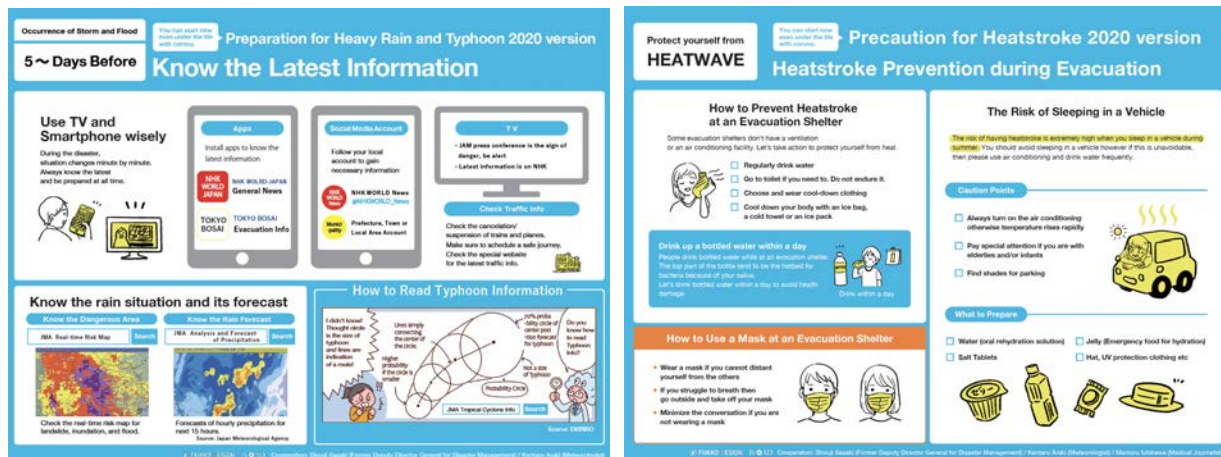


TBWA\HAKUHODO RELEASES HANDBOOKS FOR NATURAL DISASTERS PREPAREDNESS DURING COVID-19 ERA PROMOTING AN EASY UNDERSTANDING OF HEAVY RAIN, TYPHOON AND HEATWAVES PREPARATION



In the year of 2020, not only the world is going through hardship with unseen global pandemic but also heavy consequences of global warming. Japan was one of the heavy affected, and it saw record breaking downpours of rain and super typhoons in late June to July hitting the southern part of Japan, followed by searing heat in July and August throughout the country.

Especially during the strange time of COVID-19, the correct understanding and preparedness of the natural disasters has never been more important, because people not only have to prepare and evacuate properly when affected but also consider pandemic preventive measures to prevent infection.

To ease people's frustration and confusion from continuous natural disasters and constantly increasing positive cases of COVID-19 but lack of guidance on preparedness for both situations, TBWA\HAKUHODO has formed a team with its members, Shoji Sasaki, a former Deputy Chief of the Cabinet Secretariat of Cabinet Office Japan Disaster Management and Tetsuya Myojo, an executive of Japan Voluntary Organization Active in Disaster and conducted interviews with experts on weather and medical services to publish series of Disaster Preparedness Handbooks. It is as a part of "TH for Good", its unique initiative to drive social good launched in 2020 - the creative agency has been actively supporting its members who are voluntarily initiating actions for solving environmental, social issues.

The handbooks with detailed illustrations are not only easy to understand, but also easy to follow for people to put them into practice immediately. Originally designed in Japanese, the publishing of English version is in the hope that it will be useful to the foreigners living in Japan but do not understand Japanese, noticing there is not enough information provided in English for the emergency situation in the pandemic era.

As there is no single measure that can always be said to be correct in all cases, the preventive and evacuation measures must be selected taking various circumstances into account - however, the handbooks include a compiled list of points to focus on when selecting countermeasures. With "TH for Good" in mind, TBWA\HAKUHODO is hoping the release of this informative handbook can help protect the lives and health of as many people as possible in Japan and in the world.

[Comment from Mitsuyoshi Kimura, Project leader]

Soon after the release of "Heavy Rain & Typhoon Preparedness 2020" (Japanese) in June, there was a torrential downpour in July 2020 in Japan, which record was historic and unexpectedly resulted in a large number of casualties. The handbook was made use of by a number of people. I am very happy if this information has been able to help people in any way. While listening to the voices of many people, we felt the potential and importance of combining correct information from the government, digesting it into easy-to-understand images. This led us to the idea of creating a countermeasure against heat stroke in the wake of the corona crisis which is currently a major issue around the world due to global warming. With the help of Mr. Sasaki, a former Deputy Chief Cabinet Secretary for Disaster Prevention, Mr. Myojo of JVOAD, a voluntary network that coordinates disaster relief, and experts in weather and medical services, I, along with designers and copywriters from TBWA\HAKUHODO, worked on this project. We are sincerely hoping these images will help you take some action and save your and your loved ones' lives.

- END -

• **Preparation for Heavy Rain and Typhoon 2020**

http://www.tbwahakuhodo.co.jp/uploads/2020/09/200917_1_heav_rain_and_typhoon_2020.pdf

• **Precaution for Heat Stroke 2020**

http://www.tbwahakuhodo.co.jp/uploads/2020/09/200917_2_heatstroke_2020.pdf

Project members

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About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients – solutions that cause change and have the power to get noticed.

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About FUKKO DESIGN

FUKKO DESIGN operates under the philosophy of "bringing together the power of the private sector to create a new way of recovery." Fukko, meaning "revival" in Japanese, FUKKO DESIGN strives to bring real action to help the revival and reconstruction of the society from disasters. It builds network with the public sectors, private companies, and the media to create a system to support people immediately in case of an emergency, and also acts as an organization that provides total design support for the dissemination of information about the affected areas in the event of an emergency, the region's attractions at the time of recovery, and support for corporate matching.

<https://fukko-design.jp/>

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