

## ABSTRACT

Public awareness has long been regarded as one of the tools to achieve disaster risk reduction through increased hazard knowledge, risk perception, and the fostering of risk avoidance behaviour; but measuring the effectiveness of such campaigns proves to be a difficult task. A case study of the Fire and Flood Awareness Campaign in the Western Cape Province served as an attempt to assess such a campaign using the international best practice Logic Model framework. As disaster risk has historically been a culmination of vulnerability, hazards such as fires or floods and ability to cope with the impacts thereof, it stands to reason that by reducing vulnerability, increasing ability to recover or prevent a disaster and being out of harm's way would lessen the hardships disaster situations are accompanied by.

The legislative mandate and obligation awarded to the provincial government of the Western Cape's Disaster Management Centre saw the implementation of the Fire and Flood Awareness Campaign. Flood and fire risks have long plagued the Western Cape Province, and have subsequently been prioritized as high priority risks in the region. The awareness campaign aims to reach those most vulnerable to the impacts of such hazards, and thus focuses on residents in informal settlements and primary school learners in the respective informal settlement areas.

In the name of good governance, continual improvement and accountability, a need for an assessment of the effectiveness of the Campaign is identified. The Logic Framework is used to guide the assessment through the identification of the Campaign's inputs, activities, outputs, outcomes and envisioned impact as well as the achievement of these elements. Both qualitative and quantitative data is collected through field observations, poetry and art competition entries, pre- and post-intervention questions and questionnaires respectively.

The results indicate that the 2010 Fire and Flood Awareness Campaign increased hazard knowledge, the audience's risk perception, encouraged communication of this knowledge to others and the fostering of a safety culture. It can therefore be suggested that from these four outcomes the Campaign may be said to have achieved its envisioned long term impact of reducing flood and fire risk. It is however recommended that an assessment of this kind be guided by the proposed Logic Framework that was developed for the specific campaign. In addition, it is suggested that future evaluations be longitudinal studies as this would reflect a more solid argument for the risk reduction impact of a campaign and lastly that a longer time period allowed to plan an evaluation as this would markedly distinguish and strengthen a quantitative assessment.