

# VIETNAM

How the people of Vietnam live with climate change and what communication can do

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# CLIMATE CHANGE IS ABOUT PEOPLE

How do people in Vietnam live with climate change now? How will its impacts shape their future, and how will they, in turn, shape their environment? What are the most effective ways to support people to adapt to climate change, and how best can the media, governments, organisations and businesses communicate with them?

These are the questions behind Climate Asia, the world's largest study of people's everyday experience of climate change. The project surveyed 33,500 people across seven Asian countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. In Vietnam, this included a nationally representative survey of 3,486 households, 16 focus groups with men and women from different social backgrounds across six locations in the country and an evaluation of current and past communication on these subjects. In addition, a workshop with experts and opinion-formers from media, business and civil society was held in Hanoi and practitioners and media experts were interviewed.

Using both quantitative and qualitative research, we have built a nationally representative picture of how different groups of people in Vietnam live and deal with change. This includes their values, livelihoods, use of food, water and energy, family life, worries, what they watch and listen to, whom they trust the most, what they hope for in the future, and the environmental changes they have noticed or deal with already.

The research was conducted from April 2012 to August 2012. More details on the research methodology and sampling followed can be found in the Appendix and at [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia).

## PEOPLE'S PERCEPTIONS MATTER

Understanding people's perceptions is crucial in order to craft communication that motivates people to take action to improve their lives. An individual's perception at any given time – for instance of changes in climate or the availability of water in an area – may differ from official records. Climate Asia research focused on people's perception of changes in climate, how these changes affect their lives and what they are doing to respond to them. Perceptions are shaped by a range of factors including exposure to media, communication with peers, personal beliefs and values and education levels.



## ABOUT BBC MEDIA ACTION

BBC Media Action, the international development organisation of the British Broadcasting Corporation (BBC), uses the power of media and communication to support people to shape their own lives. Working with broadcasters, governments, other organisations and donors, we provide information and stimulate positive change in the areas of governance, health, resilience and humanitarian response. This broad reach helps us to inform, connect and empower people around the world. We are independent from the BBC, but share the BBC's fundamental values and have partnerships with the BBC World Service and local and national broadcasters that reach millions of people.

## HOW CLIMATE ASIA CAN HELP

Climate Asia, a BBC Media Action project, is the largest-ever quantitative and qualitative research study into public understanding of climate change in Asia. Funded by the UK Department for International Development (DFID), Climate Asia interviewed over 33,500 people across seven countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. The resulting comprehensive data set paints a vivid picture of how people live with climate change now.

This report is one of many tools created from this unique data, all designed to help the planning and implementation of communication and other programmes to support people to adapt to the changes they face. They are available on the fully searchable and public Climate Asia data portal, [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia), and include a climate communication guide, information on Climate Asia's research methods and the tools used to conduct research, including the survey questionnaire. Since all of Climate Asia's data and tools are designed for the widest possible use, this report and data portal details are freely available to anyone who might be interested.



# WHAT'S THE STORY?

Across Vietnam, people are noticing changes in their climate, such as temperatures rising and becoming more extreme and patterns of rainfall changing and becoming less predictable. On the Central Coast and in the Red River Delta people have noticed an increase in the intensity of extreme weather events. People are very aware of climate change and many understand what it means. However, some, particularly in urban areas, don't think it affects them.

Changes in climate, environment and resource availability are having an impact on some people's lives already. People who have noticed greater changes feel that they are affecting their ability to earn a living. For instance, farmers describe new difficulties in planting and harvesting crops, while people in cities describe less direct changes in their day-to-day lives, such as an increase in power cuts and concerns about health. People are also worried about the impacts of these changes on their future. These changes are taking place against a backdrop of improvement in life and living standards for most people.

Many people are already taking action in their daily lives to respond to the changes they notice and anticipate – listening to weather reports, diversifying crops or using energy more efficiently. But some people who feel impact struggle to act – these people are more likely to be poor and are often isolated. Others are simply unaware and unaffected by change.

## WHAT THIS MEANS FOR COMMUNICATION

The Vietnamese government, civil society and media have been relatively successful in communicating on issues of climate and development. As a result, people's awareness of climate change is high. Communication is already helping people take action to respond to the impacts they feel. However, there are opportunities to reach more people with information about responses to changes in climate that are tailored to their circumstances and needs.

This report identifies reasons why people are acting and shows how communication is aiding response. It also suggests next steps for using communication to meet the needs of specific groups including farmers, urban youth and people who live on the Central Coast.



## HOW TO USE THIS REPORT

This report presents findings from Vietnam. It seeks to build a picture of how people live their lives and deal with change, in order to understand their communication needs and help them respond to changes and variations in climate.

The first section highlights how development has improved people's lives but has come hand-in-hand with new concerns about the environment, health and changes in climate. Section 2 contains statistics on people's perceptions of changes in climate, including temperature, rainfall and extreme weather events as well as their knowledge and understanding of climate change.

This is followed by more detailed information on the impacts people feel as a result of the changes they've noticed and explains how people are responding to change (section 3). Section 4 then examines factors that enable and constrain response – including the impact people perceive, how informed they feel and the extent to which they are engaged in their community. It also highlights how different actors can use these insights to craft communication that supports people to respond to changes in climate.

Section 5 details existing attempts to communicate climate change in Vietnam, noting where these have been successful. It highlights opportunities for improvement by focusing on people's preferences for particular types of information, the formats in which it is presented and channels of delivery. Section 6 contains new statistics on Vietnamese people's use of different media.

Sections 7 and 8 provide guidance for stakeholders looking to communicate with Vietnamese people. Analysis of Climate Asia data allowed researchers to segment the people surveyed into groups. These segments help us to understand people's needs, as well as to identify communication opportunities to enable effective action. Section 8 also identifies three priority audiences: farmers, urban youth and residents of the Central Coast area. The specific communication needs of these audiences are then highlighted by using the segments and other Climate Asia data. The report concludes by highlighting how you, the reader, can use the information, insight and tools generated by the Climate Asia project to communicate with your own target audience.



# CONTENTS

	08
Development	
	013
Context	
Climate change	
	019
The impact of change	
Dak Lak: real impacts on rural areas	
Ho Chi Minh: urban residents notice gradual change	
Responses to change	
	031
Impact	
Information and communication	
Community	
Quang Tri, Central Coast: feeling more impact	
	037
Which groups does communication on climate change reach?	
What people want	
Trust in sources of information	
How media and communication can enable action	



045

Key statistics on media use

TV

Mobile phones

Radio

Newspapers

The internet

048

Surviving (10%): Finding it too hard to take action

Struggling (9%): Trying to take action but finding it very difficult

Adapting (24%): Acting and wanting to do more

Willing (24%): Worrying about tomorrow

Unaffected (33%): Believe there is no need to do anything

061

Farmers

Urban youth

Residents of the Central Coast area

070

Sharing findings and tools

Building on data

071

Qualitative research

Quantitative research

074



# LIFE IN VIETNAM

This section briefly outlines how people in Vietnam live their lives, focusing on recent patterns of development as well as their concerns and values.

## DEVELOPMENT

Vietnam has undergone rapid development since the 1980s and now ranks as a lower middle-income country with annual per capita income of over \$1,000.<sup>1</sup> Climate Asia findings reflected this: 65% of people said that life had improved over the past five years compared with 14% who felt that life had become worse. Most people had also noticed considerable growth in the availability of key resources such as water (41%) and electricity (70%), as well as an increase in agricultural productivity (54%).

“In the past we had muddy roads in the rain. Now there are nice streets, boats, schools for children and clean water.”

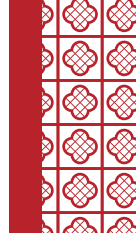
(Woman, rural, Tien Giang, age 45+)

“(We have) a better material life, with more opportunities to get rich.”

(Man, urban, Ho Chi Minh, Age 16–24)

