

A Disaster Preparedness Campaign for Kids

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ABSTRACT

With the occurrence of natural disasters in the country, particularly typhoons, floods and earthquakes, it is vital that the masses are aware on what to do before, during and after those events. With this, the researcher came up with the multimedia materials that will help promote awareness on disaster preparedness particularly for Grades 4 to 6 students. The multimedia materials produced are animated videos and web comics. Facebook page was created as a marketing material to promote the materials. Overall assessment of the animated videos, web comics and Facebook page were all rated outstanding by targeted audience. The said materials can be effective tools in promoting awareness on disaster preparedness and can be useful to elementary schools and future researchers.

Keywords: disaster preparedness, typhoons, earthquake, web comics, animated video

INTRODUCTION

The Philippines has been struck by different calamities throughout the past years, from typhoons, earthquake and even volcanic eruption. Recently, the Philippines has been struck by the super typhoon "Yolanda" (Haiyan) with the death toll of 6,300 people. A recent study in the Philippine Institute of Volcanology and Seismology (PHIVOLCS) shows that a magnitude of 7.2 earthquake will strike the Philippines sooner or later. Thus, government and private sectors came up with different information campaigns in case of disasters. These campaigns educate the masses on what to do before, during or after the disaster. They can also make counter measures to survive the calamities.

Children today do not have the proper knowledge on what to do in times of calamities which resulted to trauma and worst, death. They have small physique that they cannot do much to protect themselves. They depend on their parents to protect them from disasters. Hence, the researcher came up to this study by producing multimedia materials that will educate the kids about disaster preparedness.

Review of literature

Preparing for natural disasters

According to Batucan and Catan (2017), disasters are part of life that cannot be stopped from happening. People need to prepare physically and have the right mindset when disasters come. The safety of oneself and his/her family members should come first. Calamities like typhoon and earthquakes could happen and disrupt one's everyday lives. No one can stop bad things from happening, the only thing one can do is to be prepared when disaster strikes

In a website article "7 Things not to do in a Natural Disaster" by Sorene (d.d.), when one finds himself/herself in the midst of a natural disaster, do not panic so that accident will not happen. Do not ignore the official advice, so that one will know what is needed. Not making a plan to ensure one's safety is a big disadvantage when disaster strikes. Packing unimportant items will become a hindrance in evacuation.

According to Boehrer (2017) in his article "10 Disaster Preparedness Tips you can Really Use", he listed some useful tips to observe during disasters: (1) know what disaster one is going to face; (2) learn the area's evacuation routes and shelter location in the place; (3) know how to reconnect with people who matter; (4) sign up for emergency alerts and know how officials will communicate during a disaster; (5) learn what to do if caught away from home; (6) have a kit and know how to use it; (7) keep in mind people

who may need special preparation; (8) prepare for pets; (9) learn emergency skills; and (10) find out how to help the community during a disaster.

It is also important to make a disaster plan. Having a disaster plan is a big survival role when calamity strikes (Henry, 2013). Moreover, in a website article "How to Prep for every Type of Natural Disaster" by Guest (2016), the best time in preparing for a disaster is the time when one does not expect that there will be. Knowing what to expect in the area is one of the reasons to prepare for a disaster. Being prepared outside of home can give oneself a peace of mind. Disaster can strike anywhere and anytime but being prepared can lessen worries.

Review of related project

A Youtube video entitled "Earthquake Disaster Preparedness and Risk Reduction" by Jimenez (n.d.) is a video that features the ways in preparing for earthquakes. This is a 5-minute video that tells that people need to learn disaster preparedness guideline to increase their survivability when disaster strikes.

Another video uploaded in Youtube entitled "Earthquake Disaster Preparedness and Risk Reduction" by Felipe (n.d.) is an animation video that shows the ways and tips on how to prepare and what to do when an earthquake occurred. This is a 4-minutes video that tells what to do and things to bring to prepare and overcome earthquakes.

A comic book entitled "Ready and Freddie in Disaster Buddies" is a coloring book that helps elementary school and their family know what to do and how to take care of themselves during disaster.

Another Youtube video entitled "Disaster Preparedness and Risk Reduction" is an animation video that gives information about disaster. The video runs for 4-minutes and tells why disaster happens and gives basic information on what a disaster do to the environment.

