



## ঘূর্ণিঝড় প্রস্তুতি কর্মসূচি (সিপিপি) CYCLONE PREPAREDNESS PROGRAMME (CPP)

A Joint Programme of Government of Bangladesh and Bangladesh Red Crescent Society



Where reaching the last mile is not enough:  
Community volunteers and local languages role in reaching the last meter



*Making the 'last mile' the 'first mile' in early warning and early action*

CPP STRIVES TO MINIMIZE THE LOSS OF LIFE IN CYCLONES AND STORM SURGES BY ENHANCING THE CAPACITY OF COASTAL COMMUNITIES OF BANGLADESH IN DEALING WITH DISASTERS



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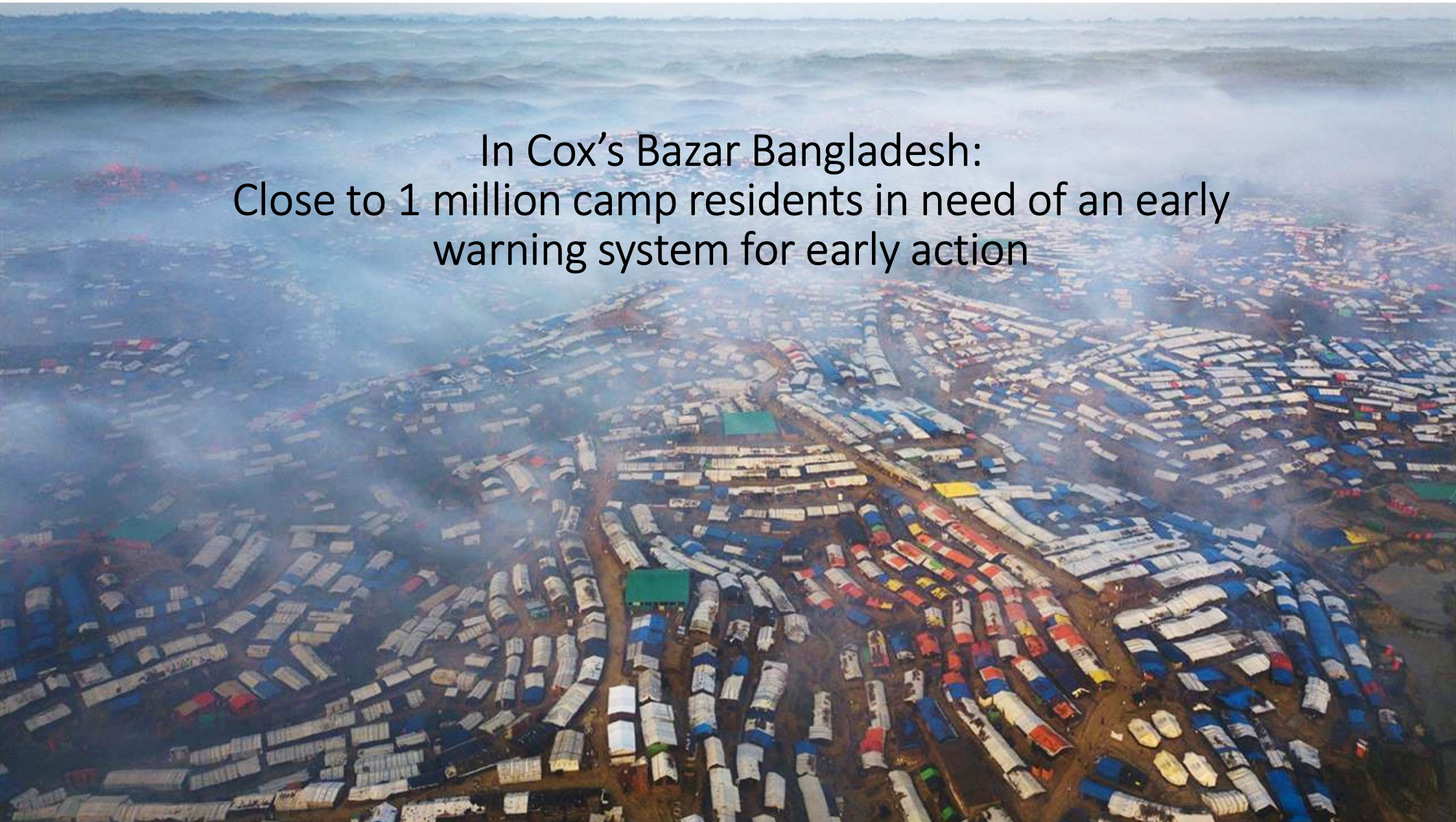