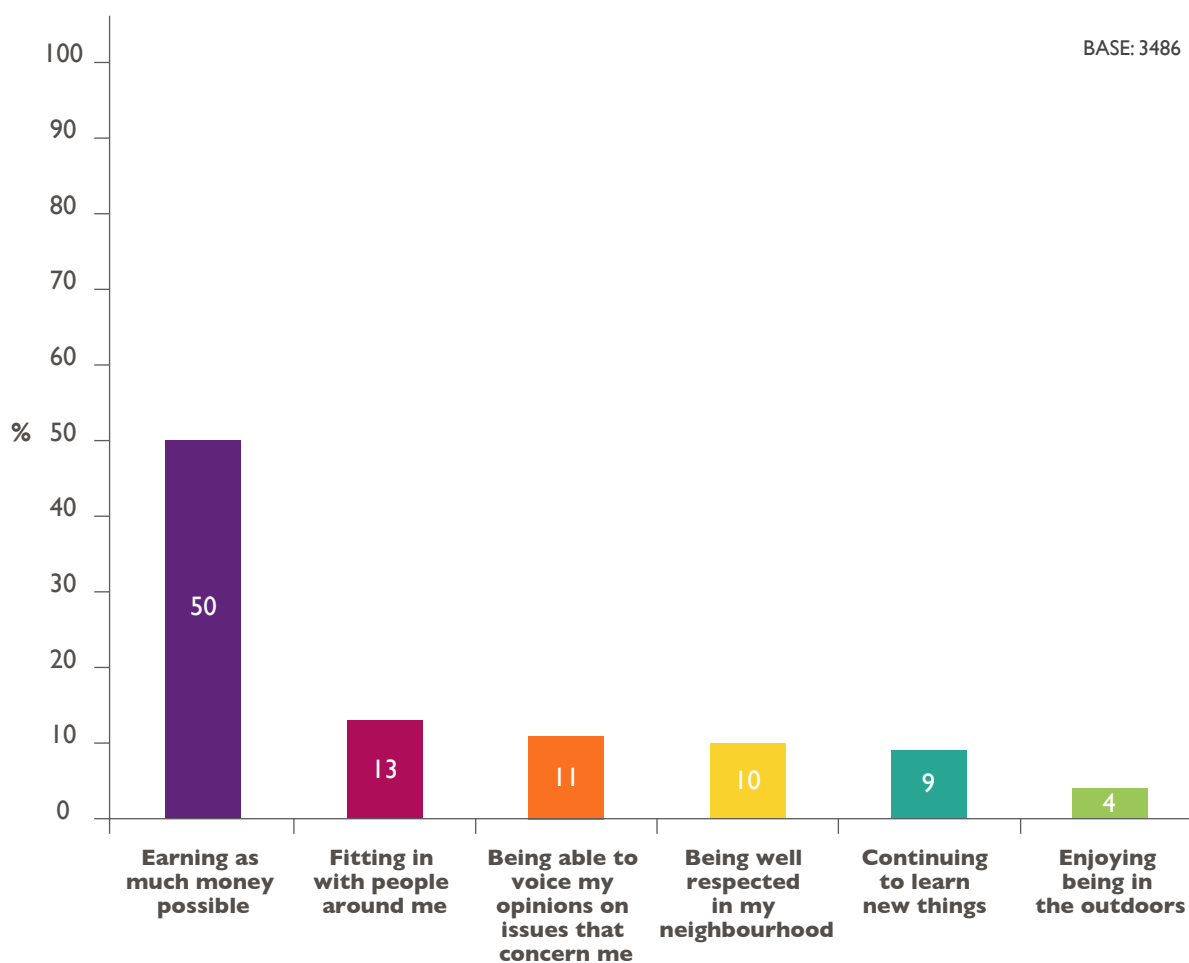
<sup>1</sup>The World Bank (2013) *Vietnam Overview*. Washington: World Bank. [online] Available from: overview [Accessed 24 October 2013]





Unlike in other countries surveyed in the Climate Asia project, people in Vietnam were less worried about not having enough clean water to drink, food to eat or electricity. This is also reflected in people's perceptions of decreases in resource availability.

### Earning money is people's most important value



Q: Of the values I have read out, which is most important to you?

Half of survey respondents saw making money as their most important value. Social standing was also important, with the next three most mentioned values being fitting in with people around me (13%), being able to voice my opinion on issues that concern me (11%) and being well respected in my neighbourhood (10%).

Not everyone's lives had improved. Very poor people<sup>2</sup> were the most likely to say that life had become worse (28%), compared to 12% of all other income groups. The poor and very poor were more likely to live in rural areas in the Far North, Central Coast areas, or in the Mekong Delta.<sup>3</sup> This group also contained a higher proportion of ethnic minorities.

Climate Asia developed economic categories based on people's perceptions of their purchasing power.

### There are more very poor people in the far North and Mekong Delta

	All	Far North	Red River Delta	Central Coast	Central Highlands	South East	Mekong Delta
<b>Base (respondents)</b>	3486	454	786	727	276	592	651
	%	%	%	%	%	%	%
<b>Well-off</b>	4	1	6	4	0	8	2
<b>Comfortable</b>	52	26	63	50	69	60	45
<b>Poor</b>	33	52	25	33	25	26	37
<b>Very poor</b>	11	19	4	13	6	5	16

Q: What category does your household income fall within?

Vietnam has undergone rapid demographic shifts including mass migration from rural to urban areas, between rural areas and seasonal migration for work. The country is still largely rural. Seventy per cent of people surveyed were living outside cities; of these 41% were working as farmers and many more were involved in agriculture or fisheries in other ways, for instance in processing produce. Unusually for the region, 46% of people surveyed who worked as farmers were women. Farmers tended to be older – the majority were over 35. By contrast, urban residents tended to be younger and had a wider variety of professions, the largest group being shopkeepers and traders (29%).

<sup>2</sup>Very poor people are defined as those who often have trouble affording clothes and have no money to buy anything beyond goods that meet their immediate needs.

<sup>3</sup>In this report the North and South Central Coast are referred to as the Central Coast; the North-East and North-West are referred to as the Far North.

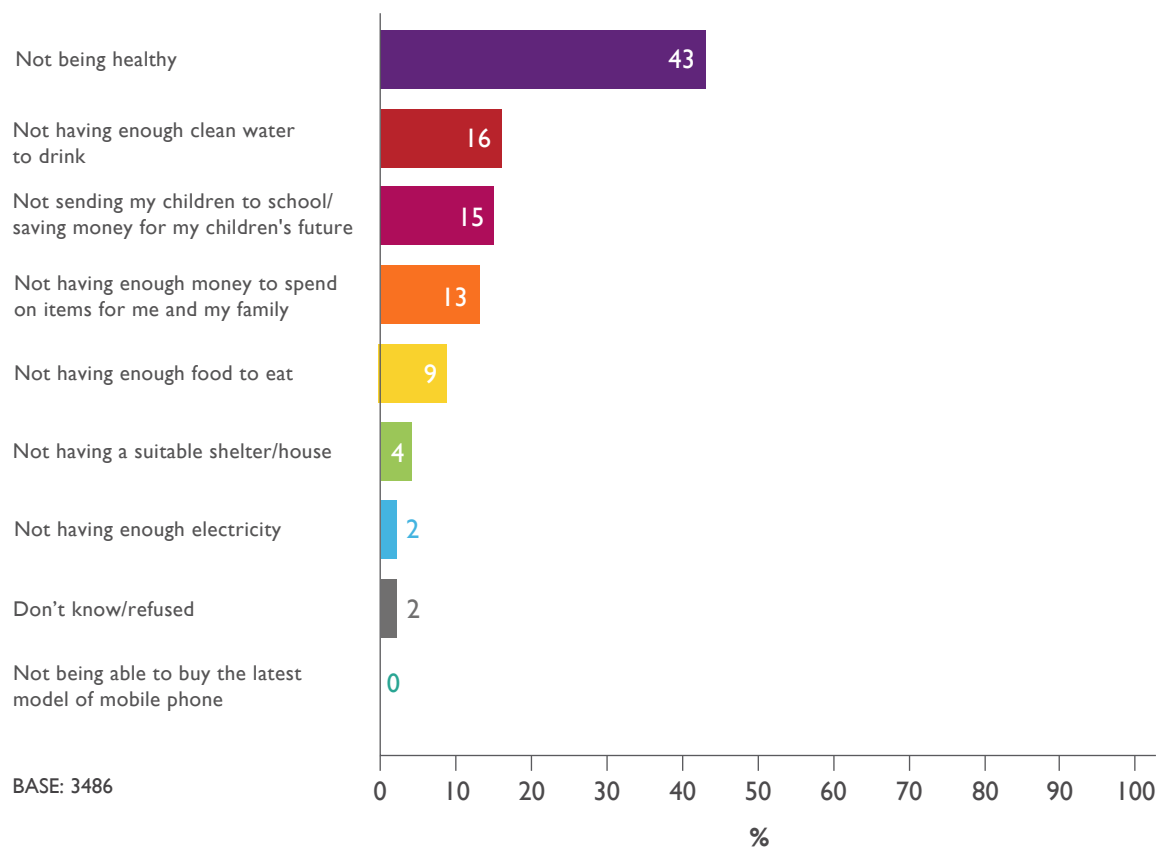


But development has brought new concerns about pollution, overpopulation, waste management and industrial development. People saw a direct link between environmental degradation and their health. Eighty-three per cent of people felt that their health had been negatively affected by changes in environment and climate. This figure was even higher in urban areas (88%). People expressed concerns about how these changes were hurting their health by contaminating food and water, making it harder to breathe and bringing new human and animal diseases, including bird flu.

“We cannot be healthy in a polluted environment.”

