PRESS RELEASE

Preparing for Landslides – UNESCO and TEI launch educational video on natural disaster preparedness

27 October 2006, UNESCO Bangkok, Thailand

BANGKOK, October 2006 – On 27 October, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Thailand Environment Institute (TEI), will jointly launch a Thailand-specific educational video on landslides at UNESCO Bangkok.

TEI has produced a video capturing the various aspects of landslides in close collaboration with communities in northern Thailand. The video describes how landslides occur, how to recognize an imminent landslide, and most importantly, how to be prepared to protect oneself from landslides. Through easily understandable dialogue and the effective means of visual media, this video aims to target and raise the awareness of local community members.

Personal statements from individuals who have experienced landslides in the past transpire key messages in a non-pedagogical manner, making the information easier to digest to community viewers.

This landslide video was produced under the Government of Japan, Ministry of Education, Culture, Sports, Science and Technology, Japanese Funds-in-Trust funded project: "Education for Natural Disaster Preparedness in Asia-Pacific in the context of Education for Sustainable Development (ESD)". Four teams from throughout the Asia-Pacific region contributed to this effort to produce locally adapted or adaptable educational materials and concrete strategies in order to strengthen the preparedness of communities towards natural hazards.

The increase of natural disasters in recent years, particularly in the Asia and Pacific region, and their devastating impacts on vulnerable communities have made addressing this issue imperative under the scope of Education for Sustainable Development. The damaging effects of natural disasters obliterate development efforts and investments, causing hard-earned gains towards sustainable development to be backtracked by years.

The UN Decade of Education for Sustainable Development currently underway until the year 2014 will place emphasis on promoting Education for Natural Disaster Preparedness this coming year 2007. Partnerships are essential for successful implementation as was exemplified by the collaborative work of TEI and UNESCO Bangkok.

UNESCO Bangkok avails itself of this opportunity to warmly invite you and your colleagues to attend this national launch event on 27 October at the UNESCO Bangkok Office, 5th Floor Conference Room from 11.00 a.m. with lunch to follow from 12.30 p.m. The video which is packaged along with a script booklet in both English and Thai, and an eye-catching poster highlighting the essential points presented in the video will be made available to interested participants.

For further information, please contact UNESCO Bangkok:

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