# CPP Operational and Early Warning Structure in Reaching the Last Mile

- In Bangladesh, CPP is a joint programme of Government of Bangladesh and Bangladesh Red Crescent Society (BDRCS) **since 1972**
- Internationally renowned for its cyclone preparedness activities in the **all coastal districts** of Bangladesh
- Proactive than reactive, from the community, achieving soft resilience in partnership
- **Working with local agencies, partners, community organizations to reach the most vulnerable**
- **Modernizing way of communicating**



In Cox's Bazar Bangladesh:  
Close to 1 million camp residents in need of an early  
warning system for early action





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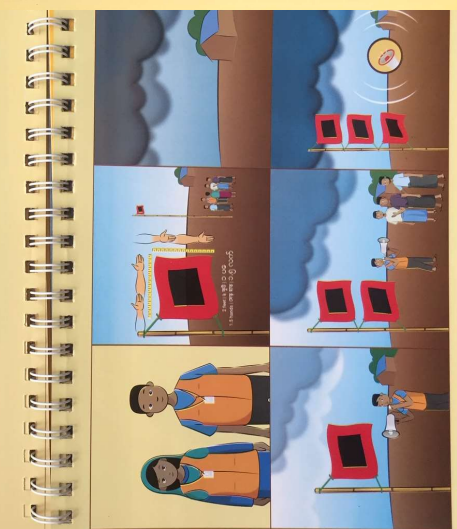
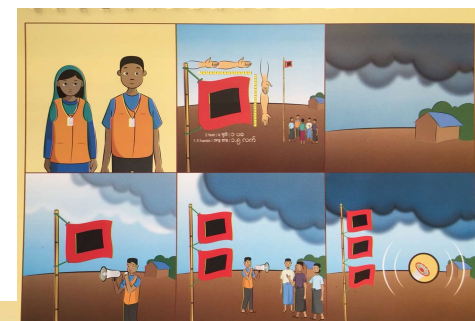
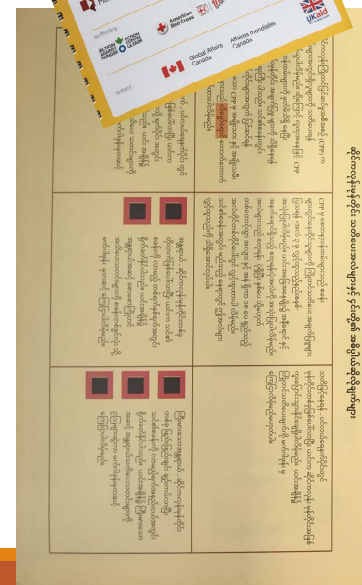
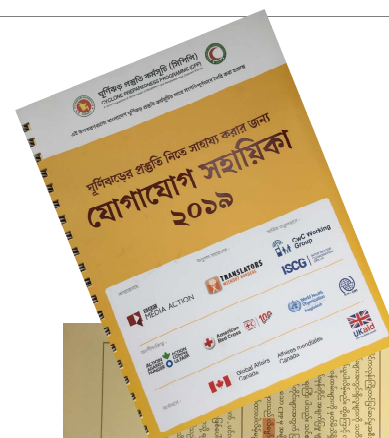
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## Communicators at work: Bridging the Language Challenge

- To ensure 900,000++ **camp residents** and camp volunteers understand the early warning messages developed in line with CPP, camp level field communicators are oriented on the **early warning messages in Rohingya language**
- Language experts engaged to ensure the **camp volunteers understand the training sessions and messages are relevant to the communities in Rohingya language**
- Material developed **to communicate through means that relate and understandable to communities**
- Conducting orientations **on cyclone and early warning system for humanitarian actor in camps to ensure collective impact in saving lives**





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Working in collaboration for collective action by all...



INTER SECTOR  
COORDINATION  
GROUP



TRANSLATORS  
WITHOUT BORDERS



UNHCR  
The UN Refugee Agency



Swiss Red Cross



ACTED  
Agence d'Aide à l'Empreinte Technique et au Développement



American Red Cross



act:onaid

... and many others