(Man, urban, Ho Chi Minh, age 16–24)

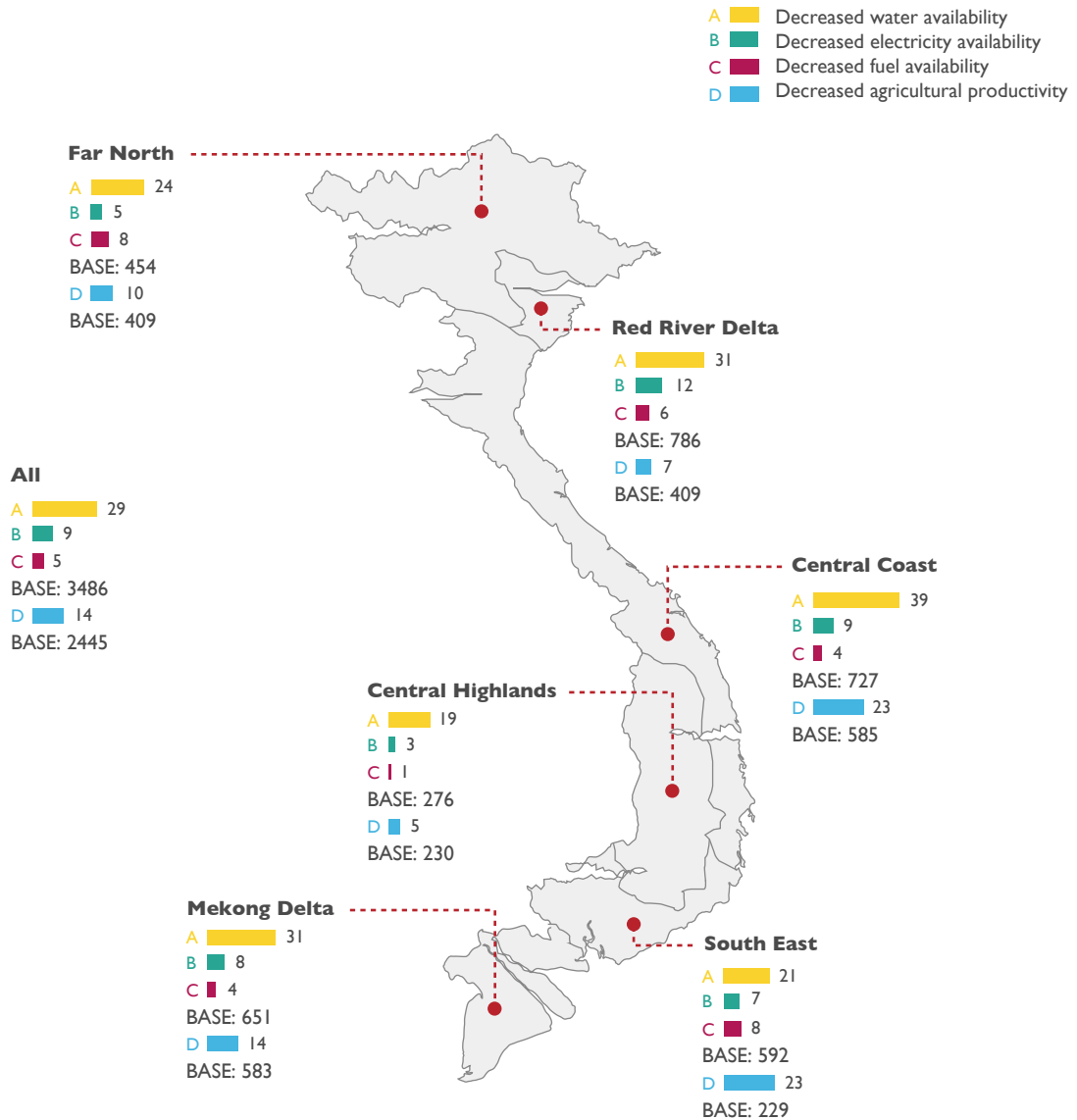
### Main worries



Q: Out of the following, which is your biggest worry at the moment?

Unlike in other countries surveyed in the Climate Asia project, people in Vietnam were less worried about not having enough clean water to drink, food to eat or electricity. This is also reflected in people’s perceptions of decreases in resource availability.

**People’s perceptions of decreases in resources by region (%)**



Q: Over the last 10 years, do you think the following have increased, stayed the same, decreased?

As the map shows there are regional differences in perception. For instance in the Central Coast region 36% have noticed water shortages. People saw money as a means of continuing to improve their lives. In addition to buying material goods, people wanted to use their money for education and to ensure their families had a better future.



# CHANGES IN CLIMATE

People in Vietnam are noticing changes in climate. This section focuses on people's perceptions of changes in temperature, rainfall and extreme weather events. It also details their awareness and understanding of climate change.

## CONTEXT

Vietnam has a tropical monsoon climate, with cold winters and hot, wet summers in the north of the country and warm winters and hot summers in the south. Observations in Vietnam show increasing occurrences of extreme rainfall, causing flash floods and increases in drought associated with El Niño/La Niña–Southern Oscillation (ENSO) years. Vietnam is one of the most disaster-prone countries in the world, susceptible to typhoons, tropical storms, floods, drought, sea-water intrusion, landslides and forest fires.<sup>4</sup>

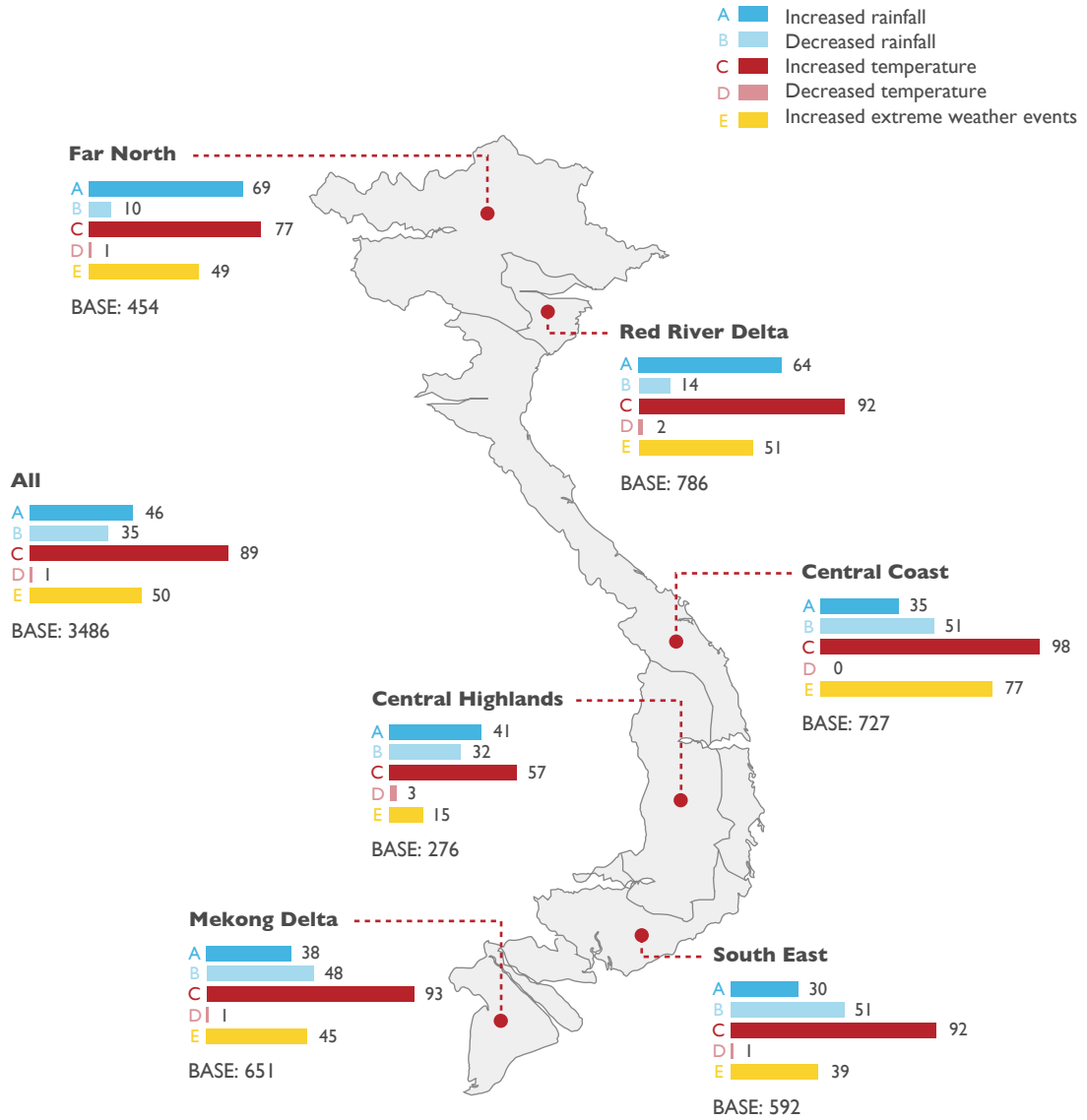
Recent work by the Vietnamese Ministry of Natural Resources and Environment (MONRE) has charted how rainfall during the wet season (May–October) has decreased across northern areas and increased in the southern areas over the past 50 years. Temperatures have also risen during this period.<sup>5</sup>

Not everyone has heard of climate change, but changes in climate impact everyone. In order to find out how, Climate Asia first asked questions about people's perception of changes in temperature, rainfall and extreme weather events over a 10-year period. This was followed by a series of questions about changes in the availability of key resources like food, water and energy and changes to their environments. Finally Climate Asia asked a series of specific questions on "climate change". This section does not include any comparison with existing meteorological or developmental records.

<sup>4</sup>Global Facility for Disaster Reduction and Recovery. *GFDRR in Vietnam: Country Snapshot* [online] Available from: [Accessed 22 October 2013]

<sup>5</sup>Ministry of Natural Resources and Environment (MONRE). *Climate change and sea-level rise scenarios for Vietnam*, 2012.

