



NATURAL HAZARDS Children's Program



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Objectives of the Program

The SES Natural Hazards Children's Awareness and Education Program will launch nationally in November this year. The advertising program will run on free to air and selected pay-tv channels until school resumes in 2011. A school resources kit will be released to all primary schools in Australia in late February.

According to Naomi Brown CEO of AFAC, the program is designed to increase children's awareness of the potential dangers inherent in floods, storms, cyclones, tsunamis and other natural hazards.

"Research has shown that educating children about natural hazards is a promising avenue to pursue. Careful script development has been predicated on explaining the potential threat in a way that children can relate to, dispelling common myths and leaving children with a set of actions that are within their ability to execute – such as encouraging Mum and Dad to develop an emergency plan, or tidying up the yard and securing outdoor furniture because a storm is predicted," she said.

The objectives of the program are to:

- Introduce the concept of natural hazards to children aged 5 to 12 years.
- Engage children and their families at a grass roots level through their home and school communities.
- Encourage children and their families to learn about the risks in the Australian community and to develop skills and resources to manage them
- Provide children with age appropriate actions that they can do or discuss with parents/adults to mitigate these risks.
- Encourage children and their families to become more self-reliant by proposing actions that they can take to increase preparedness for the risks in their local community.
- The program is based on research (see fact sheet) which shows children can act as household advocates to encourage and motivate their parents to take action, if their interest can be sparked in a way that makes sense to them and they can do something positive.

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