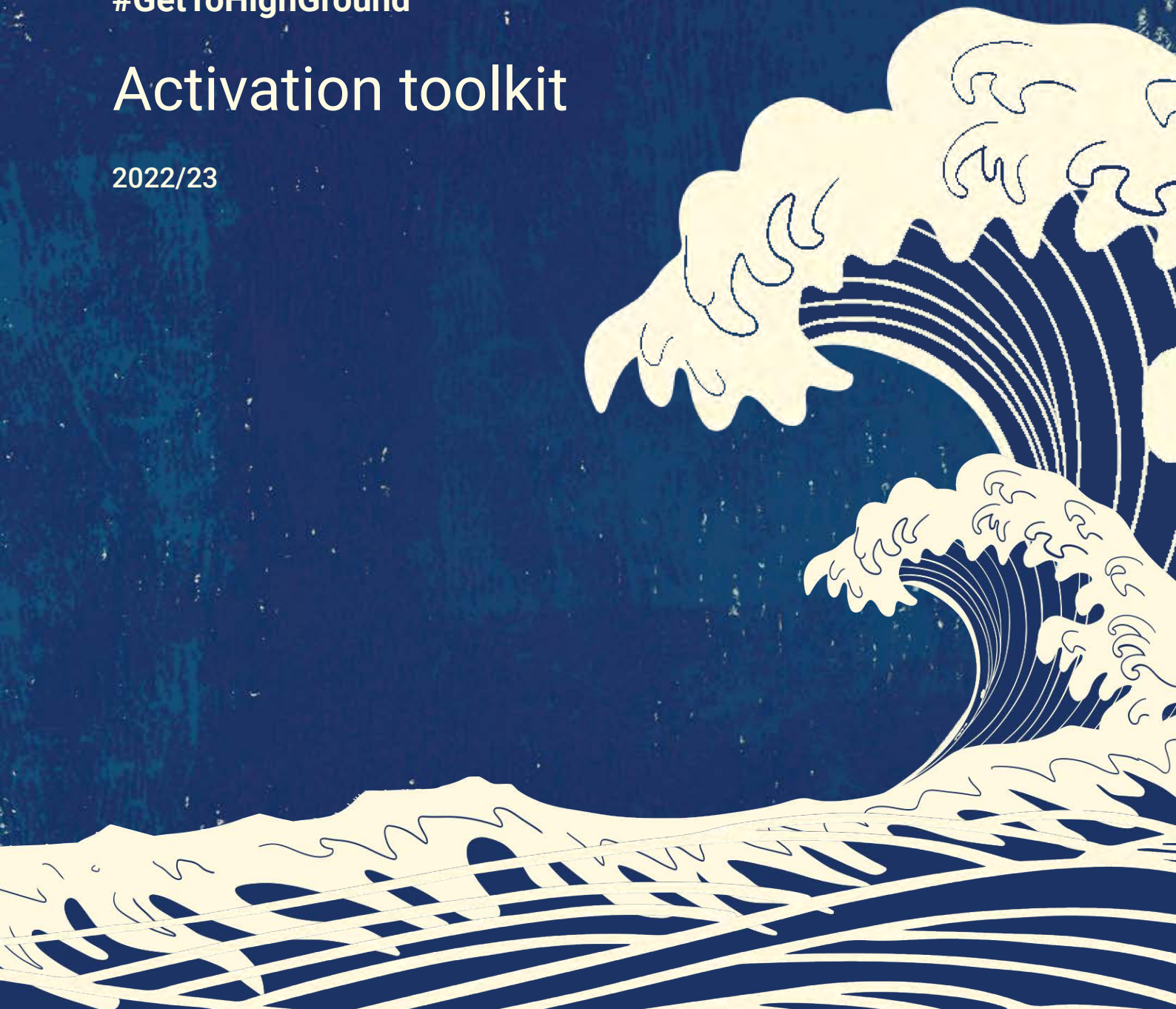


World Tsunami Awareness Day

#GetToHighGround

Activation toolkit

2022/23



On World Tsunami Awareness Day (WTAD) – 5 November – events, activities and drills are being organised around the world to draw attention to this hazard, and the ways that risk can be managed. In 2022 the focus is on how tsunami risk can be reduced by increasing access to early warning systems.

