**EXPLOSIVE ORDNANCE RISK EDUCATION DELIVERY STRATEGY AND ACTION PLAN IN QUANG BINH AND BINH DINH**

**IN 2019 AND 2020**

**1. BACKGROUND**

As a result of many years of war, the land and people of Vietnam are severely affected by landmines and unexploded ordnances (hereinafter called Explosive Remnants of War or ERW). According to the results of the project named "Vietnam National Explosive Remnants of War Contamination Surveying and Mapping" from 2010-2014, all 63/63 provinces/cities across the country was contaminated with ERW. According to the Government of Vietnam, the total area of contamination is 6.13 million ha, accounting for 18.71% of the country's area.

In order to support the ERW removal effort in Vietnam, the Korea-Vietnam Mine Action Project (KV-MAP) was developed and founded on the close collaboration between the Government of the Republic of Korea and the Government of the Socialist Republic of Vietnam. UNDP has been entrusted by KOICA to provide project management and technical support to this important project. The main purpose of the Project is to strengthen the capacity of the Vietnam Mine Action Centre (VNMAC) and other responsible parties to remove ERW in Quang Binh and Binh Dinh provinces.

A mine risk knowledge, attitude and practice survey was conducted in Quang Binh and Binh Dinh in 2018. The survey showed that awareness of explosive ordnance risk education (EORE) and LM/UXO among the surveyed population of 1700 people was relatively low with a half of them having good explosive ordnance risk knowledge and one fifth was of poor explosive ordnance risk knowledge. They knew very little about LM/UXO warning signs, consequences of LM/UXO accidents, LM/UXO risk behaviors, and LM/UXO features with the proportions of correct knowledge in these areas at 0.8%, 5.7%, 6.2%, and 12.6%, respectively.

Only under one fifth surveyed respondents had proper attitude towards mine risk issues. Even worse, very small percentage of general population (roughly 5%) had proper attitude if seeing LM/UXO and merely one third population exhibited right attitude when seeing LM/UXO warning signs or seeing someone sawing LM/UXO.

It was recommended that more EORE efforts should be invested in targeting higher risk groups including children, casual workers, farmers, women, in Binh Dinh, and Quang Binh. This EORE strategy and action plan provide more information on implementation in Quang Binh and Binh Dinh in 2019-2020.

**2. OBJECTIVES**

- Eliminate all ERW incidents (zero accidents) in Quang Binh and Binh Dinh in 2020 and beyond, through increased mine risk awareness among men, women and children and especially specific at-risk groups in most contaminated areas.

- A positive influence on reduction of ERW incidents and new landmine/ERW survivors in other parts of Viet Nam and even nationwide through sharing of EORE best practices from KVMAP for upscale and acceleration elsewhere

**3. MAIN PRINCIPLES IN DESIGNING AND DEVELOPING EXPLOSIVE ORDNANCE RISK EDUCATION ACTIVITIES**

Principle 1: Clear: Verbal communication must have direct meanings, to be consistent, don’t imply, not insinuate to confuse people. People need to have correct and consistent understanding, taking into account ethnicity and language as well.

Principle 2: Feasible: Information provided should lead to action and recipient of information should be able to behave and act according instructions. Or EORE should lead to behavior change of the target groups, enabling them to practice safer behaviors as a result. .

Principle 3: Suitable: Target the right audience using the right method to get maximized impact, different target groups need to know what they are supposed to do according to characteristics of each group

Principle 4: Easy to understand” Information provided must be simple, consistent, and appropriate with their level of understanding and ability to absorb, special attention should be given to children and population at higher risks including casual workers, farmers and women.

Principle 5: EORE should require coordination between stakeholders. Good coordination in EORE means unified approach, which includes same EORE message, same tools. As a result, it helps increase coherence, no duplication or better coverage, avoid unhealthy competition and minimize risk of wrong messages or tools.