People's perception of changes in climate by region (%)



Q: Over the last 10 years, do you think the following have increased, stayed the same, decreased?



Across Vietnam people have noticed changes in climate and to their local environments. Broad trends emerge across the country including a rise in extremes of temperature. People across the country highlighted unpredictable extremes of hot and cold temperatures:

“[I’m] working outdoors. Sometimes it would get up to 40–41 degrees [Celsius], it was never like that before. It’s much hotter and makes [my] work harder.”

(Man, rural, Thai Nguyen, age 35–44)

In locations where people had noticed smaller changes, increased heat was described as making life less comfortable.

Rainfall is thought to have increased across northern regions and decreased in the south. People in the south of the country also felt rainfall had become less predictable:

“Sudden rain affects the crops like rice and salt farming; salt farming especially is done for after a storm or heavy rain as the salt just melts.”

(Man, My Tho, urban, age 25–34)



People had noticed changes in the predictability and strength of rainfall:

“The climate has changed and does not follow rainy season or dry season – there are no rainy months like in the past. The rainy season is supposed to start now, but there is no regular daily rain. When it rains, it rains heavily.”

(Woman, rural, Dak Lak, age 15–24)

Changes in rainfall and extreme weather events were making life difficult in some areas. People in Ho Chi Minh had noticed increased tidal flood levels while those in My Tho and Quang Tri described stronger, less predictable storms and increases in flooding.

People’s emotional response to change was largely negative. Focus group participants expressed worry, anxiety, fear, frustration, anger and annoyance about the impact of changes in climate. There was sympathy for those who were unable to work because of flooding and resignation among those who thought there was nothing they could do. Some participants were optimistic that their worries and fears could be overcome through further development.

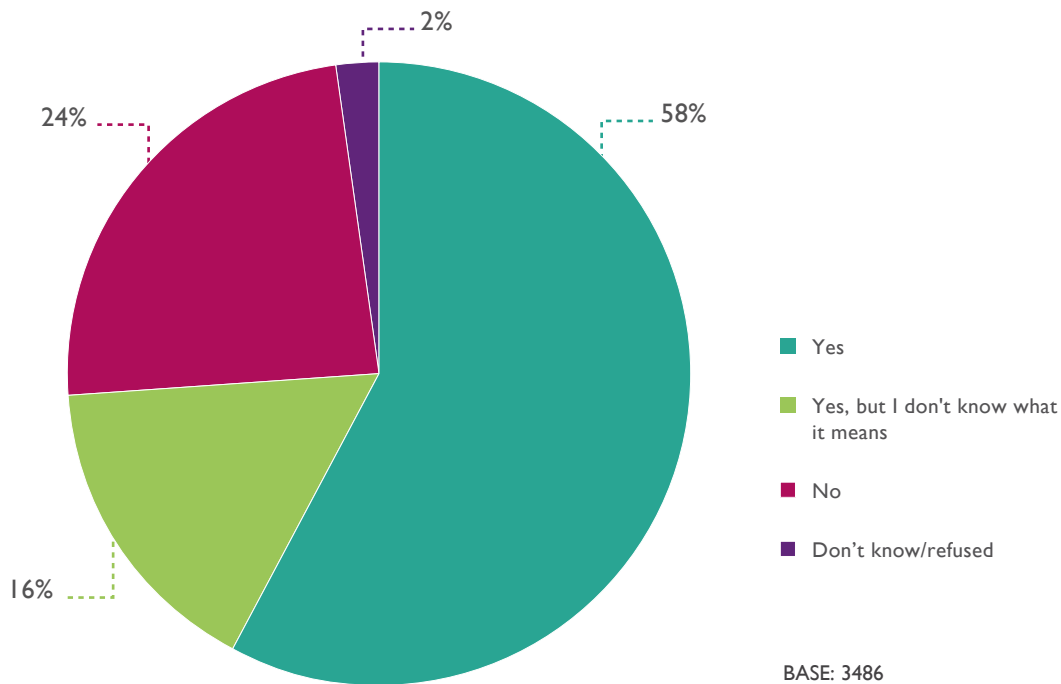
## CLIMATE CHANGE

In Vietnam recognition of the term “climate change” was relatively high and some people saw global climate change as a cause of the changes in weather they were noticing. Others felt it had a smaller effect or didn’t mention it. People with higher levels of education, wealth, media exposure and in large urban areas were more likely to agree that climate change was happening, as were those who had noticed greater changes in weather.



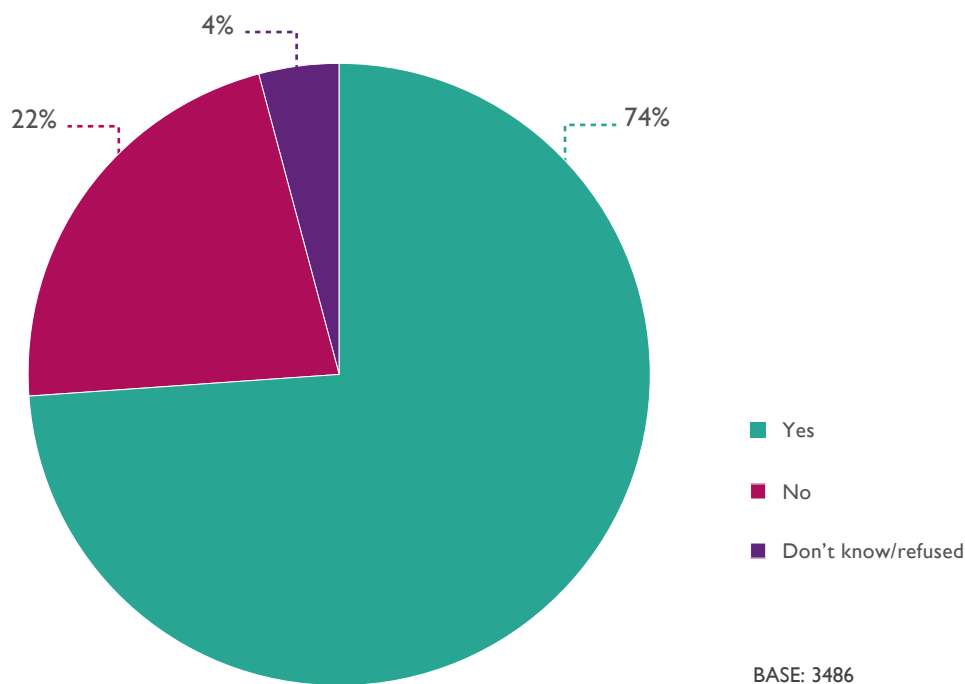
## Awareness and understanding of climate change

Heard of term climate change



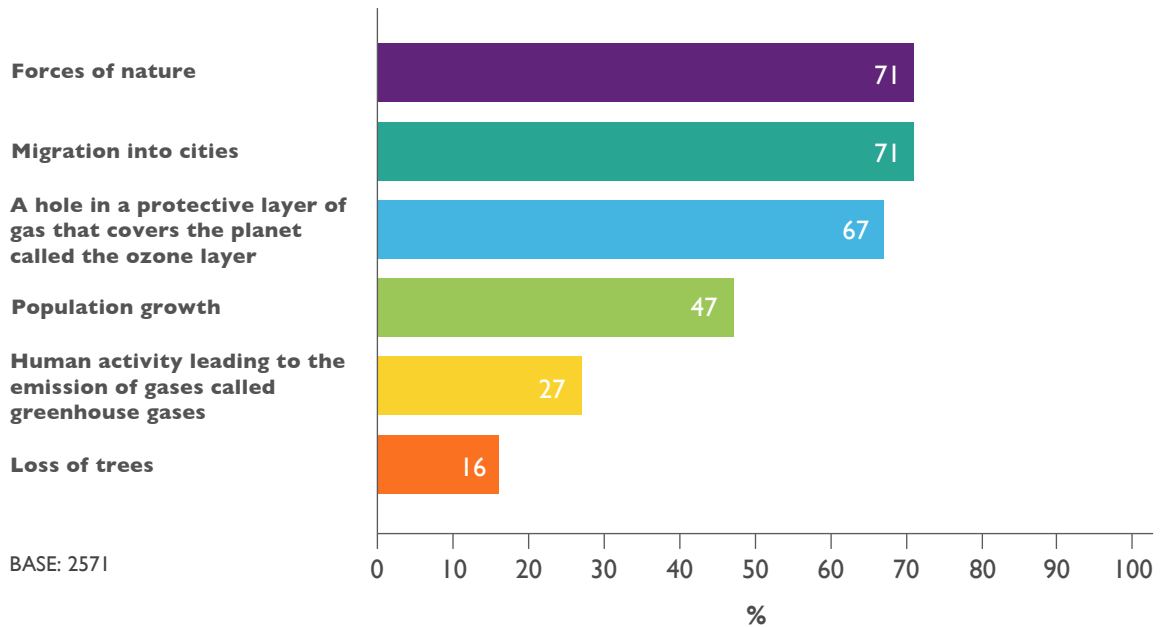
Q: Have you heard of the phrase climate change?

