Program for Hydro-meteorological Disaster Mitigation for Secondary Cities in Asia

PROMISE

Safer Cities
Case studies on mitigating
disasters in Asia and the Pacific

October 2007

under the
Program for Hydro-Meteorological
Mitigation in Secondary Cities in Asia
(PROMISE)

adpc
Asian Disaster Preparedness Center

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During the implementation of the Asian Urban Disaster Mitigation Program (AUDMP), ADPC recognized the importance of interventions in urban areas and identified Urban Disaster Risk Management as one of its five core thematic areas of work, experiences from which have also guided the selection of target secondary cities. ADPC has developed 'Strategy 2020 for Urban Disaster Risk Management in Asia' which aims to reach 200 cities by the year 2020.

The need to minimize the destructive impacts of these hydro-meteorological events on the vulnerable communities, particularly the urban communities and the economic infrastructure through enhanced preparedness and mitigation is therefore the main thrust of the present intervention in implementation of the Program for Hydro-Meteorological Disaster Mitigation in Secondary Cities in Asia (PROMISE).

ADPC considers PROMISE program as an opportunity to associate with many communities living in Asian cities vulnerable to hydro-meteorological hazards with the aim of reducing the impacts of such events and demonstrate innovative applications for community preparedness and mitigation.

For more information about PROMISE, please contact Ms. Gabrielle Iglesias, Information and Networking Coordinator, UDRM, Asian Disaster Preparedness Center, P.O. Box 4, AIT Campus, Klong Luang, Pathumthani 12120, Thailand ☺ Tel: (662) 516 5900 ☺ Fax: (662) 524 5360 ☺ E-mail: iglesias@adpc.net, or visit our website at: http://www.adpc.net/v2007/Programs/UDRM/PROMISE.

Introduction

Safer Cities is a series of case studies that illustrate how people, communities, cities, governments and businesses have been able to make cities safer before disasters strike. The series is designed to provide decision-makers, planners, city and community leaders and trainers with an array of proven ideas, tools, policy options and strategies for urban disaster mitigation derived from analyses of real-life experiences, good practices and lessons learned in Asia and the Pacific.

The guidelines found here provide basic instructions on how to develop a case study material into a publication under the Safer Cities series. It is a direct help to information specialists, editors, designers and layout artists aiming to produce learning resources that are informative, readable, organized and consistent in terms of key contents, style, format and packaging. As such, the pointers drawn are classified into three categories: (i) editing; (ii) format and layout; and (iii) categorization and packaging of case studies series.

The outlined suggestions are heavily based on *Safer Cities 16: Cooperation between Local Authority and Communities*, a case study developed under the direction of the Program for Hydro-Meteorological Disaster Mitigation in Secondary Cities in Asia (PROMISE) of ADPC, and on *Safer Cities 1: Community-based Initiatives in Kathmandu Valley*, Asian Urban Disaster Mitigation Program (AUDMP). Other programs of ADPC as well as other organizations can adapt these guidelines with some modifications to suit their needs.

I. Editing guidelines

A. Key contents of the case study

Organize or re-structure the case study to contain the following:
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> - Title and subtitle
> - Abstract
> - Short table of sections
> - Lead paragraph
> - Introduction
> - Main sections and sub-sections (body)
> - Lessons learned/questions to ask
> - Further references
> - Acknowledgement
> - Project information and partners
> - Graphic elements
>   (photographs, captions, pull-quotes, maps,
>   diagrams, icons)
> - Publication and publisher information

- **Title and subtitle:** Provide the case study with a subtitle that will give more details in addition to that found in the title.

  e.g., Case study title — Cooperation between Local Authority and Communities

  Case subtitle — *Reducing Flood Disaster Risk in Dagupan City, Philippines*

- **Abstract:** Present the whole case study in an abridged version.

- **Short table of sections:** Under the heading "What's inside," list the main sections and the page where they first appear.

- **Lead paragraph**: Expose an angle of the case study that will encourage readers to learn more about it. Make sure the information does not repeat that found in the introduction.

- **Introduction:** Ensure that readers are informed of the significance, objectives and contents of what they are about to read and how this information is organized into sections.