And EORE should be interlinked with other pillars of mine action, including survey and clearance, victim assistance and other sectors

Principe 6: EORE is a right. People in the contaminated areas have the right to know the risks and the way to manage the risks. When we can’t reach physically each individual at risk, media campaign are also essential to ensure minimum access to EORE information to the maximum people.

And in emergency EORE is a duty. It is responsibility of the local authority to provide information of landmine/UXO risks to the people at risks in different types.

Principle 7: EORE should be cost-effective and its effectiveness measured. The interventions should be logic and based on the evidences. The intervention should deliver behavior and health outcomes. Innovative practices are encouraged to be undertaken, which can drive down the cost without compromising education quality. The equity should be taken into account when conducting EORE, ie reaching the hardest to reach population. There are different tools to measure its effectiveness, including KAP survey, documentation and collection of the positive stories, monitoring tools and other tools.

**4. GROUP AT HIGH RISK OF UXO/LANDMINE ACCIDENTS**

**Group 1: The un-aware**

This includes individuals who do not know dangers of UXO and landmine as well as how to take actions to stay safely from UXO and landmines.

This group includes children in general, primary and secondary school children, adults with little exposure to UXO/landmine information, such as farmers and women. The KAP survey showed that only 35.5% of children at the age of 11-17 years had good understanding of mine risks, and only 443% of female respondents did, too. They never hear about danger of UXO and landmines, unable to identify UXO and landmines in a natural environment. Due to lack of knowledge of UXO and landmines, people in this group do not know how to live safely in contaminated environment or take safe action if they encounter UXO and landmines.

**Group 2: The uninformed**

This includes individuals who know the general dangers of UXO/landmines but do not know how dangerous they are and how to develop safe behaviors due to lack of guidelines. This group includes children, normally at the age of 11 and older, adults who have little exposure to information. The KAP survey results showed that 87.6% of children aged 11 to 17, 82.4% of female respondents, and 83.9 of the participating farmers had improper attitude toward UXO when seeing people take UXO related acts. They can identify UXO/landmines in a natural environment, but don’t know how to live safely in UXO/landmine contaminated environment, take safe action if exposed to UXO/landmines

**Group 3: The uncareful**

This includes individuals who know the danger of UXO/landmines but still want to expose to the dangers.

This group can include anyone, but mainly at the age of 11-18, who know quite well the dangers of UXO/landmines, can identify and even get themselves very familiar with UXO/landmines in their life.

The risk of UXO/landmine accidents is due to their curiosity, interest to discover, self -presentation and playfulness. They know about the dangers abut are willing to exploit the danger aspects of UXO/landmines. They do not develop safe behaviors in contaminated environment and therefore do not take actions if exposed to UXO and landmines.

**Group 4: Those forced to take risks**

This includes individuals who know the dangers of UXO/landmines but are forced to accept risks because of earning for living.

This group includes scrap metal collectors, traders, and their family, causal workers. They know quite well about dangers of UXO/landmines, they can skillfully identify UXO and landmine in natural environment.

The risk of landmine and UXO accidents to the group comes from their daily earning for living.

