

カケアガレ!
KAKE
AGARE!
JAPAN 日本

— Tsunami evacuation drill —

Project Outline

“KAKEAGARE! Japan” Planning Council

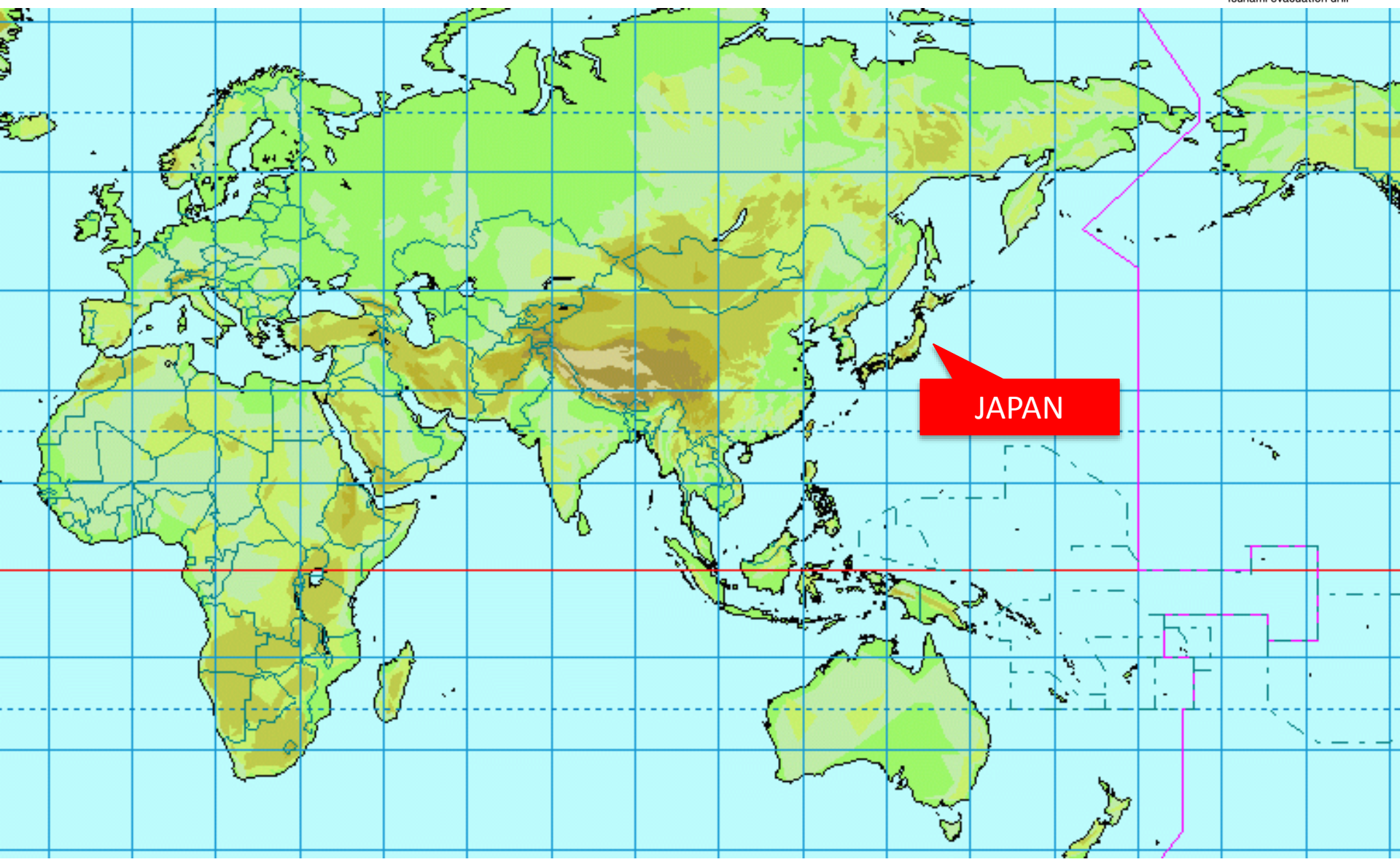
Tohoku University International Research Institute for Disaster Science (IRIDeS), Kahoku Shimpo Publishing Co., Dentsu Inc., Dentsu East Japan Inc.