Research framework

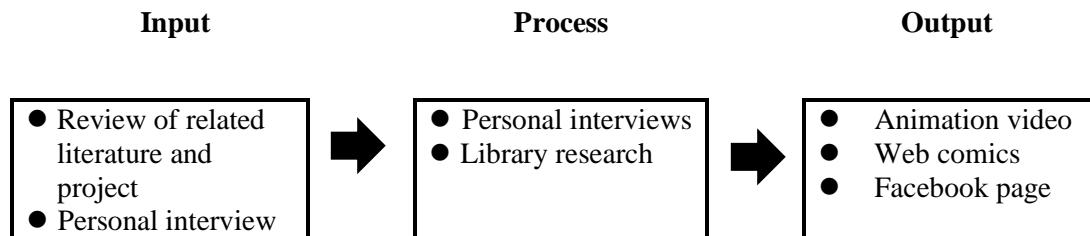


Figure 1. Research framework of the study

The research framework above shows that as inputs, the researcher conducted a review of related literature and project and personal interviews through library research and personal interview with people who are knowledgeable on how to survive natural disasters in the country like National Disaster Risk Reduction and Management Council (NDRRMC), Philippine Institute of Volcanology and Seismology (PHIVOLCS), and people who have experienced natural disasters. From there, multimedia materials will be produced: (1) animation video which provides information about calamities; (2) web comics which feature important ways in overcoming calamities and; (3) Facebook page used as a marketing material to promote the multimedia materials.

Objectives of the project

This study aims to promote awareness on disaster preparedness for primary school students from Grades 4 to 6. Specifically, this study aims to achieve the following:

1. to promote awareness on disaster preparedness through the following medium:
 - a) animated video

- b) web comic
- c) Facebook page

2. to determine the assessment of target audiences on multimedia and marketing materials in terms of:

- a) attractiveness
- b) comprehensibility
- c) acceptability
- d) self-involvement
- e) persuasion

METHODOLOGY

The researcher gathered data through the review of related literature and project and personal interviews with the experts and people with experiences on natural disaster. Design pegs were also used as basis for designs and concepts. Then, the multimedia materials like the animation video and web comics were produced in which contents were based on related literature, projects and interviews. A Facebook page was created as marketing material for animated video and web comic. Using a five-point Likert Scale, a survey was conducted to target audience to measure the effectiveness of materials. Weighted mean was used to interpret the results.

RESULTS AND DISCUSSION

Useful tips on what to do in times of earthquake, typhoon and flood were presented in the form of web comic and animated video. Facebook page, on the other hand, was created as a marketing material for the multimedia materials. Hallo Sans and SF cartoonist hand are the font styles used to ensure readability of texts. The Hallo Sans font was used in the animated video while the SF Sartoonist Hand font was used in web comics. Primary colors were used as color palettes since these colors are relaxing to the eyes.

Below are the screenshots of the multimedia materials that promote disaster preparedness:



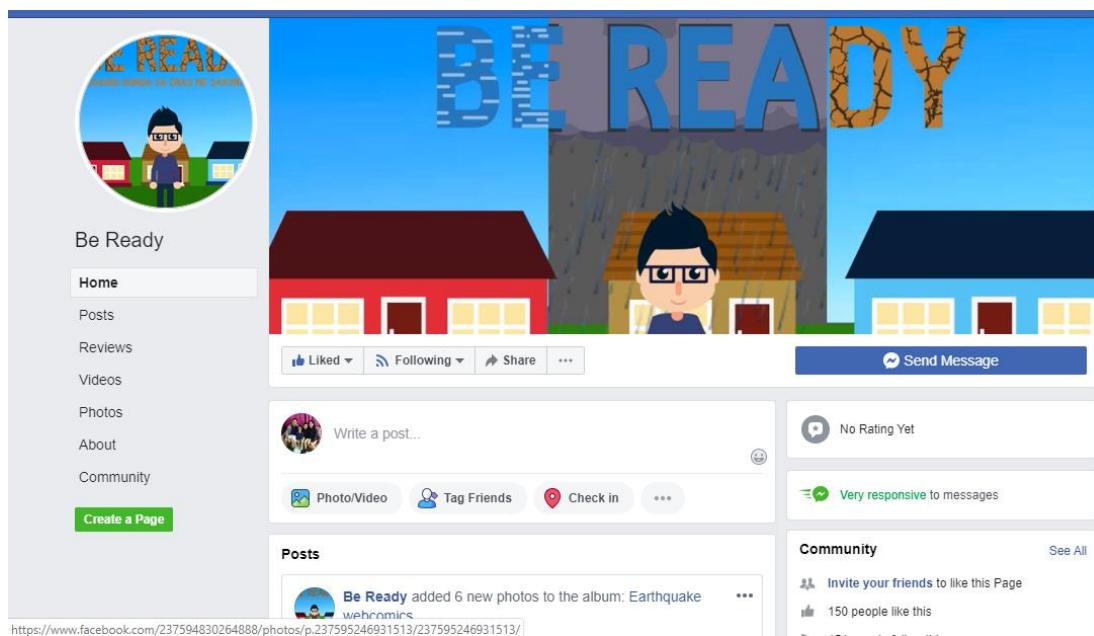
Available at <https://www.facebook.com/Be-Ready-237594830264888/>