**5. INFORMATION COMMUNICATED TO EACH TARGET GROUP AND STRATEGIES**

**5.1. Communication on mass media**

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| **Target group** | **Types of communication** | **Approaches** | **Groups of messages** | **Reinforced messages** |
| ***Adults*** | Television | Gameshow, talk show | 1. Characteristics of landmine/UXO  2. Risky behaviors leading to landmine accidents  3. Ways to avoid landmine accidents  4. Consequences of bomb/landmine accidents  5. Signs of landmine areas | 1. Clues on possible landmine/UXO areas and warning signs:  * The area with a warning sign. * Appearance of landmines  1. Consequences of landmine/UXO accidents  * Physical effects: Bomb accidents can cause death and injury * Economic loss: treatment and recovery can be expensive * Psychological effects: victims may feel bored and depressed  1. Activities leading to landmine/UXO accidents:  * Throwing stones at Landmines * Searching for, storing, and selling scrap metal from Landmines * Sawing landmines * Cutting grass, herding, collecting firewood, or playing close to landmine areas * Setting fires in landmine areas  1. Characteristics of landmine/UXO  * Landmines can still explode even after a long time * Landmines can still explode even if they are rusty * Landmines can still explode if they are thrown into water * Landmines can explode when they are hit or crushed * Landmines can explode when being moved |
| Loudspeaker | News, singing, reading poem |
| Social media | Facebook (sharing data, articles, photos video, livestreaming events)  Zalo (sharing data, & articles, photos video)  Online forum (discussion by topics, sharing information & stories) |
| E-newspaper | Posting article, pictures, using provincial newspaper (Binh Dinh, Quang Binh), vnexpress.net, dantri.com, tuoitre.com, phapluat.com |
| ***Children*** | Television | Gameshow, talk show |
| School | Extra-curricular activities, performances (role play, dancing, singing), posters, drawing contest   * A safeground campaign integrated into EORE activities will be posted on social media * Video clip or animation of explosive ordinance risks will be shown at any events organized by schools or so. |
| Social media | Facebook (sharing data, & articles, photos video, livestreaming events)  Zalo (sharing data, & articles, photos video) |
| Loudspeaker |  |

**5.2. Other EORE strategies**

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| --- | --- | --- | --- | --- |
| ***Target population*** | ***EORE intervention/types of EORE*** | ***Responsible by*** | ***Supported by*** | ***Timeframe*** |
| Children aged 11-17 | * EORE in schools: integration in subjects and extra-circular activities, painting contest, knowledge contest, performance, EORE groups; posters and banners; Safe-ground campaign via sport activities to link between mine action and sport * EORE via social media (Facebook or zalo) in the form of knowledge contests, or educational messages on video clips or animation | * DOETs * Schools * Youth Union * UNDP/VNMAC | * Project Management Unit (PMU) * Local authorities * Local army * Mass organizations * Communities | * From 2019 * During school time * Summer break |
| Adults | * Documentary, reportage on local T.V * Integration with community events * Commune loudspeaker * Posters and banners * Social media (Facebook, Zalo..) * Direct outreach to target groups | * T.V and radio * Local authorities/PMC * Mass organizations * Volunteers * UNDP/VNMAC | * PMU * Local authorities * Local army | * From 2019 |

1. **EORE MESSAGES:**

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| Characteristics of Landmines |
| Landmines are made of different materials |
| Landmines are many different shapes, sizes and colors |
| Landmines can still explode even after a long time |
| Landmines can still explode even if they are rusty |
| Landmines can still explode if they are thrown into water |
| Landmines remaining in water for years can still explode |
| Landmines can explode when they are hit or crushed |
| Landmines can explode when being moved |
| After a landmine field is burned, landmines will explode but the field is not yet safe |
| Risky behaviors leading to landmine accidents |
| Swimming in a pond which used to be a bomb pit |
| Throwing stones at Landmines |
| Searching for, storing, and selling scrap metal from Landmines |
| Sawing Landmines |
| Watching other people saw Landmines |
| Cutting grass, herding, collecting firewood, or playing close to landmine areas |
| Setting fires in landmine areas |
| Going into an area with a “landmine danger" warning sign |
| Ways to avoid landmine accidents |
| Don’t swim in a pond which used to be a bomb pit |
| Don’t throw stones at landmines |
| Don’t search for, store, or sell scrap metal from landmines |
| Don’t saw landmines |
| Don’t watch other people saw landmines |
| Don’t cut grass, herd, collect firewood, or play close to landmine areas |
| Don’t set fires in landmine areas |
| Don’t go into areas with a “landmine danger" warning signs |
| If you find landmines, stay away from them and inform local authorities |
| Avoid going into areas used to be military bases. |
| When finding yourself in a landmine area, stand still and shout out for help. |
| Stay away from landmine areas. |
| Always use walking paths while passing through an unfamiliar area. |
| Consequences of landmine accidents |
| Physical effects: Landmine accidents can cause death |
| Landmine accidents can cause permanent injury of the whole body or body parts |
| Victims' ability to study, work and play can be affected |
| Economic loss: treatment and recovery can be expensive |
| Victims suffer from lost or decreased income |
| Social expenses to support victims |
| Money to buy new animals |
| Psychological effects: victims may feel bored and depressed |
| Victims may feel isolated |
| Landmine victims may feel discrimination |
| Signs of landmine areas: |
| The area with a warning sign. |
| Appearance of landmines |
| Signs of old battles. |
| Presence of injured or dead animals because of a suspected explosion. |