【Official website】 <http://kakeagare.jp>

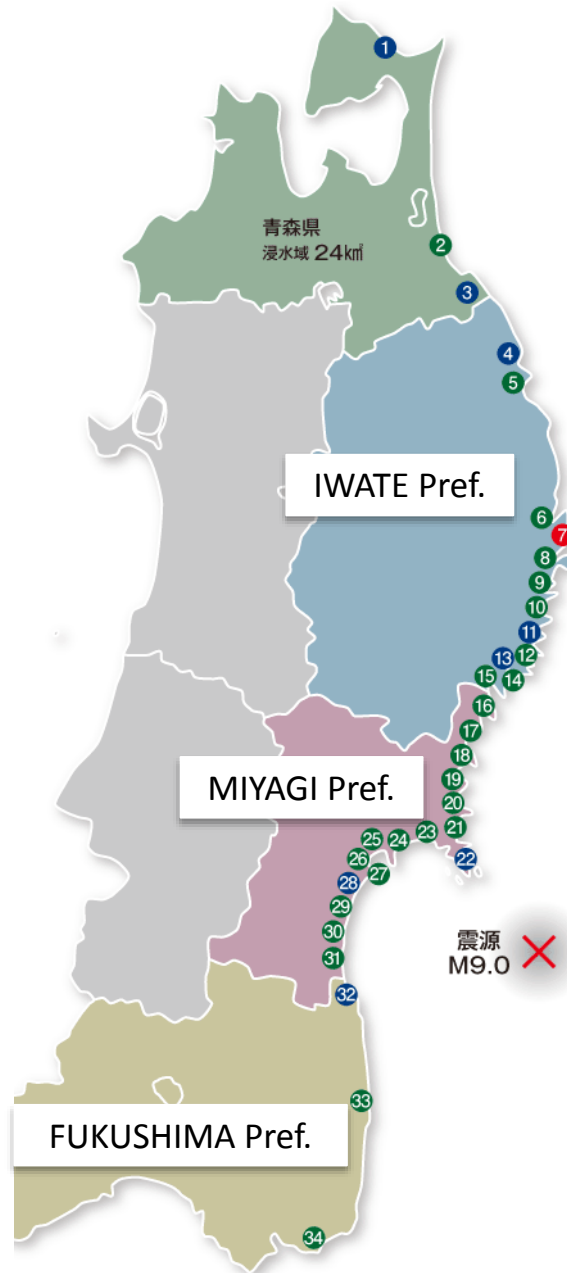
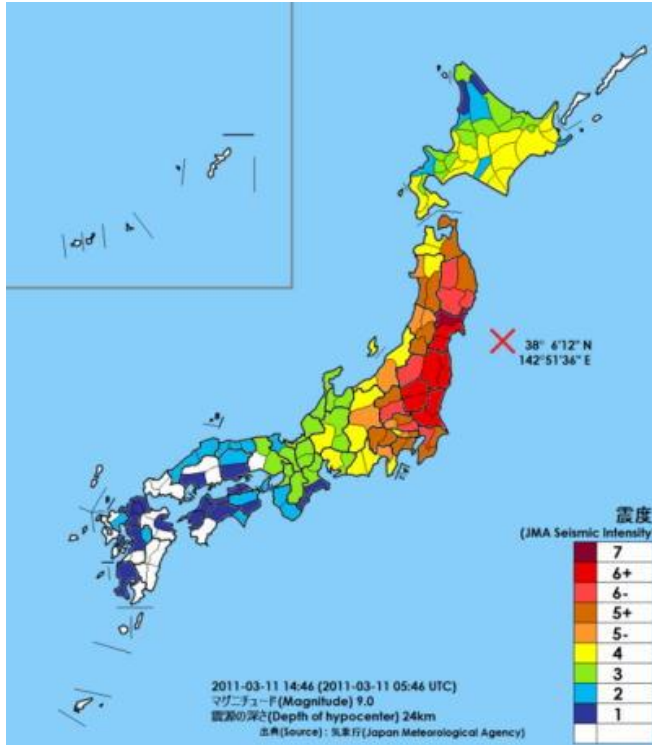
カケアガレ！（KAKEAGARE!）