#GetToHighGround is a new WTAD initiative which encourages partners to organise a drill, a fun run or a walk of their tsunami and coastal-risk evacuation route: showing local communities how to get to high ground. These activities aim to raise awareness of tsunami risks – and how they can be reduced.

The **#GetToHighGround** campaign will engage citizens by raising awareness of tsunami and coastal risk, while tailoring the actions to the local context. Your activity could involve organising a drill, a fun run or a walk of your tsunami or coastal-risk evacuation route. If you have other events, drills or activities planned, we warmly invite you to connect them to **#GetToHighGround**.


The **#GetToHighGround** campaign begins in November 2022 and will continue throughout 2023.

In this activation toolkit you will find the following assets to support the organisation of your event and to join the **#GetToHighGround** initiative.

- » Key facts on tsunami risk, customisable to your local context
- » Customisable social cards to promote your event
- » A downloadable social card template for participants to share, showing they took part
- » A customisable poster to promote your event
- » A customisable pamphlet with information on tsunami risk and a placeholder to insert your tsunami or coastal-risk evacuation route
- » Further information can be found on the WTAD webpage – tsunamiday.undrr.org – featuring key information, good practices, and an explainer video.

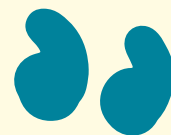


Key facts

- » A tsunami (soo-nah-mee) is a series of travelling waves generated by a major disturbance in a body of water. It is made up of several waves of varying sizes. The first wave is not always the largest. [\[source\]](#)
 - » In the open ocean, the waves are long and low but fast moving – they can travel up to 800 km/h. When they hit the shallower coastal water they are compressed, slowing down but growing in size. [\[source\]](#)
 - » 78% of tsunamis are generated by earthquakes or volcanic eruptions below or near the ocean floor. [\[source\]](#) Submarine landslides, coastal rock falls and large meteorites can also generate tsunamis. [\[source\]](#)
 - » Tsunamis are the deadliest type of major natural hazard in terms of the proportion of victims killed. [\[source\]](#)
 - » Between 1996 and 2015, 16 major tsunamis killed 250,900 people in 21 countries. [\[source\]](#)
 - » In 2004, the Indian Ocean mega-earthquake and tsunami was responsible for more than 225,000 deaths in Indonesia, Sri Lanka, India, and Thailand. [\[source\]](#) While the Pacific and Indian Ocean regions are the most affected, all ocean regions are at risk. [\[source\]](#)
 - » Safe locations are usually between 15 and 20 metres above sea level or 2 to 3 km from shore when land is flat. [\[source\]](#)
 - » Tsunami early-warning systems (EWS) use earthquake and tsunami observation networks, which send real-time data to warning centres around the world. When a tsunami threat is detected, national authorities decide whether a tsunami warning and an evacuation order are to be issued to the public. [\[source\]](#)
 - » The UNESCO-led global tsunami warning system is effective in quickly detecting tsunamis. But sounding the alarm is not enough: to save lives, coastal communities must also be trained to respond in the right way. To be recognised as “Tsunami Ready”, a community must develop a tsunami risk reduction plan, designate and map tsunami hazard zones, develop outreach and public education materials, create public-friendly tsunami evacuation maps, and publicly display tsunami information. [\[source\]](#)
- 



No one should be
left behind when a
tsunami strikes.



- Mami Mizutori
Special Representative of the Secretary-General
for Disaster Risk Reduction

Further information

Further information can be found on the [WTAD webpage](#) featuring an explainer video, good practices and key information.

