

24. MINE INFO, MINE RISK EDUCATION and PUBLIC RELATIONS

1. General

All Mine Information and Public Relations activities are to be performed by responsible mine action staff members and organizations, working under ANAMA umbrella, in the following three main components:

- Mine Risk Education
- Mine Information
- Public Relations

2. Mine Risk Education

ANAMA has overall responsibility for Mine Risk Education, but all organizations, operating under ANAMA umbrella, will on demand provide Mine Risk Education training. All Mine Risk Education activities are to be coordinated with ANAMA and reported according to Annex REPORTING PROCESS, which is contained in a separate chapter of these standards.

Mine Risk Education will be given a high priority. Initially, it will concentrate on IDP camps and population living in bordering, frontline and close to them areas, and in liberated areas as well.

The program focus must be equally shared between threat removal and threat avoidance. Therefore equal emphasis should be placed on mine clearance and mine awareness. The goal with the Mine Risk Education Program is to alert the population of the danger and to reduce the number of incidents through a Mine Risk Education Program culturally adapted to Azerbaijan.

ANAMA's Mine/UXO Risk Education activities are based the on the International Guidelines of the United Nations. A fully integrated program cycle will be developed with four steps:

- Feasibility Study
- Needs Assessment
- Program Planning
- Monitoring and Evaluation

Training Modules for Landmine Risk Education will be based on the work of UNICEF.

Mine Risk Education approaches used in the country are:

- Direct approach – using small teams, groups working for ANAMA and its implementing NNGO partners to provide direct interventions;
- Institutional approach – using the existing education and medical institutions;
- Community based approach – using the existing communication structure to establish 'MRE committees' in program targeted communities;
- Mass Media approach – using newspapers, magazines, radio and TV poster advertisement.

Mine Risk Education key points are:

- Ammunitions, mines, UXO and IEDs, which are very hazardous and capable of injuring or killing;

- Mines, UXO and IEDs can even explode at the slightest touch;
- Do not enter into known dangerous areas;
- Leave mines/UXO untouched, mark and report their location;
- Never throw a Mine/UXO or throw anything at a mine/UXO or suspicious object;
- Even if a mine/UXO has not been laid or fired, it does not mean it is safe;
- Do not attempt to move, collect, burn or clear mines/UXOs;
- Be alert for clues of possible danger and stay away;
- Always pay attention to warning clues and mine warning signs.

The Mine Risk Education Curriculum is to be a guideline for conducting Mine Risk Education Training Sessions within or outside ANAMA. Curriculum Development must take into account the audience. Curriculum Development should focus on the following types of audiences:

- Children;
- Teenagers;
- Adults (men and woman);
- National Employees working in a dangerous environment (mine and UXO contaminated or close to them areas);
- International employees working in a dangerous environment or close to them areas.

MRE program intends to integrate Mine Risk Education into curriculum of comprehensive schools of frontline and bordering districts. MRE is aimed at teaching of basic awareness and safety messages, and rules among school children by the teachers and spreading them through children to their parents.. The curriculum is based on close cooperation with national Ministry of Education and intends be adopted countrywide.

3. Mine Information

ANAMA has overall responsibility for Mine Information. All organizations, operating under ANAMA umbrella, will provide information in accordance with these standards in order to maintain the database. ANAMA will in return provide consolidated and individual data/information, when requested by organizations.

ANAMA is to develop the Mine Database, based on the Information Management System for Mine Action (IMSMA), which is the main tool for Planning, Operations, Mine Risk Education and Victim Support. The collection, analysis, management and dissemination of minefield, UXO, battle areas and related information are crucial to effective coordination and strategic use of resources. IMSMA is linked with a Geographic Information System (GIS) to visualize the mine information on topographical maps and aid in locating the area of concern.

All information, concerning Mine Victims, Dangerous areas and other relevant information, should be reported according to Annex REPORTING, which are contained in a separate chapter of these standards.

4. Public Relations (PR)

ANAMA is the focal point for Public Relations. However, all organizations under ANAMA umbrella should use all available resources to spread information about the project. Only authorized statements according with ANAMA official policy are to be used. No political or personal statements are permitted.

The aims of Public Relations is to develop and improve the profile of the ANAMA projects, through national and international media reports, and participation in national and international conferences , and publishing public information on ANAMA website (www.anama.gov.az).

ANAMA defines the Public Relations activities in an annual Public Relations Plan. It will include the preparation of a Press Binder with information about the project and the projected plans. Press Releases will be published to inform about important steps and activities. Suggestions on how to conduct an interview will be prepared by PR officer.

Corporate Identity (CI) will be used as a PR tool to present only one consistent view of ANAMA and the project. This will include a corporate logo.

All Public Relations activities including Press Briefings are to be coordinated with ANAMA.