means

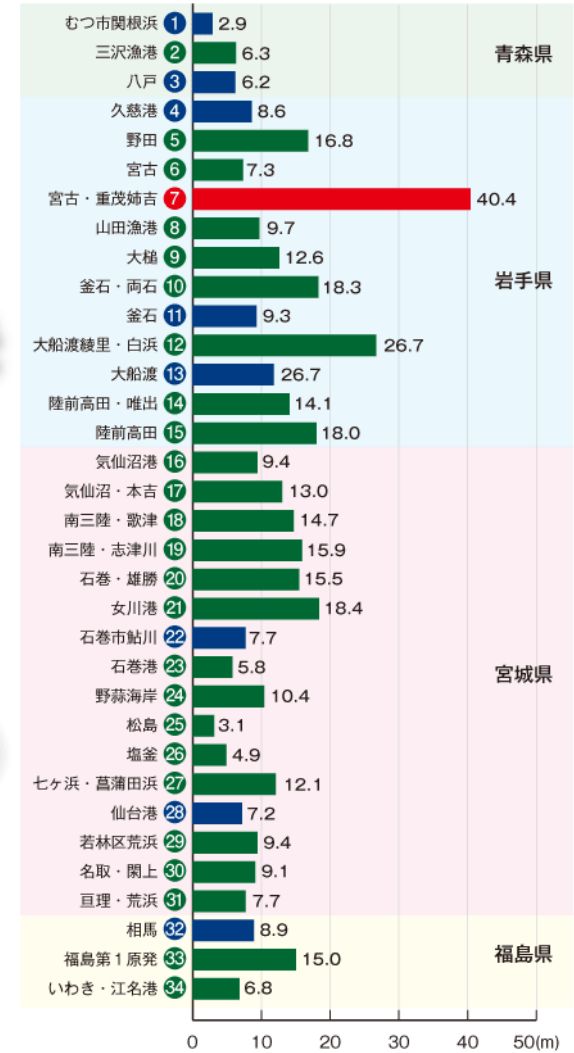
run up! to a higher ground



<TOHOKU>



※ tsunami height



What is KAKEAGARE!

This project was launched in September 2012 in the aftermath of **the Great East Japan Earthquake and tsunami** that caused a tremendous loss of life and property.

The aim of this project is to use the experience and lessons learned from this major disaster to develop a program of tsunami evacuation drills and create “**a culture of evacuation**” that habitualizes the practice of evacuation.

What KAKEAGARE! does

1. Resolution of the issues faced by areas regarding tsunami evacuation (**creating evacuation rules unique to each area**)
2. Development of **an ongoing tsunami evacuation drill program** to be carried out on a regular basis
3. **Promotion and spread of the practice** of tsunami evacuation drill programs for locations around Japan and around the world where major tsunamis are projected

We want to establish “**Tohoku-originated tsunami disaster prevention actions**” through the realization of these aims.

What KAKEAGARE! offers

“Variable Drill Programs” for Tsunami Evacuation (The Development of Drill Programs Suited to Local Characteristics)



What KAKEAGARE! offers

Variable drill programs are being proposed that local residents can freely select and combine to meet the evacuation issues they face due to the characteristics of their area, such as **terrain**, **population**, and **location of residential districts**.

We aim to foster **culture of evacuation**.