Editable social cards can be downloaded from the Trello board:

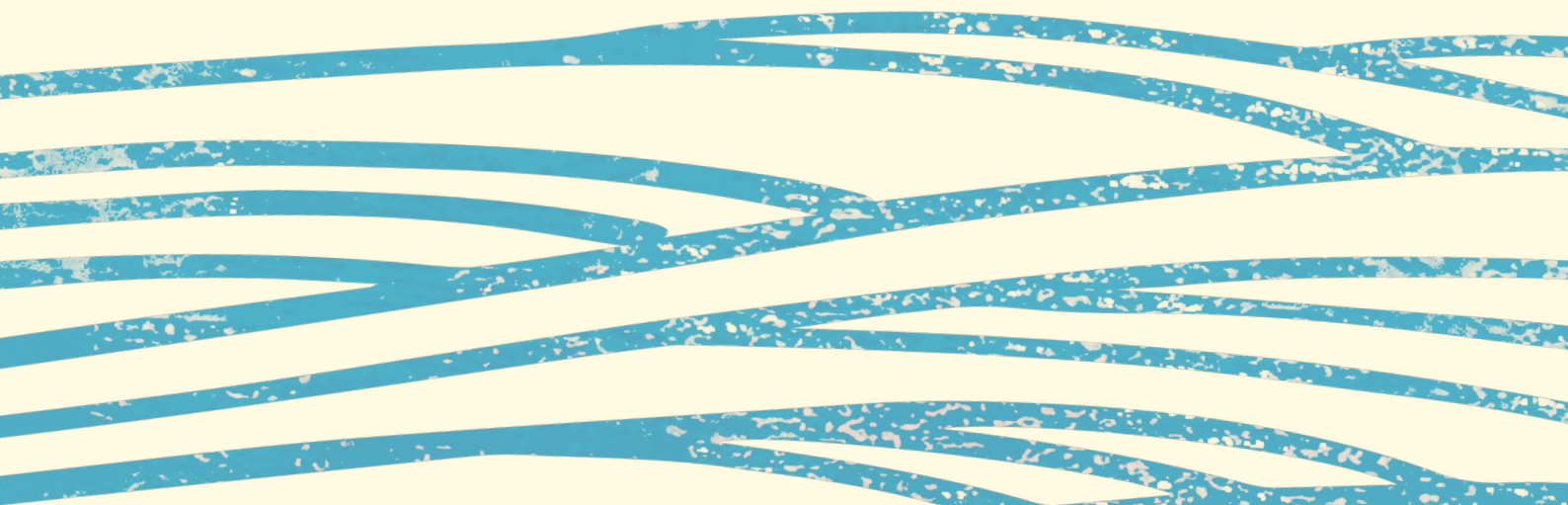
<https://trello.com/b/bqq6OuLG/world-tsunami-awareness-day>

Please use the hashtags **#GetToHighGround** and **#EarlyWarningForAll** so we can amplify our channels.

If you are able to send us photos and video footage of your event, we will include a selection of these in our summary and in videos to mark the day. Send these to us at undrrcomms@undrr.org, using a file transfer service if the files are large.

We look forward to making World Tsunami Awareness Day a successful moment in support of reducing tsunami risk.

Please reach out to us with any questions.



Resources

Customisable social cards to promote your event:

Fact card: [Square template](#), [Landscape template](#)

Event card: [Square template](#), [Landscape template](#)

Solutions story: [Square template](#), [Landscape template](#)

Quote Card: [Square template](#), [Landscape template](#)

Downloadable social card template:

