

# Awareness raising: 'Where waters and land meet'

through an educational programme in the Thua Thien Hue province

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**Flooding!** Red Cross life buoys provide protection.

(source: drawing contest, CCP2002)

## Summary

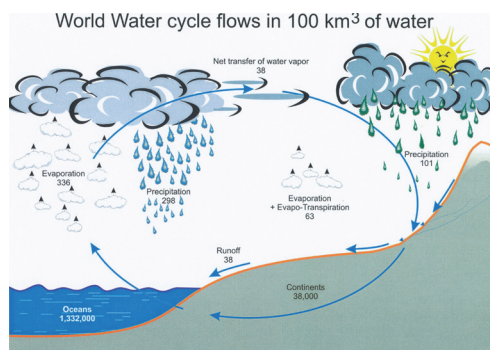
One of the crucial conditions of an ICZM programme is the participation of the coastal inhabitants, NGOs and stakeholders at the local level. Such participation can be triggered by awareness raising and education. With an eye to the future, children are an ideal target group. Awareness raising and education of children can be achieved very effectively by training teachers of primary and secondary schools. The highest provincial authority, the Provincial People's Committee (PPC) of Thua Thien Hue Province welcomed an Awareness Raising project as a part of the Vietnam - Dutch Coastal Cooperative Programme (CCP). This project was executed through direct involvement of teachers, parents and children on four selected schools and contained a number of elements, including a drawing contest, the creation of a booklet, the creation of training material and the inclusion of material in the national educational curriculum. The participating schools were supported by the educational community of the province and the Ministry. An Introductory Booklet for teachers was produced in the Vietnamese and English language, illustrated with the price winning drawings from the contest and distributed among all teachers of the primary and secondary schools in the Thua Thien Hue province. The next product was a comprehensive Training Manual developed also for the teachers with sections showing a conceptual model of the water cycle, the role of water and a part on the use and management of water, exemplified with many practical exercises. The success of this awareness-raising educational programme is illustrated by the fact that the two other Vietnam- Netherlands ICZM pilot provinces: Nam Dinh and Ba Ria Vung Thau have applied this Manual in their provinces.

Both, the Introductory Booklet and the Training Manual are made available and can be downloaded through the CCC website (CCC-V).

The next step is for the national Ministry of Education to make these products available for all coastal provinces in Vietnam.

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*Book cover of the Introductory Booklet for teachers of primary and secondary schools, 5000 copies in Vietnamese language distributed to all teachers in the TT Hue Province (Vahtar et al 2003; Photo: Le Van Thu). This booklet introduces the cycle of water, water as a valuable resource and as foe, and how integrated management approaches contribute to a sustainable use of water. (source: CCP2002)*



*Children living near the lagoon seeing their father fishing. (source: drawing contest, CCP2002)*



*Children of the world holding the line, preventing the pollution to spread from the land to the healthy blue water and safeguarding the fishes. (source: drawing contest, CCP2002)*



*Resilient Vietnamese family during flooding. (photo: International Federation of Red Cross and Red Crescent, Vietnam)*