Process Leading to the Creation of a Tsunami Evacuation Drill Program

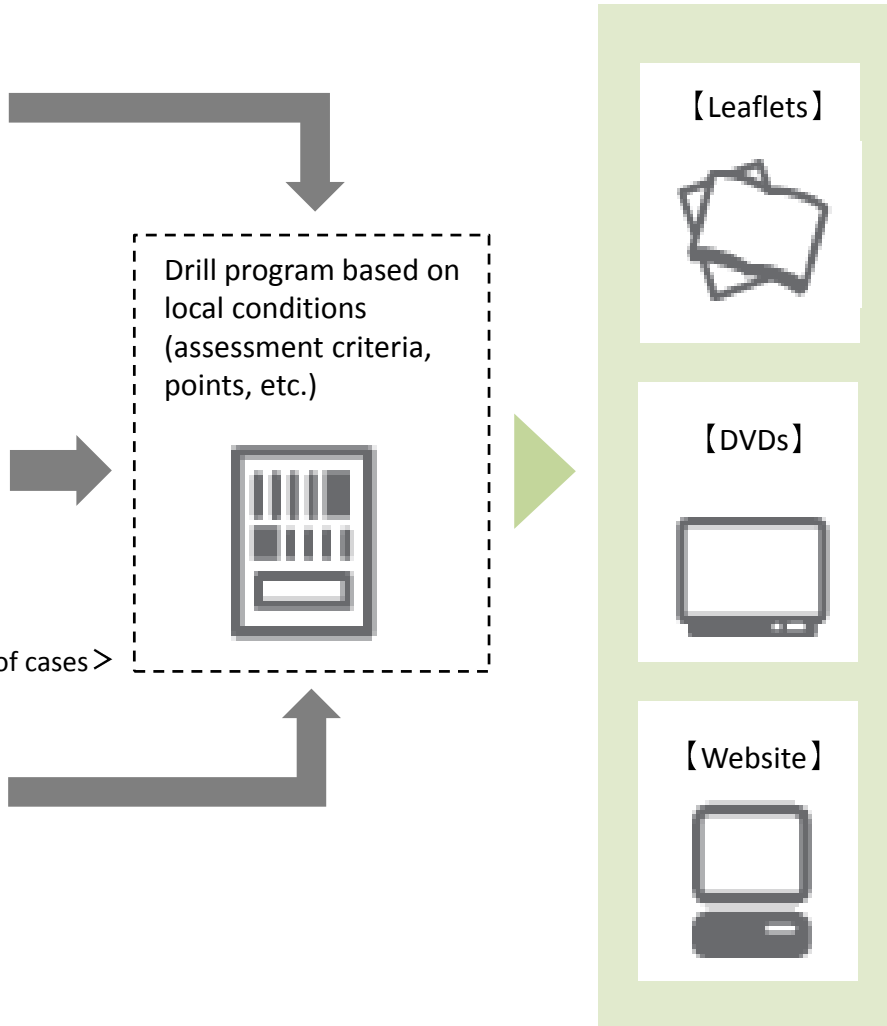
<Tsunami evacuation drills>



<Workshops>



<Collection and observation of cases>



Expansion of program to other parts of Japan and the world (application of results to other areas)

Local governments and communities

Governments, neighborhood community associations, local autonomous disaster prevention organizations, fire brigades, women's fire prevention clubs, NPOs and civic groups, boards of education, elementary and junior high schools, police, fire departments, etc.

Coordination/Support

"Takeagare! Japan" Planning Council

Kahoku Shimpo Publishing Co., Local Newspaper Companies

Local area interaction using newspaper publishing networks, liaison with local governing bodies, civic groups, etc., and coordinator for local companies, NPOs, civic groups, etc.