Believe that climate change is happening



Q: Climate change refers to “a change in climate that persists for decades or longer”. Do you think that climate change is happening?

### Perceived main causes of climate change



Q: which of the following do you think are the main causes of climate change?

Understanding of the concept was also relatively high in Vietnam. Better-educated people and those who had been exposed to media coverage of the issue were more likely to be aware of climate change and think it was happening. These people were more likely to say that it is caused by greenhouse gases and deforestation but also more likely to suggest, incorrectly, that it is caused by a hole in the ozone layer. There was a similar story in focus groups when some participants conflated a number of issues including a hole in the ozone layer, pollution and deforestation.

Some people talked about how they had trouble relating climate change to their own lives:

“I heard about ice melting, increased methane affecting the climate, making it hotter but it does not happen yet here so I don't know.”

(Woman, urban, Tien Giang, age 45+)

# IMPACTS AND RESPONSES

People are feeling impact on their lives as a result of changes in climate and availability of key resources. This section highlights how they experience impact and details how people are responding to change.

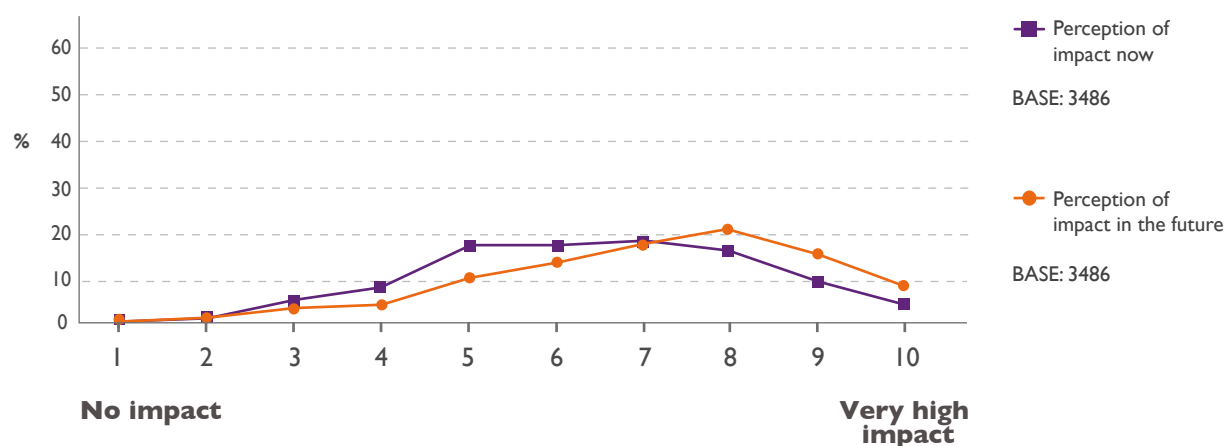
## THE IMPACT OF CHANGE

People find it difficult to distinguish between impacts associated with the availability of key resources – food, water, energy – and those associated with changes in climate. Taking this into account, questions on impact in the survey were worded as follows:

“You have just answered some questions on availability of water, food, electricity and fuel and changes in weather. The next series of questions will be asking you about the impacts that these have had on your life.”

Vietnamese people thought changes in climate and access to key resources were having impacts on their lives now and they expect to experience greater impact in future.

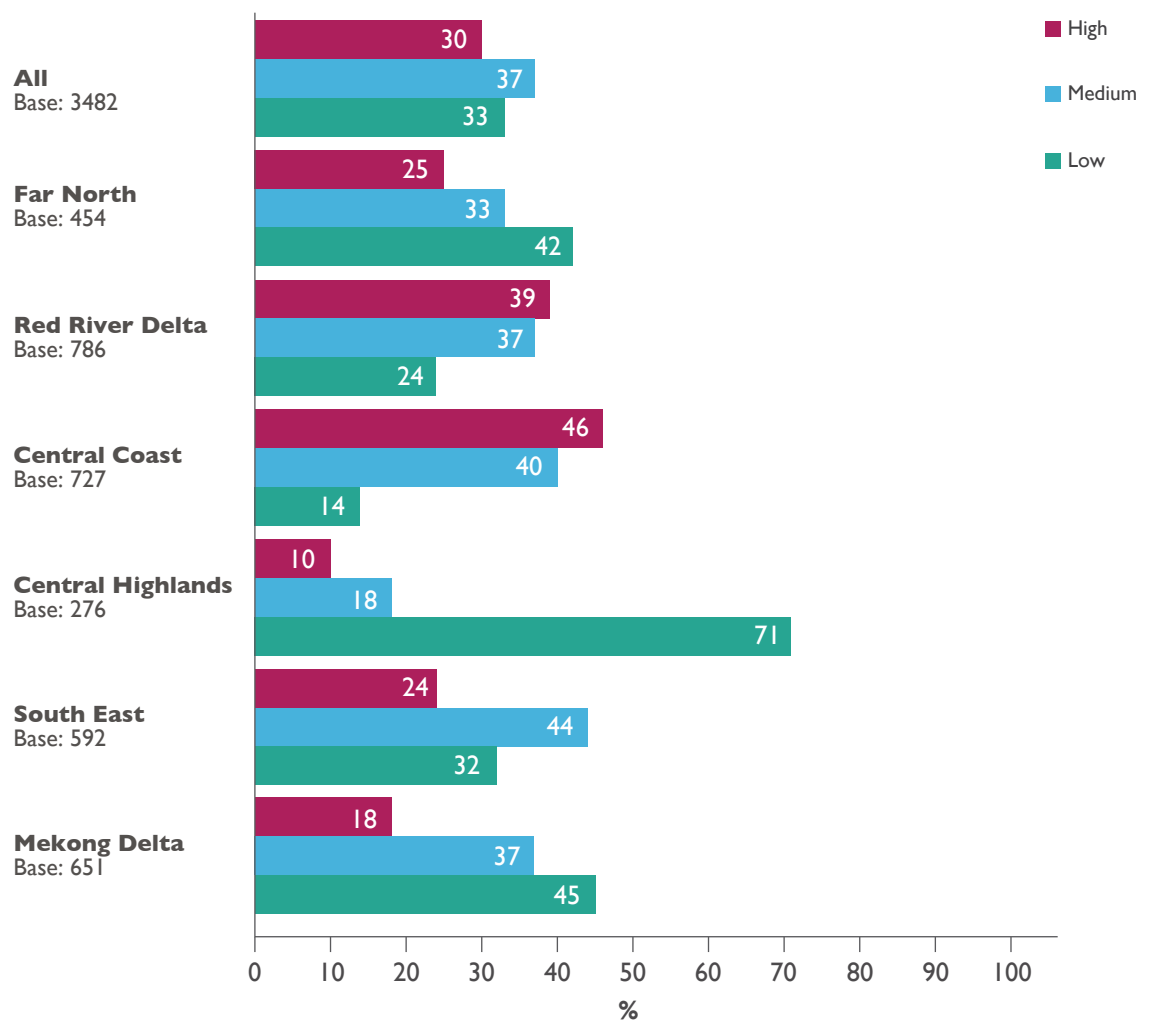
### People are experiencing impact now and expect higher impact in future



Q: How much of an impact do you feel these changes (access to food/water and changes in weather) have on your life at present? And how much of an impact do you feel these changes could have in the future?

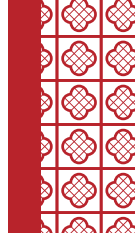
People who perceived greater changes in climate were experiencing higher levels of impact (ranked between 8 and 10 on a 10-point scale of perceived impact) than those who perceived fewer changes. For instance, on the Central Coast people claimed to be experiencing the highest level of impact of any region. In urban areas people claimed to be feeling higher levels of impacts than those in smaller cities and rural areas.

