

## DISASTER PREVENTION MASCOTS' SUMMIT; WOULD MASCOTS CREATE DISASTER RISK REDUCTION CULTURE?

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特定非営利活動法人 地域防災推進機構  
Non-profit Organization for Action-oriented Disaster Risk Reduction

### Abstract

It is difficult, but necessary, to educate children or families to prepare for disasters that may not ever occur in their lifetimes. The Non-Profit Organization for Action-oriented Disaster Risk Reduction (NOA-DRR) was established in 2020 aiming to enrich the knowledge of members of the society so that they can take appropriate action when disaster strikes and are prepared for disaster risk reduction

Using mascots/ characters has a long history of mitigating disasters. Monsters or Yokais (supernatural entities in Japanese folklore) are often symbols of risks that may occur in specific places to keep children away from risks of disasters/dangers. Kappa (to avoid water accidents near rivers), Namazu (catfish, considered to be a symbol of earthquakes), and Amabie (a prophet who used apotropaic magic) are still used on various occasions alongside new characters from modern animations.

Mascots/ characters are often used for children to be familiarized with specific issues.. In the last few decades, mascot designs have evolved to appeal even to adults. Several mascots are used for disaster risk reduction education. The experiences and activities of mascots will be shared in this session besides exchanging hints and tips for further risk-mitigation activities. We will also invite commentator to discuss the effects of these mascots on children's emotions and social interactions.

Expected mascots to be discussed: Triple Wings the DR3 Superheroes (NOA-DRR), Bosai the Rhino (Tokyo Metropolitan Gov.), Jishinman etc. (Kochi Prefecture), Sparky (the USA/ explained by Yuko HASEGAWA), "IZA! KAERU CARAVAN" (explained by Hirokazu Nagata).

*Keywords: Children's Education; Disaster Prevention Culture; animation;*



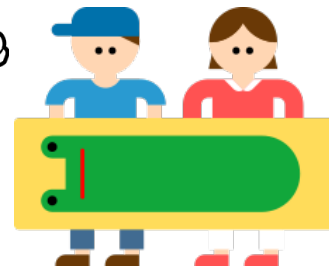
Amabie\*



Triple Wings the DR3 Superheroes



Sparky\*\*



IZA! KAERU CARAVAN\*\*\*

\* 『肥後国海中の怪(アマビエの図)』 (京都大学附属図書館所蔵) Photograph courtesy of the Main Library, Kyoto University – Amabie

\*\* <https://www.sparky.org/> \*\*\* <http://kaeru-caravan.jp/en.html>