Tohoku University IRIDEs

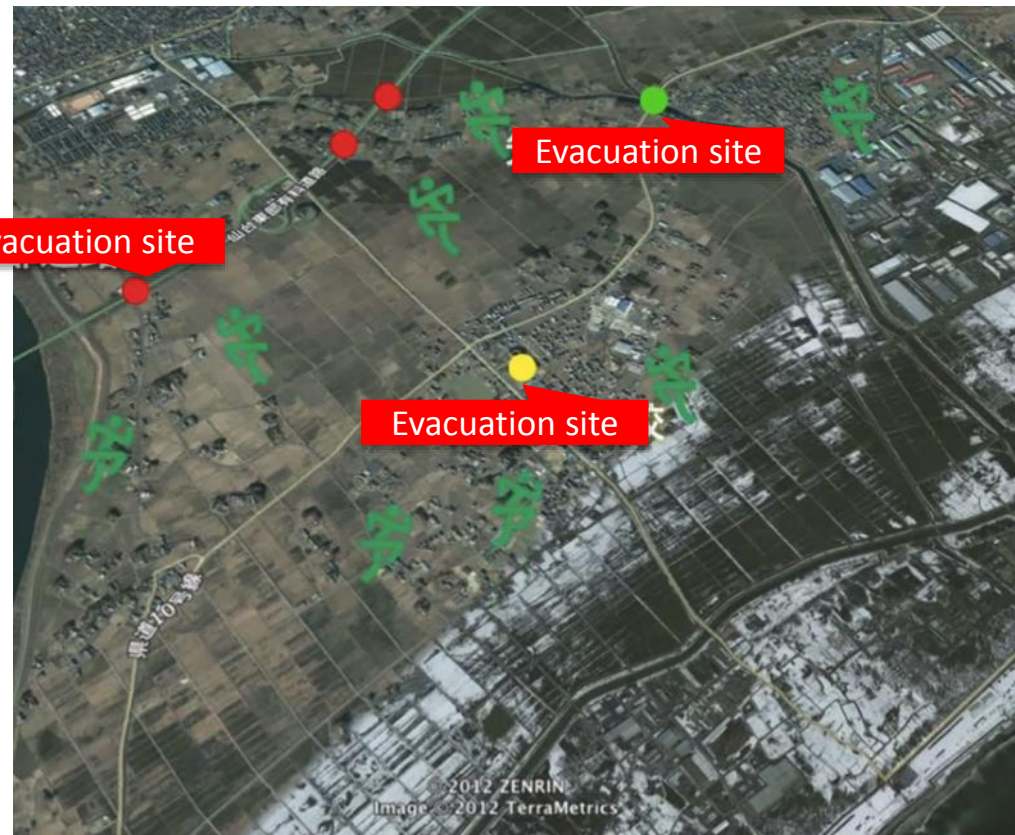
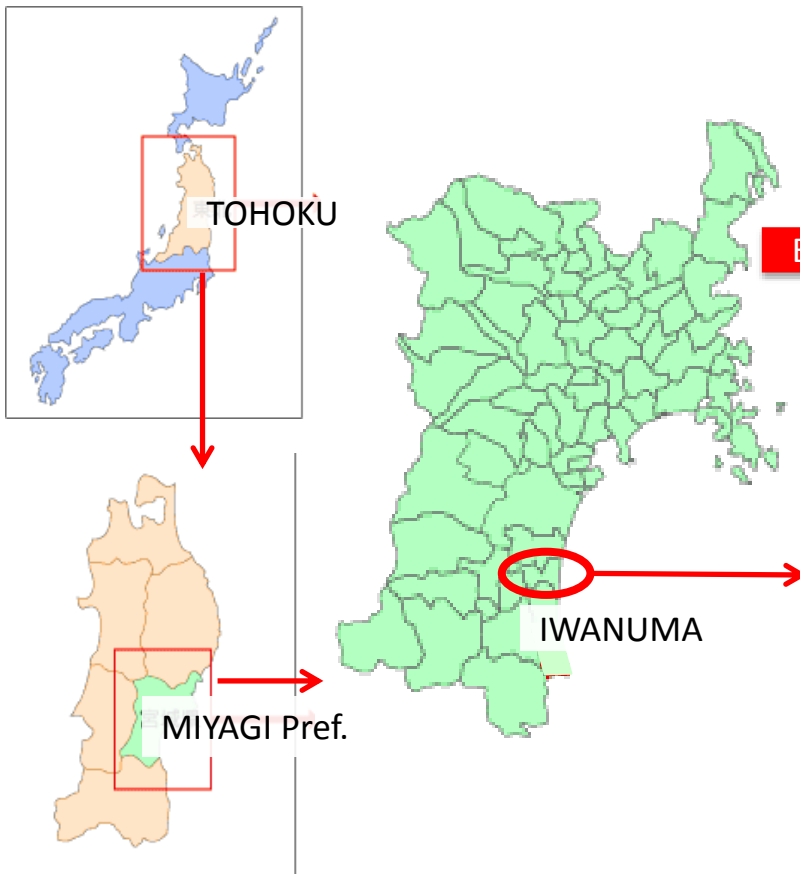
(International Research Institute for Disaster Science)
Provides drill supervision, verification, surveys, advice for plan drafting, etc. based on scientific knowledge.

Dentsu Group

Matching, coordination of companies, NPOs, etc., citizen-participatory content development, advertising, PR materials, etc., utilizing the network of the Dentsu Group.

Coordination

- Located on the Sendai plain, where there is **no high ground** and **no tall buildings** exist.
- The only elevated ground is a **highway**, the Sendai-Tobu Road. This was chosen as the evacuation site, and a drill was carried out to escape up to the roadway using stairs built after the earthquake.

