

Date of Submission	25 January 2016
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## **IPL Project Annual Report Form 2015**

**1 January 2015 to 31 December 2015**

1. Project Title

Public Awareness and Education Programme for Landslides Management in Malaysia

2. Main Project Fields

Capacity Building

A. Enhancing Human and Institutional Capacities

B. Collating and Disseminating Information/ Knowledge

3. Name of Project leader

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Affiliation: (office and position) and Contact: (postal address and email)

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Core members of the Project: Names/Affiliations: (4 individuals maximum)

Ir. Zainal Arshad - Principal Assisstant Director, Corporate and Public Relations Division, Slopes

Engineering Branch, PWD Malaysia; [Zainal.jkr@1govuc.gov.my](mailto:Zainal.jkr@1govuc.gov.my)

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4. Objectives: (5 lines maximum)

Provide awareness and education programs to state and local governments;

Provide awareness and education programs to at-risk communities;

Provide awareness and education programs to the general public;

Promote the Client organization and program as the agency on slope management and slope safety.

5. Study Area: (2 lines maximum)

Hilly and Mountainous area; Aborigines community in **Sungai Ruil, Cameron Highlands, Pahang and Kadazandusun Cultural Association, Kundasang, Sabah**

6. Project Duration (1 line maximum)

12 month

**7. Report**

1) Progress in the project: (30 lines maximum)

In year 2015, the first awareness and education campaign was carried out at Sungai Ruil, Cameron Highland, Pahang. This event was conducted by Slope Engineering Branch, Public Works Department Malaysia together with Rotary Club from Kobe, Japan, SlopeWatch an NGO from Bukit Antarabangsa and Department of Aborigines Development, Malaysia. The campaign was held on 18 April 2015 with approximately 250 peoples involved in this program including Orang Asli Sungai Ruil, Cameron Highland District Council Officers and also Fire Department Officers. The aim of this collaboration program is to create awareness regarding slope safety management as they were involved several landslide disaster including a major one that occurred on August 2011. The second activity of this education program was conducted in 30 until 31 May 2015 at Kadazandusun Cultural Association, Kundasang Sabah. Almost 600 individuals came to participate in this event and give positive respond on how to mitigate the effects of landslides and reduce the risk of landslide in order in their villages. Annual advertorials on major newspapers are carried out towards the end of the year during monsoon seasons in Malay, English, Chinese and Tamil languages. By implementing these programs, the local governments together with at-risk communities gain some knowledge on how landslide mitigations can be improved by slope management. It also created awareness of landslide risks and mobilize various stakeholders in the public, private, civil society and community levels into taking proactive measures for mitigation and prevention of landslides. In conclusion, these programs conveyed four main key messages, which are “Learn, Monitor, Maintain and Report”.

2) Planned future activities or Statement of completion of the Project (15 lines maximum)

Awareness and education and training programs has created awareness among the local authorities, some of which have instituted their own slope units and have started requesting further training to enhance their existing knowledge and know-how on slope management. Slope Engineering Branch ultimate goal is to mainstream slope safety so that it impacts all relevant aspects of land use planning and governance. However, this is an ongoing process and as such,

it is important that it continues its program to sustain the momentum that it has started.

3) Beneficiaries of Project for Science, Education and/or Society (15 lines maximum)

Although the main target groups of the program were the communities-at-risk and the general public, there were other target groups consisting of the state and local governments, private slope owners, media, universities and schools.

4) Results: (15 line maximum, e.g. publications)

A series of brochures written in Malay and English was created to convey information on the four key messages of the campaign which is “Learn, Monitor, Maintain and Report”. Designed with bright colours and replete with illustrations and photos, the brochures provided hands-on, action-oriented tips and guides to readers. Another set of publications created were posters written in Malay to post up in public places (‘Learn, Monitor, Maintain, And Report). The mass-media plays an important role in raising the awareness of the public. During the peak months of the monsoon season, when landslides are likely to happen, Slope Engineering Branch publishes a series of advertorial in newspapers in the English, Malay, Mandarin and Tamil languages to renew awareness and provide useful information to readers nationwide in upgrading their surveillance on slopes and signs of landslides.

In addition to the print media, Slope Engineering Branch has used broadcast media to run several seasons of infomercials to raise awareness of slope safety. Two ads were created: one focusing on the signs of landslides and the other one on simple maintenance measures that the layman audience can take. As with the advertorials, the infomercials are run at the end of the year during the monsoon season. Besides that, Slope Engineering Branch also subscribes in YouTube online media by uploading movies related to slope management such as Slope Safety and Maintenance Guidelines for Communities and others.