**People on the Central Coast are experiencing the highest impact**

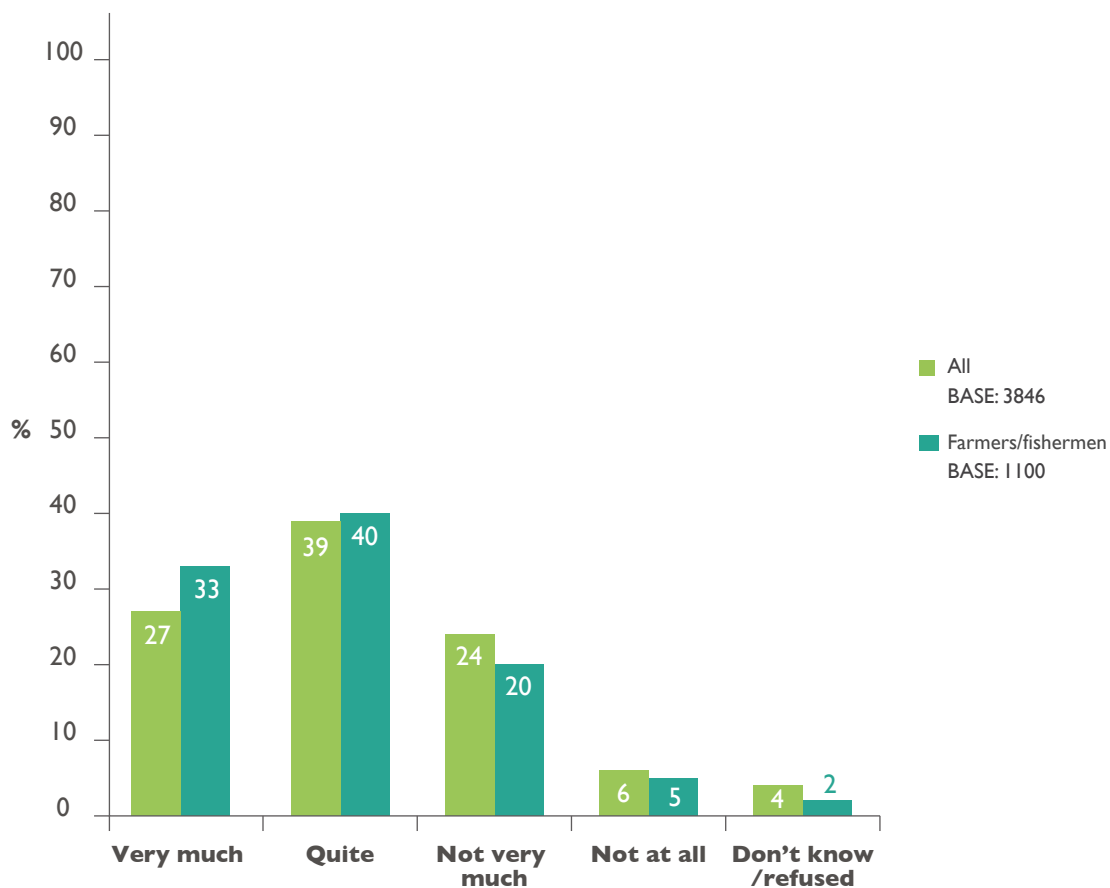


Q: How much of an impact do you feel these changes (access to food/water and changes in weather) have on your life at present?

Better-educated people and those who had heard of climate change feel a higher level of impact than people with less education.



## Farmers feel economic impacts



Q: In your opinion, overall, how have these changes (access to food/water and changes in weather) affected your ability to earn money?

Farmers and fishermen perceived the greatest impact on their ability to earn money. Richer people and professionals – particularly in urban areas – perceived the highest impact on their health.

## DAK LAK: REAL IMPACTS ON RURAL AREAS

In rural areas such as Dak Lak changes in climate and resource availability were having an impact on people's lives in different ways. Farmers, who depend on the weather, noted how changes in climate were increasing costs as the soil became less fertile and crops required more water, fertiliser and pesticides:

“Before when we planted corn, it rained regularly. Now, there isn't enough rain so we have to water and so it costs more money.”

(Man, rural, Dak Lak, age 35–44)

For people who weren't working directly in farming a combination of weather changes and a shortage of energy were leading to a loss of income:

“Here power cuts are regular, it's hot and there is no electricity for daily activities. Generally it causes economic impact because there is no coffee processing machine so no income.”

(Woman, rural, Dak Lak, age 25–34)

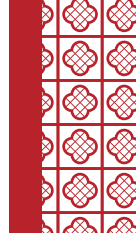
People described how they'd noticed an increase in the number of pests and insects:

“There are more and more pests. Before in the planting season there were big thunderstorms so fewer pests, but now there are no thunderstorms so agriculture suffers ... more pests so more pesticides, which affect health and environment.”

(Man, rural, Dak Lak, age 45+)

They also felt that a rise in the number of insects had led to an increase in diseases like malaria.





## HO CHI MINH: URBAN RESIDENTS NOTICE GRADUAL CHANGE

In urban areas such as Ho Chi Minh, climate change was seen as a real problem. Residents had noticed gradual changes: more hot, sunny days, which they linked to more respiratory diseases, and an increase in flooding and flood levels.

“Humans get more diseases than before; before they lived for a long time, but now, we only reach fifty or sixty and are always being sick.”

(Woman, urban, Ho Chi Minh, age 35–44)

But they talked about more extreme impacts being experienced elsewhere, particularly in the rural areas where they had family. They were more concerned about the impact pollution and population density in cities was having on their lives now – particularly on their health.

“There are more people sharing the same area to live; I think there is less and less oxygen as time goes by, I am convinced so.”

(Woman, Ho Chi Minh, age 35–44)

They were scared that rainwater was too polluted to drink and that their food was contaminated with chemicals. Factories in the area were also identified as culprits causing environmental pollution.

“Individually, we are very small, everything we do is just a very small thing and gives mostly no impact into the world. So it cannot lead to any changes from individuals, it's the responsibility of government and factories.”

(Male, Ho Chi Minh, age 16–24)

## RESPONSES TO CHANGE

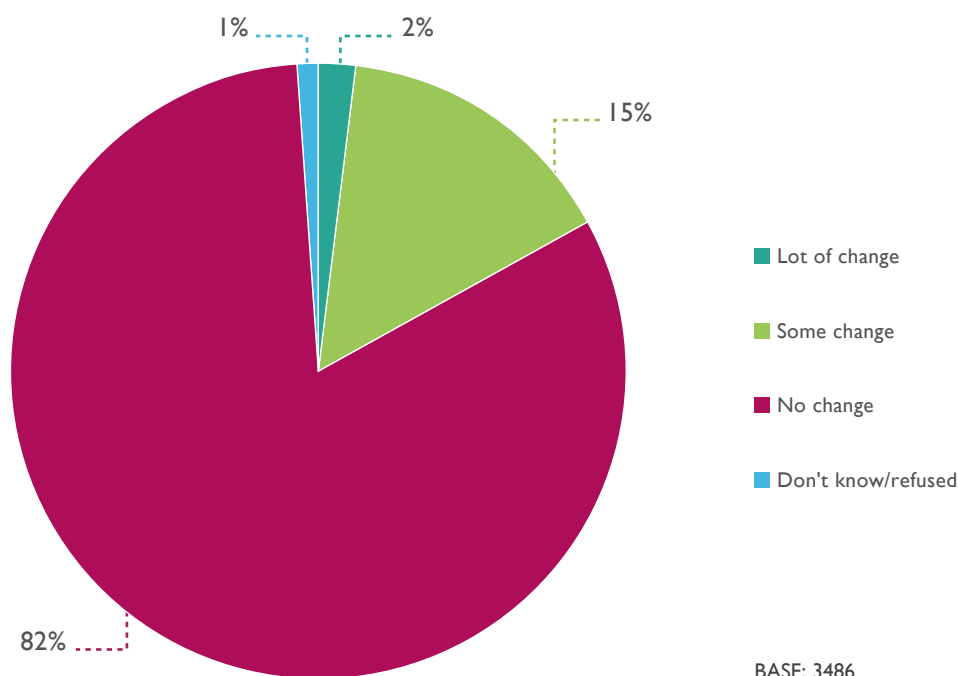
Across Vietnam people were taking action to deal with changes in resource availability and weather. These included changes to livelihoods and lifestyle.

Respondents were asked whether they had made changes to their livelihoods because of issues related to lack of food, water, energy and increased extreme weather events.

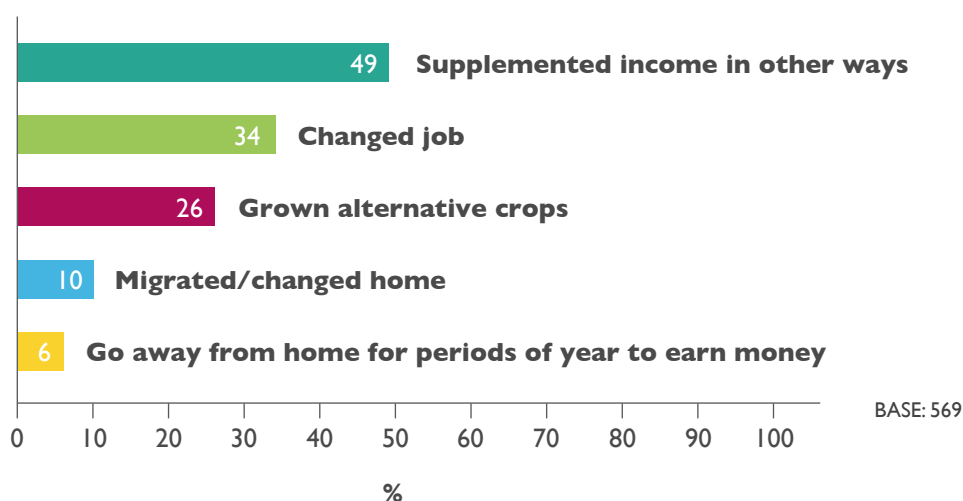
Climate Asia's use of the terms "adapting", "making changes", "changing livelihoods" or "changing lifestyle" refers to people's responses to the impacts of changes in climate, key resources, environment and extreme events. Climate Asia's analysis does not include a reflection on the extent to which these changes or responses might be positive or negative in the short or long term, or how effective they might be. It does, however, assume that people need to adapt to changes.

## Changes to livelihoods

Q: Have you, or your family, made changes to your current livelihood/job to help cope/deal with changes in water, food, energy supplies or weather you might be facing?