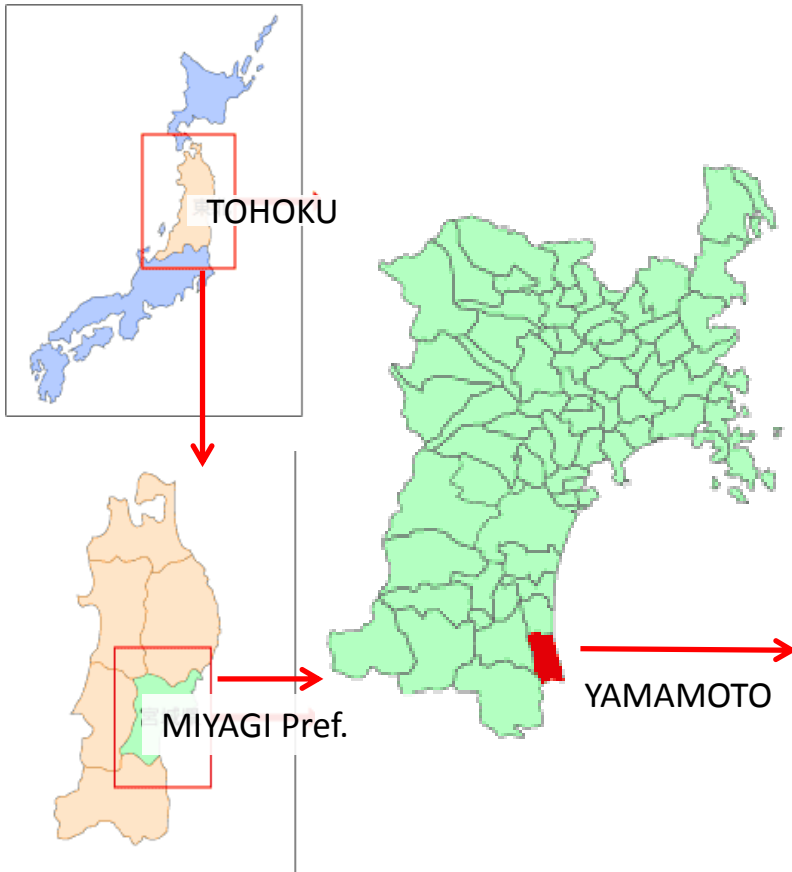


- After the drill was over, a **disaster prevention event** was held at a junior high school gymnasium, and the Self-Defense Forces cooked rice for the public.
- The area rule to “**run up to the highway**” gained widespread attention and was reported by newspapers and TV news programs nationwide.



- No. of participants: 1,450
(approx. 30% of target residents)

- The area is located on the Sendai plain, where there is **no high ground** and **no tall buildings** exist, requiring evacuation **over a distance of several kilometers**.
- A drill based on evacuation **by car** was carried out. (Those involved in recovery and reconstruction work also participated.)

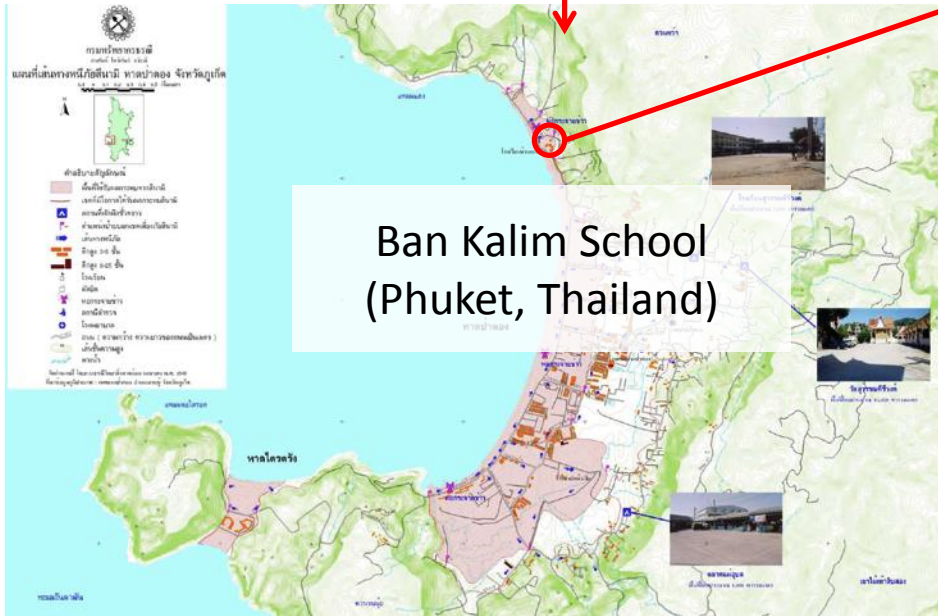


- After the drill was over, a **disaster prevention event** was held at a junior high school gymnasium, and a civic group exhibited a disaster prevention booth.
- The local **“car evacuation”** rule gained widespread attention and was reported in newspapers and on TV nationwide.