- **Main sections and sub-sections:** For each section, give a title and a subtitle that capture the essence of the activities and processes covered.

  e.g., Section title — Introduction: City Life with Seven Rivers

  Section subtitle — *About the flooding hazard*

  Break the paragraphs with sub-section headings to improve readability of the material. Short sentences in active voice are recommended.

  e.g., Sub-section heading — Barangay Disaster Risk Management Workshop

- **Lessons learned/questions to ask:** Outline the lessons and questions that need to be considered in order to carry out good practices and avoid repeating mistakes based on the case at hand.

- **Further references:** Check the proper citation of other case studies within the Safer Cities series, reading materials, organizations and people who could serve as relevant resources. For example,

  ADPC SC 2: Coping with Flood in Cambodian communities

  http://www.nscb.gov.ph/RU1/dagupan_feature.htm

  ADPC Information Resources on Community-Based Disaster Management (CD-ROM), September 2001.

  Maskrey, A., 1989, Disaster Mitigation: A Community-Based Approach, Development Guidelines, No. 3, Oxfam, United Kingdom.

- **Acknowledgement:** See to it that the main people who helped in developing the case study are cited. At the end, cite the name of the author, editor and designer (or layout artist) of the publication.

- **Project information and partners:** Give a background of the project that is being covered by the case study (e.g., objectives, period and area coverage and so on). Include collaborating organizations as well as funding agencies of the project. Mention contact details of the implementing organizations.

- **Graphic elements:**

  Photos. Select dynamic photos – those that show people in action or illustrate a point. Provide equally dynamic captions – those that provide information other than what is seen in the photograph. Some photographs may need cropping or color adjustments for the purposes of publication. If possible, the original photos should be made available for printing.

  Maps and diagrams. Choose simple maps with readable text. (This may require one to brush up the map with the aid of software.) If possible, add graphics (e.g., arrows) to show a section that is supposed to be highlighted by a map. Similarly, improve the presentation of diagrams whenever needed. Cite the sources of maps and diagrams used.

  Icons and logos. Aside from the standard set of icons, design an icon identity that will reflect the totality of the case study. This could be used as part of the section dividers or as fillers. More importantly, this will give a graphic identity to the case in consideration. Original printout of organization logos should be made available.

  Pull-quotes. Include and highlight quotes in every case study. This gives a more personal touch to the case study.

- **Publication and publisher information:** Refer to the attached rough sample layout to see the publication information (Safer Cities, page 3) as well as the publisher information (PROMISE, ADPC, last page) that must be included. Contents of these sections will remain the same in all case studies.

B. Style guide

Produce a **style sheet** for every case study. This sheet should reflect the conventions used in spelling, hyphenation, capitalization, numbering, abbreviations, and so forth. Previous style sheets should be consulted to ensure consistency among publications. The style sheets from all case studies may be integrated later to produce a general style sheet for the Safer Cities series. A sample style sheet follows:

Safer Cities 1 Style Sheet

ABCD	EFGH	IJKL
awareness raising (n.) awareness-raising (adj.) community-based Community-Based	EWS (acronym) Finance Government (proper n.) government (imp. n.)	Lalitpur Sub- Metropolitan City multi-storey
MNOP	**QRST**	**UVWXYZ**
PhP 3,000 per cent PROMISE-Philippines	Region 1 Southeast TWG	Ward 8 Ward 34
Abbrev.	**Numbers**	**Others**
CDP PhP USD NGO CDCC	Four (one to ten) 23,000 USD653 11-16 August 1998	Titles, subtitles and headings in sentence case (only first word is capitalized)

II. Format and layout guidelines

- Make the layout fit into **multiples of four pages**. The full-color publication has facing pages (back-to-back printing). A rough sample layout is shown in the attachment. For more details, refer to *Safer Cities 1: Community-based initiatives in Kathmandu Valley* and *Safer Cities 16: Cooperation between Local Authority and Communities*. An electronic template for an eight-page layout is available in Adobe InDesign 4.0.

- Number the case studies based on **publication dates** (e.g., *Safer Cities 16, Safer Cities 17* and so forth). This number is reflected on the top center masthead of the first page. The publication date is placed on the bottom right corner (before the page number) of the same page.

