

# Let's tell children about disaster prevention using Kesennuma City Mascot, Hoya Boya, the Ocean Boy!

Kesennuma High School

## Our Goals

### **Increasing Children's Disaster Preparedness Knowledge.**

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Able to act when the time comes.

We want to ensure that, in the face of future threats from earthquakes and tsunamis.

## Action Plan

### **Make a picture story show about disaster prevention. We can communicate with children easily!**

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We aim to develop simple and engaging educational materials that are not overwhelming for young children.

How can we make it more understandable?

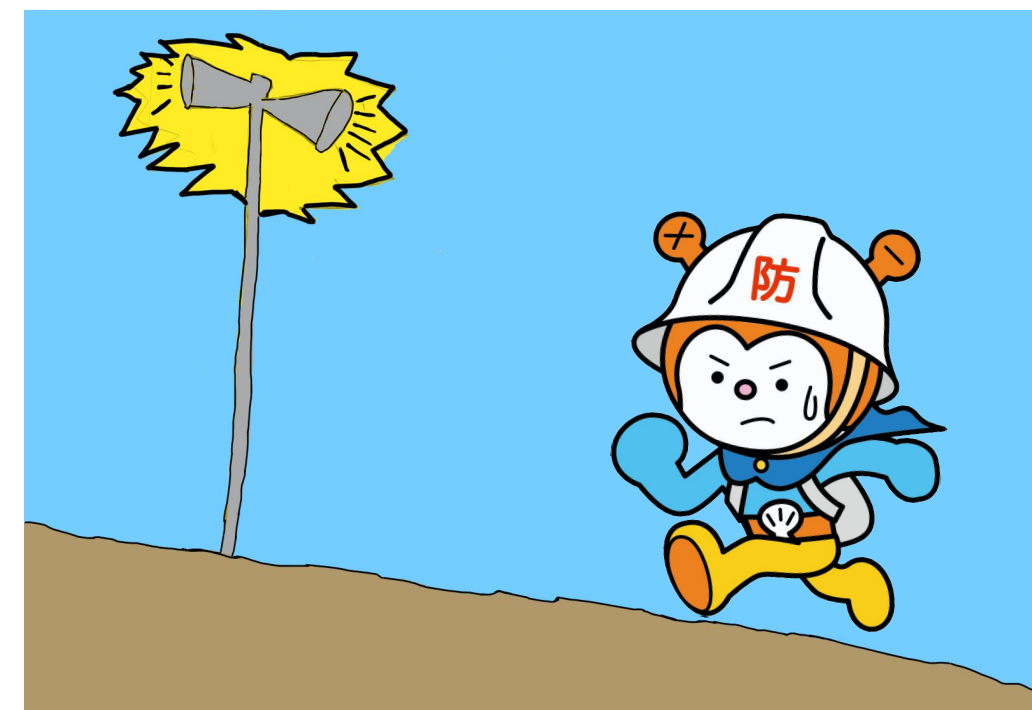
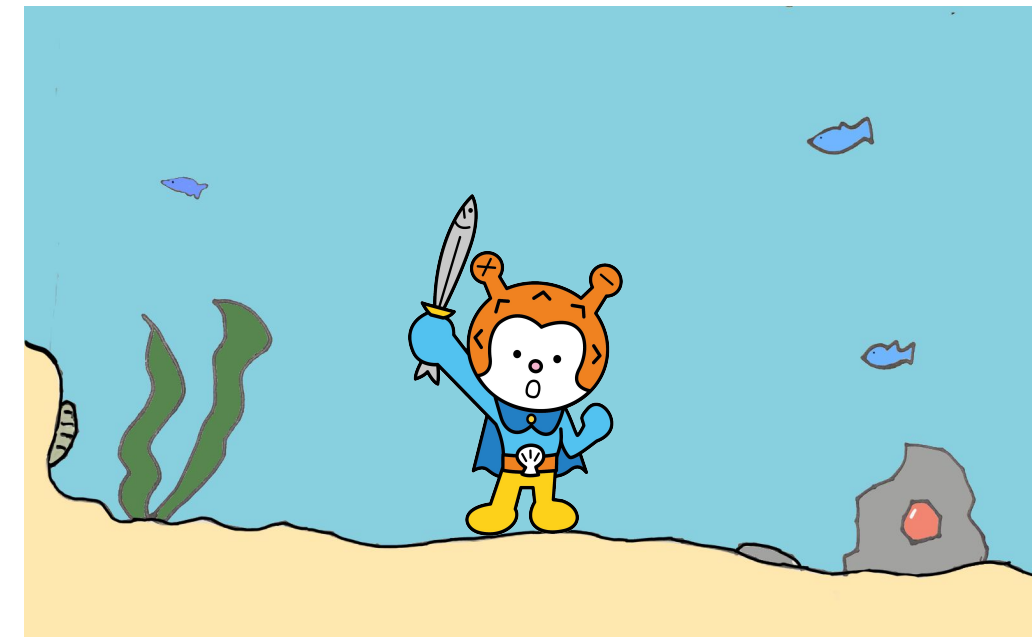
### **Use local characters for familiarity**

It will also help **increase** the popularity of local characters.

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Using our local character Hoya Boya will also raise the profile of the character.

To make people familiar with and more interested in disaster prevention.

Leads to increased visibility of the character.



Kesennuma City Mascot, Hoya Boya the Ocean Boy

We want children to be able to protect their own lives by themselves.

Everyone's ability to help themselves will lead to mutual aid.