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Project

LOOK AT THE RISK

[See more about the Educational Kit.](#)

This is a pioneer leading action of Justice and Citizenship Executive Office of Santa Catarina (SJC), throughout the Civil Defense's State Department, in association with CEPED/UFSC (University Center of Studies and Research about Disaster), that aims the reduction of the social vulnerability related with disasters.

The purpose of "Risk Perception, a New Vision Discovery" is to increase the risk perception of adult and teenagers in relation to the importance of simple actions to reduce the environmental vulnerabilities, will be created cultural goods with specific content about risk perception and disasters prevention caused by nature phenomenon like overflow, sliding soil, dry and windstorms, and disasters consequential or aggravated by human action.

This original project in Brazil is oriented to attest the participation of Santa Catarina and the remaining part of the on world wide campaign, launched in 2006 by International Strategy for Disasters Reduction - EIRD/ONU.

The leading action for realization was consolidated among Government of Santa Catarina and UFSC, during the 4th Civil Defense's National Forum, occurred in October 2007 at Jaraguá do Sul/SC.

Objectives include the topic in elementary school and contribute to development of conscious citizens about the risk importance of simple actions to reduce the environmental vulnerabilities, will be created cultural goods with specific content about risk perception and disasters prevention caused by nature phenomenon like overflow, sliding soil, dry and windstorms, and disasters consequential or aggravated by human action.

It will be produced two thousand educational kits designated for all elementary public schools containing an information bulletin; schoolbook for teachers; comic book for students; a DVD containing a documentary, a short-feature movie animation vignette; and the project's realization making off.

The material will be gratuitously distributed to 1.324 schools. Which one will receive a surety quantity of comic book copy for each student of 7th grade. It will be printed 70.000 comic books. The 293 Civil Defense Municipal Coordinator (COMDEC) and the Educational State Control (GEREIS), among other institutions, will be contemplated with the material too.

The students will have the opportunity to participate in a competition that will result in a 2010 calendar. The document which is dedicated to teachers and the general public, will deal with world-wide reality aspects, global atmospheric changes, nature phenomenon, reflections about danger perception and damage reduction, clues about prevention a preservation, public policy, the role of communities, interview with specialists, and perspectives about a more sustainable way of life, detaching Santa Catarina. This movie, besides being included at Educational Kit, will be available to exhibition in public television and others associated broadcasting.

The project is focused on education and communication, has a public use nature and will promote the creation of an operative Network of Communication, in association with media and social networks that have been stimulated to contribute with the diffusion of information about culture and disaster prevention.

Intending to stimulate the community's organization of Santa Catarina for the engagement in preventive actions, we realized the Capability Pilot Project, with practical and theoretical workshops, offered to leaderships from Maciço da Cruz, in Florianópolis, in the second 2008 half-year.



[Contest](#)
of Phrases and Drawings
for 7 grade students.



Co-operative Network of
Communication for Disaster
Prevention Culture

1st Forum
of Co-operative Network
Communication for Disaster
Prevention Culture

MISSION AND EFFORTS

The project has allusion with the campaign "Disaster Risk Reduction Begins at School", of International Strategy for Reduction - EIRD/ONU, the Hyogo's Mark, the Civil Defense's National Policy, the Earth's Letter and the 21 Schedule

MISSION

To develop the risk perception and the culture of disaster prevention, contributing to the environmental vulnerability reduction.

EFFORTS:

- To increase the value of solidarity, dignity, justice and citizenship, bases to promote the self-preservation, resilience

leadership, and pro activity.;

- To comprehend the risk's perception like a concept that exists since the individual till the global perception, with steps of complexity;

- Accessible language in educational materials containing information that can be incorporate to quotidian;

- To recommend the dialogue among scientific and the traditional culture to discovery an ample vision about social environmental risk's perception;

- To comprehend that the less sustainability, the more vulnerability;

- To contribute to the translation of communities's vulnerability in view of action and resiliency, throughout the citi and sustainable's practice, respecting the life's holy;

- Colaborar para a emancipação das comunidades em direção à real conquista e manutenção do direito de viver com riscos.

The implementation of a Disaster Prevention's Culture presupposes the pronunciation of an inter-sector intention's. The government, university, community, media and the third and private sector organizations are engaged to conq social value to benefit everyone.

**ALL MATERIALS ARE BEING PRODUCED.
THE DISTRIBUTION OF KITS WILL OCCUR AT THE BEGINNING OF 2009.**

REALIZATION



SECRETARIA DE ECONOMIA
DA JUSTIÇA E CIDADANIA

SECRETARIA DE ESTADO
DA SEGURANÇA PÚBLICA
E DEFESA DO CIDADÃO



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DESENVOLVIDO POR: WHOIZ DESIGN + IDENTIDADE | 3w3 COMUNICAÇÃO INTERATIVA 2008

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