

# A STUDY TOWARD COMMUNITY INVOLVEMENT IN LOCAL FLOOD RISK REDUCTION ACTIVITIES: CASE STUDY FLOOD SITUATION IN 2011, THAILAND

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The importance of public participation in disaster management has been stated as a current issue in comprehensive disaster risk reduction and become more of an issue in society since difficulties in the response and recovery provided by government and authorities have been occurring. This research describes how community members are able to participate in current disaster management policy in Thailand at the municipal level. This research applies concepts in relevance to resilience in terms managerial approach, disaster resilience, concepts of risk acceptability are discussed. Theory of Planned Behavior (TPB) and risk acceptability is the linkage between factors that relates to personal decision to examine intention to taking flood risk reduction activities. These three aspects had mentioned in this research are (1) social pressure (effect from other people, reliability of information, and leadership of service provider) (2) self-estimation (experience, interest toward risk reduction, understanding toward flood risk), and (3) attitude toward risk (characteristic of flood risks, expectation on damage, fear and anxiety toward risk)

There are some efforts among the community and municipality in disaster risk reduction activities during normal times and during flood incident. However, local people do not immediately respond when the flood occurs. They tend to respond when they are likely to be confronting the flood situation. Effects in relevance to flood situation, sense of insecurity and other actions from people influence them to respond. This is similar to intention to take preparation in normal period. However, experience and understanding towards the situation, and the anxiety of the respondent towards flood disaster that motivates them decide to take flood preparation and participate in Community-Based Disaster Risk Reduction (CBDRR). While aspects that are relevant to leadership and reliability of the service provider did not significantly affect the decision to take flood preparation during normal periods. Thus, to increase the capability of flood disaster risk reduction, not only practicing or strengthening public relations and persuading community members to collaborate with the municipality, but changing local attitudes towards flood preparation is necessary in order to increase local capability under the concept of disaster resilience.