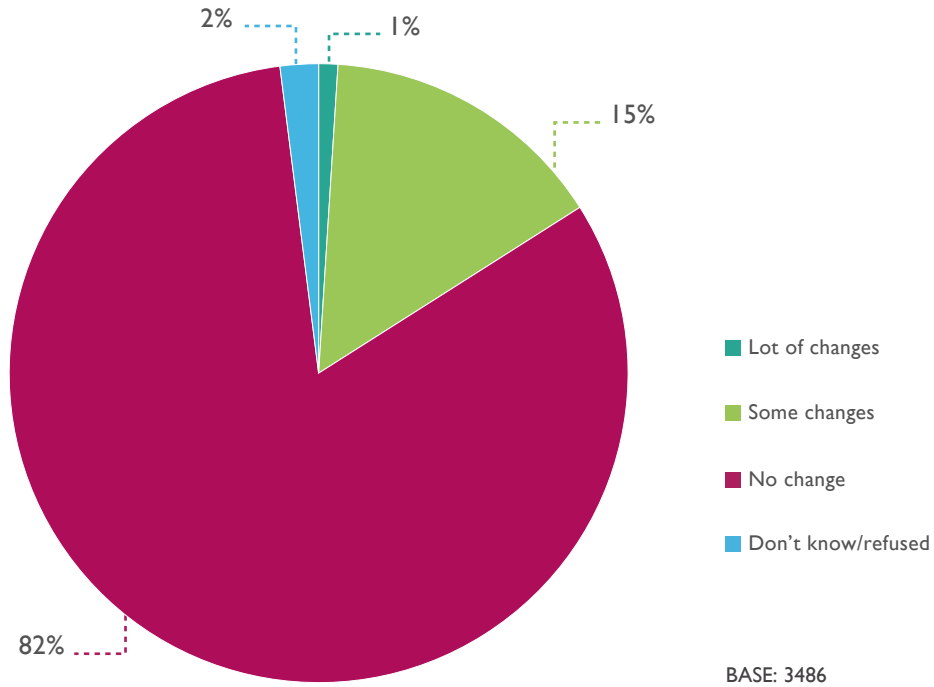
## Changes made



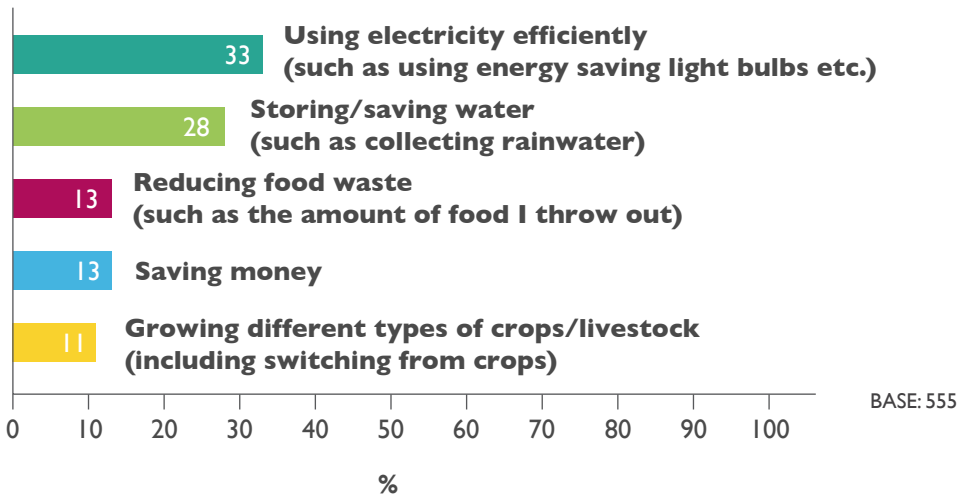
Seventeen per cent of people had made changes to their livelihood. Of the people who had made changes, most had supplemented their income in other ways (49%), changed their job (34%), grown alternative crops (26%) or migrated (10%).

**Changes to lifestyle**

Q: Have you made changes to your current lifestyle/way of living to help cope/deal with changes in water, food and energy supplies or weather you might be facing (either now or in the future)?



**Changes made**





Climate Asia asked a series of unprompted questions about how people were responding in their day-to-day lives to changes they were noticing in climate and availability of key resources. This was followed by a series of prompted questions about specific actions they could take in response to changes in availability of food, water and energy and to extreme weather events. These questions were chosen by drawing on qualitative research and expert advice with the aim of making the responses simple and comparable across Asia.

Sixteen per cent of people had made changes to their lifestyle. Of the people who had made changes, most were using electricity more efficiently (33%), storing or saving water (28%), reducing food waste (13%) and saving money (13%).

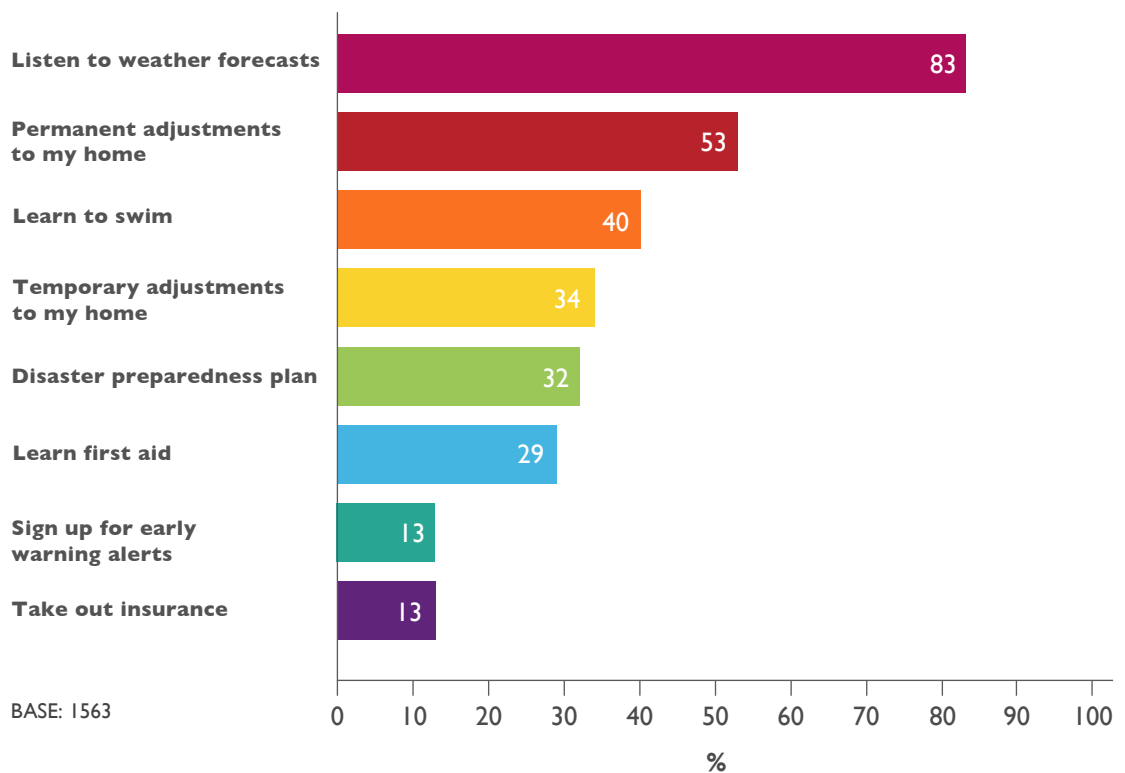
People were also asked about the specific actions they were taking in response to changes in resource availability and extreme weather events.

Farmers and poor people were taking more action to deal with water availability, as were people in areas that had a history of water shortages, like the Mekong Delta. People in the Far North of the country were taking the most action to deal with changes in food availability and prices. Not every action was understood as a response to change. For many people simple actions such as preserving food or storing water are habitual and something they would be doing anyway.

## Extreme weather events

A quarter of people felt at high risk of extreme weather and just under half felt prepared for it. Across Vietnam people were taking some action to prepare for extreme weather events. People were taking more action in areas that had recently experienced an extreme weather event. However, there were opportunities for improvement. Relatively few people were taking out insurance and signing up for early warning alerts. At the time of the survey less than a third of people in these areas felt prepared for future extreme weather events.

### Actions taken to respond to extreme weather events



Q: How likely are you to do these actions in the future? Likely or not likely?

