repair cracked or damaged drainage channels or pavement;
3. repair or replace cracked or damaged slope surfacing;
4. unblock weepholes and outlet drain pipes;
5. repair missing or deteriorated pointing in masonry walls
6. remove any vegetation causing severe cracking of slope surface cover and drainage channels;
7. re-grass bare slope surface areas;
8. remove loose rock debris and undesirable vegetation from rock slopes or around outcrops;
9. investigate and repair buried water-carrying services where signs of possible leakage are observed.

Routine Maintenance Inspections should be carried out at least once a year. Any required maintenance works should be completed before the onset of the wet season in April. In addition, owners should arrange to inspect the drainage channels and clear any blockages after a heavy rainstorm or a typhoon.

Engineer inspections for maintenance

Although proper routine maintenance of a slope or retaining wall can greatly reduce the probability of a landslide, the slope may still not be sufficiently safe for various reasons, such as inherent design or construction deficiencies, or changes that have taken place in the vicinity. Therefore, an Engineer Inspection for maintenance should be carried out on the slope by a qualified Engineer at least once every 5 years to look for all slope safety problems. The Engineer will advise on the maintenance of the slope and any required improvement works. He will also advise on the need for a stability Assessment to check the slope's overall safety.

When is a slope safe?

Routine maintenance and Engineer Inspections are essential to ensure the safety of slopes and retaining walls. Only when a slope or retaining wall is maintained in the way specified by the Engineer, and all his recommendations, including Stability Assessment and improvement works have been implemented, can the slope be considered to be in a safe condition.