- Place the odd **page numbers** on the bottom right corner of the pages and the even page numbers on the bottom left corners.

- Prepare the layout in **three columns**. Left and right margins are 10 mm wide. Each column is 60 mm wide with a 5-mm distance between columns. The lead paragraph spans two columns. The case study title and subtitle as well as section titles and subtitles span three columns. Sub-section headings and other text elements span one column only. Graphic elements and other boxed sections may span one up to three columns. Between columns, text is aligned at the top and at the bottom.

- **"Justify"** text so that a smooth edge is found for both left and right sides of a body of text. The case study title and subtitle are center aligned. All other headings are left aligned.

- Place these sections in the following **fixed positions**:

Page	Section	Location
1	Masthead	Top
	Collage, Abstract, The inside story	Right-most column
3	Safer Cities	Bottom
Last	Further references and Acknowledgement	Top
	Project information and partners	
	PROMISE	Middle
	ADPC	Bottom

- Use the following **font types and sizes**:

Element	Font type	Size	Color
Series no.	Avant garde	45	Paper
Page no.	Avant garde	11	Black
Date of publication	*Arial italicized*	8	Black
Title	Arial	18	In color
Subtitle	Arial	14	In color
Lead paragraph	**Arial bold**	10	Black
Introductory paragraph	Arial	10	Black
Section title	**Arial bold**	12	In color
Section subtitle	*Arial italicized*	10	In color
Sub-section heading	Arial	9	Black
Body	Arial	9	Black
Photo captions	**Arial bold**	8	Black
Lessons learned heading	**Arial bold**	10	Paper
Lessons learned body	**Arial bold**/normal	9	Black
Pull-quote	Arial	10	In color
Further references and acknowledgement section	Arial	8	In color; black
Project information	*Arial italicized*	8	In color; black
Project partners	Arial	8	In color; black

- Use the following **icons** for these parts of the layout:

Part	Icon description	
Lessons learned	Light bulb	
How to	Lower case "i" in a circle, in a white square	
Section titles	Case study graphic identity	e.g.,
Editorial Board	Books and people	

- Use **bullets** that reflect what a certain list is about. For example:
    - Contents
    - Lessons learned/issues to consider
    - Hazards

- Make sure that the **graphic elements** are located closest to the referring or related body of text. If needed, add a reference to the text (e.g., *see map below*).

- Enclose maps and photos together with their captions within colored **frames**. Place lessons learned inside **shaded boxes** with borders.

- Incorporate the **logos** of all partner institutions (e.g., NSET, GHI, USAID and so on). The ADPC logo appears on the masthead (upper left corner) and at the last page (lower left corner). The ADPC logo with a red line appears on all even pages (lower left corner).

- Put the **publication name and number** followed by the acronym PROMISE (e.g., *Safer Cities 16, PROMISE*) on all odd-numbered pages (bottom right corner before the page number) starting from page 3 and at the last page (bottom right corner before the page number).

III. Categorization and packaging of the case studies series

- Implement the color codes for the case studies according to themes:

Theme	Color	C	M	Y	K
Community-based disaster management	Aqua blue	100	0	0	0
School earthquake safety program	Dark green	88	34	100	28
Training	Light green	70	4	78	0
Information and networking	Blue-gray	64	45	11	0
Action planning	Aqua	64	0	26	0
Emergency management and response planning	Royal blue	81	61	0	0
Public awareness	Teal	86	31	49	8
Risk-based urban planning	Periwinkle	57	52	0	0
Risk assessment	Green	69	0	56	0
Governance	Sea	100	50	50	0

- In addition to the above color codes, mark each case study with the following suggested icons. The icon is placed on the top right corner of the first page along with the name of the country covered by the case study.

Community-based disaster management

School earthquake safety program

Training

Information and networking

Action planning

Emergency management and response planning

Risk-based urban planning

Public awareness

Risk assessment

Governance

- Develop a packet cover (folder) that will contain all the case studies. Dividers will separate the case studies by theme. A summary page for each theme will be prepared as well.