■ No. of participants: approx. 3,000 (600 cars)

アガレ!
カケ KAKE AGARE!
THAILAND
— Tsunami evacuation drill —



In Japan (Disaster area)

Reconstruction Agency's "New Tohoku" model project (since 2013)

Tsunami evacuation drills, etc., carried out in disaster-hit districts and areas in Miyagi, Iwate and Fukushima prefectures.

In Japan (Non-disaster area)

Tsunami evacuation drill in Kushiro, Hokkaido (June 23)

In conjunction with Kahoku Shimpo's traveling workshop "Musubi Juku" a tsunami evacuation drill was held in the city of Kushiro, a joint project by Kahoku Shimpo and Hokkaido Shimbun.

Tsunami evacuation drill in Hamanaka, Hokkaido/ Miyazaki prefecture/ etc.

Overseas

Tsunami evacuation drill in Phuket, Thailand (June 18)

Ten years after the 2004 Indian Ocean earthquake, disaster prevention classes and a tsunami evacuation drill were held in Phuket, Thailand.

“KAKEAGARE! JAPAN” provides various drill programs, that can be “selected and combined” by local governments and communities according to local characteristics.

- Training topics related to tsunami evacuation were determined based on **interviews with people** in the local governments of all affected coastal areas in Miyagi prefecture. They are also based on the Miyagi prefectural draft guidelines for tsunami measures, the **Kahoku Shimpo's traveling workshop** “Musubi Juku,” etc.
- The development and evaluation of the drill program is to be carried out for each training topic through **tsunami evacuation drills, workshops,** etc.

Topic A. By Evacuee/Method/Location/Time

1. Persons needing assistance to evacuate

2. Students/children (on way to/from school)

3. Tourists, foreigners, etc.

4. Persons with pets

5. Company/business site (BCP)

6. Isolated community (remote island, etc.)

Topic A. By Evacuee/Method/Location/Time

7. By Car

8. By Other vehicle (wagon, cart, etc.)

9. Tsunami evacuation tower, etc.

10. High ground substitute (highway, etc.)

11. Nighttime drill, etc.

12. Evacuation with snow on ground, etc.

Topic B. Methods to Encourage Participation: Events

13. Create festival—incorporate into regular area event

14. Create school event—strengthen ties between school and community

15. Create entertainment—Make into fun event or game

Topic C. Methods to Encourage Participation: Community Training

16. Raise awareness of evacuation—hand down from generation to generation

17. Raise awareness of evacuation—traveling workshop

18. Adapting to the “unforeseen”—in-situ evacuation drill

19. Train people—community disaster prevention leaders

20. Train people—evacuees to take initiative

Topic D. Information Transmission and Collection

21. Transmit information—training to reach out to people

22. Gather information—training through disaster prevention apps

Topic E. Evacuation Site

23. Evacuation center—training to set up a center and receive evacuees

24. Check on safety—evacuee list (use of media)

25. Check on safety—Disaster message board, etc.

Topic F. Checklist

26. for drill organizers

27. for drill participants

Training Topics in Tsunami Evacuation

Topic A. By Evacuee/Method/Location/Time

1. Persons needing assistance to evacuate
2. Students/children (on way to/from school)
3. Tourists, foreigners, etc.
4. Persons with pets
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7. By Car
8. By Other vehicle (wagon, cart, etc.)
9. Tsunami evacuation tower, etc.
10. High ground substitute (highway, etc.)
11. Nighttime drill, etc.
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27. for drill participants

「カケアガレ!日本」は、東日本大震災の被災地・東北発の新しい津波避難プロジェクトです。



新着情報

2014.03.16

「避難

2014.02.16

「津波

2013.12.11

「カケアガレ!日本」の取組みが、河北新報に掲載されました。

2013.11.17

宮城県気仙沼市で「避難行動要支援者」をテーマにした座談会を実施しました。

2013.10.4

「カケアガレ!日本」がH25年度復興庁「新しい東北」先導モデル事業に採択されました。

2013.8.31

宮城県山元町で「車避難」をテーマにした総合防災訓練を実施しました。

Please contact us!

<http://kakeagare.jp>

Case02「宮城県山元町」の場合

2013年8月31日、宮城県山元町で行われた様子を、動画で見ることができます。



「宮城県気仙沼市」の場合

宮城県気仙沼市で行われた様子を、動画で見