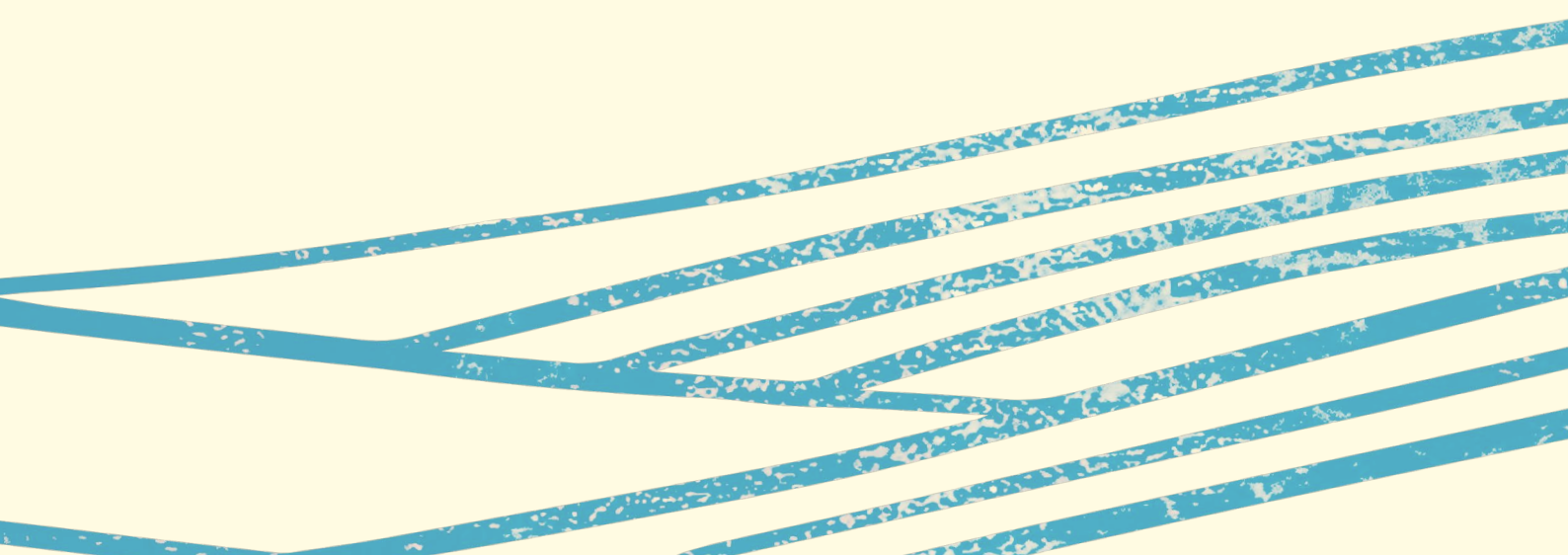
Participants can be invited to share this card, showing that they took part. Instead of issuing a certificate, organisers can edit this [social media template](#), and invite participants to share the card showing that they took part in #GetToHighGround.

Customisable poster to promote your event:

There are a selection of different poster styles to use in [this template](#), all text is editable and can be changed to any language required.

Customisable information pamphlet:

Information on tsunami risk, including a space to to insert your tsunami or coastal-risk evacuation route map. See the [template here](#).



How to use the social media cards

Use these customizable cards to promote **#GetToHighGround** and your events. Post them on your social media channels with a short message and the hashtag **#GetToHighGround**. Choose between square and landscape versions to suit your social media platforms

Event Card (square or landscape)

Use these cards to post details of your event - customize the cards with the name, date, time and place of your event. Post on your social media channels including the website where participants can get details and the hashtag **"#GetToHighGround"**



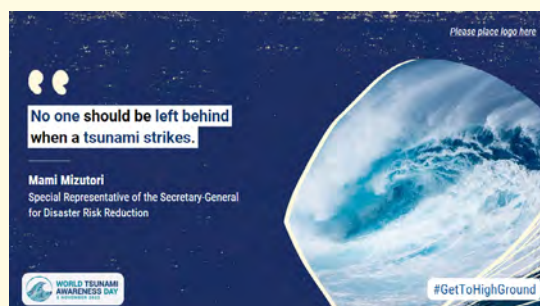
Fact Card (square or landscape)

Use these cards to post general information about tsunamis and how risk can be managed – customize the cards by adding your organisation's logo.



Quote Card (square or landscape)

Use these cards to post quotes about tsunamis and how risk can be managed – customize the cards by adding your organisation's logo and adding new quotes.



Solutions Story Card (square or landscape)

Use these cards to post inspiring accounts of how tsunami risk has been successfully managed – customize the cards by adding your organisation's logo.



Participant Card (Square or landscape)

Invite participants in your **#GetToHighGround** fun run or other event to share these cards via their social media channels – customize the cards by adding your organisation's logo and adapt the text to reflect your event.