Figure 2. Screenshots of web comics



Available at <https://www.facebook.com/237594830264888/videos/2094322513962025/>

Figure 3. Screenshots of animated videos



Available at <https://www.facebook.com/Be-Ready-237594830264888/>

Figure 4. Screenshot of Facebook page

A group of sampled target audience of Grades 4 to 6 were surveyed to assess the effectiveness of the multimedia materials and Facebook page. Results of the assessment are discussed below:

Assessment of animated video, web comic and Facebook page

Table 1 shows the overall assessment of animated video. Results show that the video's attractiveness, as assessed by the respondents, is rated as *outstanding* with a weighted mean of 3.71. Among the components, attractiveness obtained the highest mean of 3.82; followed by comprehensibility with 3.75; persuasion with 3.73; self-involvement with 3.63; and acceptability with 3.60.

Table 1. Overall assessment of animated video

Components	Weighted mean	Verbal interpretation	Ranking
Attractiveness	3.82	Outstanding	1
Comprehensibility	3.75	Outstanding	2
Persuasion	3.73	Outstanding	3
Self-involvement	3.63	Outstanding	4
Acceptability	3.60	Outstanding	5
Overall weighted mean	3.71	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

Web comics on earthquake and typhoons were rated overall as *outstanding* with a weighted mean of 3.92. The results show that the comic is comprehensive as assessed by the respondents with the highest mean of 3.95, followed by acceptability with 3.93, attractiveness with 3.91 and lastly by self-involvement and persuasion with 3.90.

Table 2. Overall assessment of web comics

Components	Weighted mean	Verbal interpretation	Ranking
Comprehensibility	3.95	Outstanding	1
Acceptability	3.93	Outstanding	2
Attractiveness	3.91	Outstanding	3
Self-involvement	3.90	Outstanding	4.5
Persuasion	3.90	Outstanding	4.5
Overall weighted mean	3.92	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

Results show that the Facebook page is assessed as *outstanding* with an overall weighted mean of 3.94. Comprehensibility ranked first with a weighted mean of 3.97; followed by acceptability, self-involvement and persuasion with 3.93 and attractiveness with 3.92.

Table 3. Overall assessment of Facebook Page

Components	Weighted mean	Verbal interpretation	Ranking
Comprehensibility	3.97	Outstanding	1
Acceptability	3.93	Outstanding	2.33
Self-involvement	3.93	Outstanding	2.33
Persuasion	3.93	Outstanding	2.33
Attractiveness	3.92	Outstanding	3
Overall weighted mean	3.94	Outstanding	

Interpretation: 3.26 - 4.00 - Outstanding (O); 2.51 - 3.25 - Satisfactory (S); 1.76 - 2.50 – Fair (F); 1.00 - 1.75 - Needs Improvement (NI)

CONCLUSION AND RECOMMENDATION

The researcher was able to promote awareness on disaster preparedness through web comics and animated video. Facebook page was created as a platform to promote the multimedia materials.

Product testing for the animated video shows that in terms of attractiveness, comprehensibility, acceptability, self-involvement, and persuasion, the video is rated *outstanding*. Web comics, on the other hand, were also rated as *outstanding* in terms of attractiveness, comprehensibility, attraction, self-involvement, and persuasion. Lastly, the Facebook page, as the marketing material, was also rated with an overall assessment of *outstanding*, ranked highest among all the materials.

Recommendations

Based on the conclusions drawn from the study, below are the recommendations:

The materials can be used for a disaster preparedness campaign. These can be used by educational institutions, particularly to elementary schools, in promoting awareness on disaster preparedness.

The materials can also be used by teachers or people who live in the farthest place in the Philippines that cannot be reached by today's technology.

The Department of education (DepEd) may also use the materials in promoting awareness on disaster preparedness to children.

Future researchers who intend to explore the same kind of study may use this as a reference. They may also use other types of media in promoting awareness on disaster preparedness. They may also expand the contents of the materials intended for targeted audience.

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