1. **INDICATIVE EORE ACTION PLAN 2019-2020**

**A. Capacity building of EORE**

A.1. General capacity building of EORE at provincial, district and communal levels

2019:

- Training for provincial and district military, district and communal military command officers, youth union, women’s union, red cross organization on main contents of EORE, including characteristics of UXO and ERW, causes of UXO accidents, consequences of UXO accidents, measures to avoid UXO accidents.

- Training on communication skills, types of communications and planning of the communications of key EORE messages in the target districts.

Implementing partners: VNMAC, PMC, Red Cross

2020

- Training and refresh training for district, communal communicators on EORE

- Technical support for development of a national guidance on EORE, based on good practices of the project and standardize EORE materials.

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Implementing partner: VNMAC, PCM, Red Cross, CRS or contracted researchers

A.2. Capacity building for school teachers in integration of EORE into curriculum

In 2019:

- Training of integration of EORE into curriculum at primary and secondary schools for teachers in Binh Dinh

2020:

- Experience -sharing and review conference(s) between Quang Binh and Binh Dinh on integration of EORE into curriculum at primary and secondary schools

- Advocacy and technical support for integration of risk education in the regard of ERW into curriculum at national level, based on good practices from Binh Dinh and Quang Binh.

**B. Explosive ordnances risk education targeting at children**

2019

1. Integration of EORE into curriculum at primary and secondary schools in Binh Dinh

2. Weekly bulletin or broadcast via school loudspeakers on EORE key messages at schools in Quang Binh and Binh Dinh

3. Mine Safety school festival days organized in 122 primary and secondary schools in Binh Dinh and Quang Binh

4. Drawing contest for school children on the international mine awareness day in both provinces of Quang Binh and Binh Dinh

5. EORE gameshows for school children in Quang Binh

6. Production of EORE notebooks for distribution to the school children

7. Posters in schools in the project sites

Implementing partner: VNMAC, Department of Education and Training

2020

1. Expansion of weekly bulletin or broadcast via school speakers and EOR festival day in the other districts

2. EORE gameshow in Binh Dinh

3. Document good practices of EORE in the project sites and disseminate via different forum and channels

4. Exchange/Competition of EORE children communicators/innovators in both Quang Binh and Binh Dinh

5. Production of EORE animation and posted on social media (zalo) and/or television and at school activities

Implementing partner: VNMAC, DOET, Youth Union, Women’s Union

**C. Mine risk education targeting other risk groups (women, casual workers, farmers, etc)**

2019:

1. EORE events for communities in the project communes: twice a year

2. Posters of safety advices from UXO and ERW in public places

3. Video and audio clips on EORE on radio and television in both Quang Binh and Binh Dinh

2020

1. Contest of EORE innovation/initiatives among communes and grant awards for the communes to carry out the EORE

2. Document good practices of EORE for public dissemination

3. Review and adapt UNMAS application into Vietnamese language, which include EORE and identification and reporting of the found UXO.

4. Review/Exchange meeting between EORE communicators in Quang Binh and Binh Dinh and possible experience sharing for other provinces.

5. EORE animation or clips to be shared on social media, targeting the high- risk groups,

Implementing partner: VNMAC, PMC, Red Cross, Youth Union