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*Advocacy toolkit case studies*

# DISASTER RISK REDUCTION IN BANGLADESH

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<b>THEME:</b>	<b>Disaster management</b>
<b>ADVOCACY APPROACHES:</b>	<b>Community mobilisation Government officials: meeting with Using the media</b>

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Lobbying local government to commit resources to disaster risk reduction initiatives can be challenging in Bangladesh. One village in North Bengal was keen that the embankments near their village were reinforced to protect them against annual river flooding. These embankments stretch many miles down the river but are rarely sufficiently strong to protect the villages they surround.

Staff from Tearfund partner Health, Education and Economic Development (HEED) accompanied the village Disaster Management Committee (DMC) in visiting the government water development board to support them in presenting their case. Each time they visited, they were told the board did not have the resources. As a result, HEED and the DMC, knowing that resources generally could be made available for embankment work, mobilised more village members and contacted a journalist from a national newspaper to accompany them to another meeting with the water development board.

The journalist wrote an article for the paper after this visit but the board, not wanting further bad publicity, decided to commit more time and resources to preparing plans for rebuilding the embankment. HEED then linked DMCs across many affected villages down the river and shared information about available funding. This led to more DMCs accessing funding and the government lending greater support to the strengthening of the embankments.