



## **A PILOT STUDY: INTEGRATING PUBLIC OPINION INTO THE DISASTER RISK REDUCTION POLICIES WITH SPECIAL REFERENCE TO FLOODS IN OLUVIL IN AMPARA DISTRICT**

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### **Abstract**

The present pilot study aimed to investigate the public opinions, which could influence flood disaster risk reduction policies and make recommendations to incorporate them into the phases of flood management policies. This Survey employed the structured questionnaire as a tool for data collection. Specifically, this study explored the interactive relationships among contextual flood risks and perceived flood risks with the effects of social-demographic variables. In the light of above analysis, it is possible to conclude that flood risks are the higher level threat to Oluvil village compared to other natural disasters. The demographic variables such as age and gender, which characterize the vulnerability of people to floods, awareness regarding floods and prioritizing flood damages, are important for DRR policy and flood control measures. To communicate flood early warning, the loud speakers in mosque is considered as an effective mean in the study area. The importance of television and radio are in decline in disseminating the warning regarding flood threat, which are being replaced by mobile phones. Local communities are in medium level preparedness indicating the need for improving preparedness. Females have more concern for flood threats than males requiring additional flood control measures. It is suggested that proper drainage facilities, disposal of wastes, protection of water points, building evacuation roads and building community shelter are main structural activities for reducing flood hazards, which can be implemented by the local government in Oluvil which can be complemented by policy measures. The findings of this study provide certain insights for policy measures for flood DRR, which can be further, studied for integration into local government policies.

**Keywords:** Community, Flood hazards, Gender, Local government, Vulnerability.

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