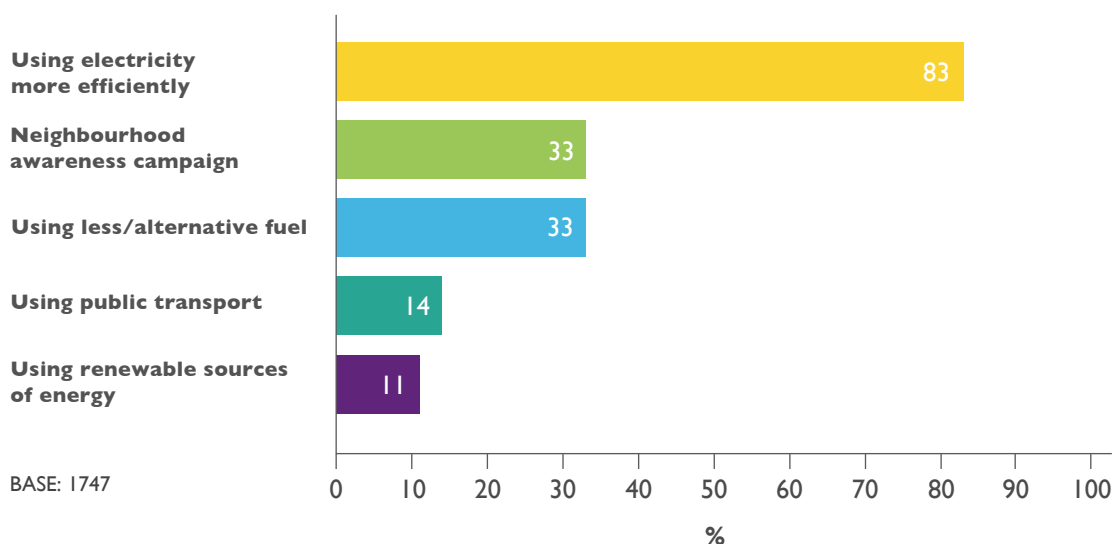


## Energy

The vast majority of people (83%) were already taking measures to improve energy efficiency and focus group participants reacted enthusiastically to the idea, seeing it as a way of saving money.

Vietnamese government policies for responding to climate change include a specific focus on reducing emissions of harmful greenhouse gases through changing patterns of energy use. Increasing energy efficiency, using renewable energy sources and taking public transport are three ways individual Vietnamese can contribute to this effort.

### Actions to make energy use more efficient

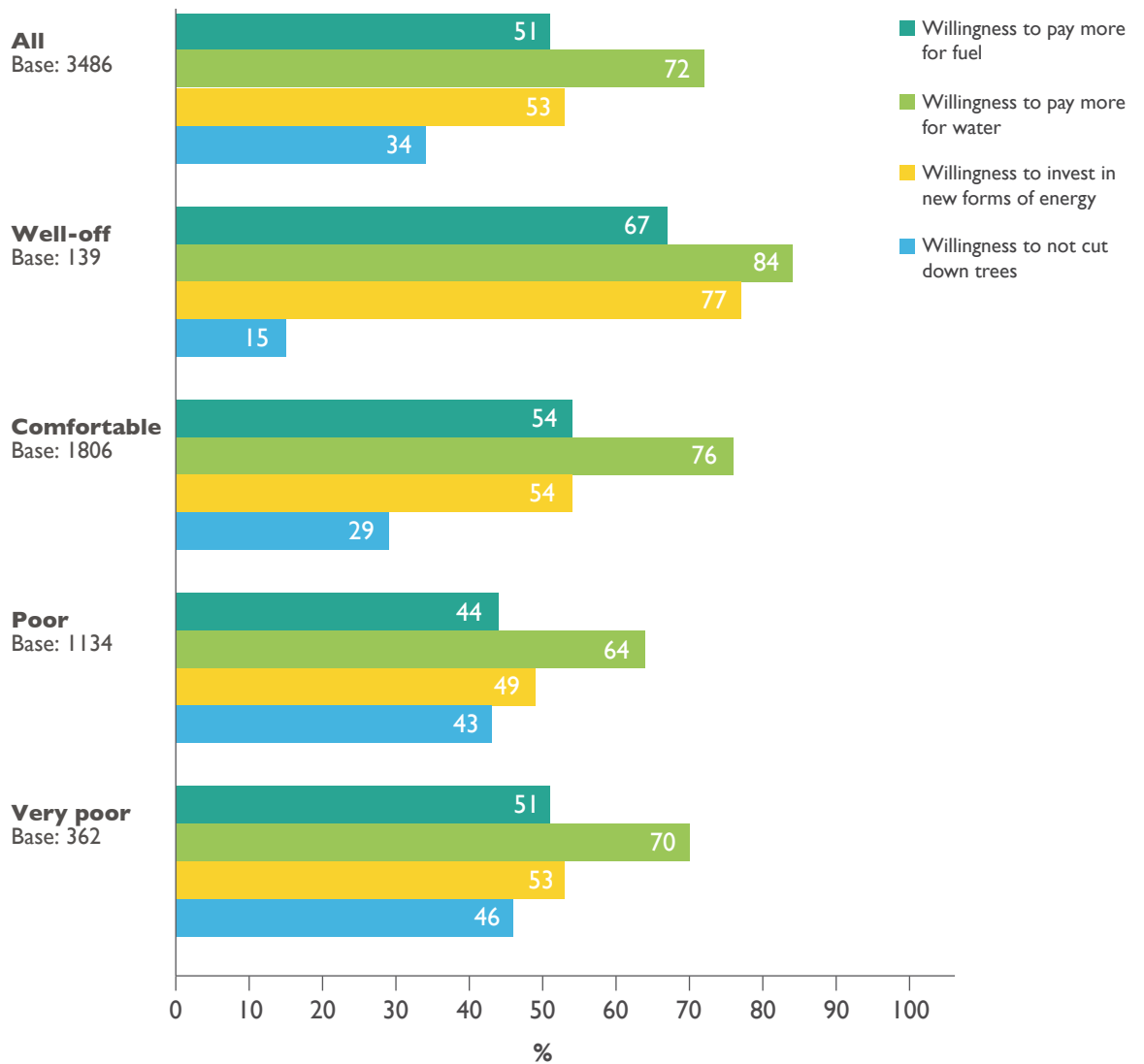


Q: How likely are you to do these actions in the future? Likely or not likely?

However, people's ability to use public transport or renewable energy depends on availability. In urban areas, where public transport is available to most people, very few people use it (13%) and less than 1% of people use it more often than other forms – the vast majority of people use motorcycles. It's also notable that bicycles remain popular – most families own one (62%) though many fewer use them more often than any other form of transport (15%). Renewable energy use across the country is still relatively low (11%) because it isn't available to all. It was highest (20%) in the far North, where people are most likely to rely on privately provided electricity.



**People’s views of environmental policies**



Q: There are things that a government can do to help you cope/deal with changes in water, food, energy supplies or weather you might be facing. Different governments bring in policies to tackle the issues we have been discussing (water, food, energy availability, extreme weather events). Which of the following would you be prepared to do – very prepared, quite prepared, not very prepared, not at all prepared?

Richer people were more likely to support policies to protect the environment and climate than poorer people – including investing in new forms of energy, and paying more for water and fuel – because they had the means to do so. People in areas with histories of water shortages, such as the Mekong Delta, were more likely to be in favour of paying more for water. Those in areas with forest cover, such as the Central Highlands, were more likely to be in favour of preserving forests.



# ENABLERS AND BARRIERS TO ACTION

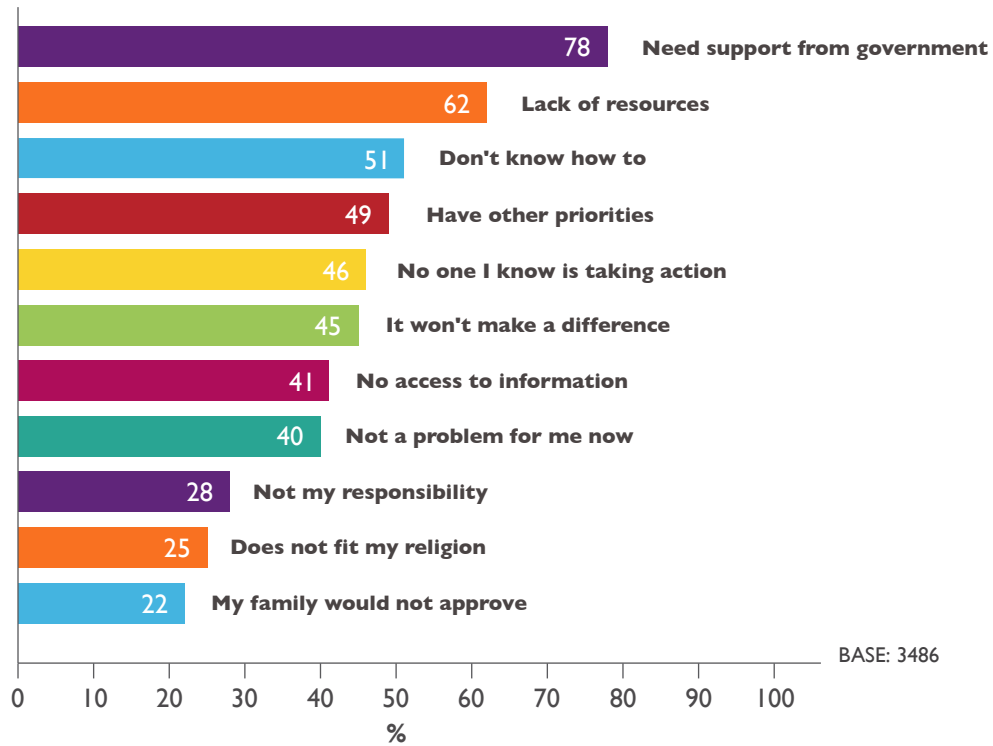
This section identifies key factors that enable and prevent action in response to changes in climate and availability of key resources. It includes analysis of people's stated barriers and motivations and of factors that are associated with higher rates of response.

## IMPACT

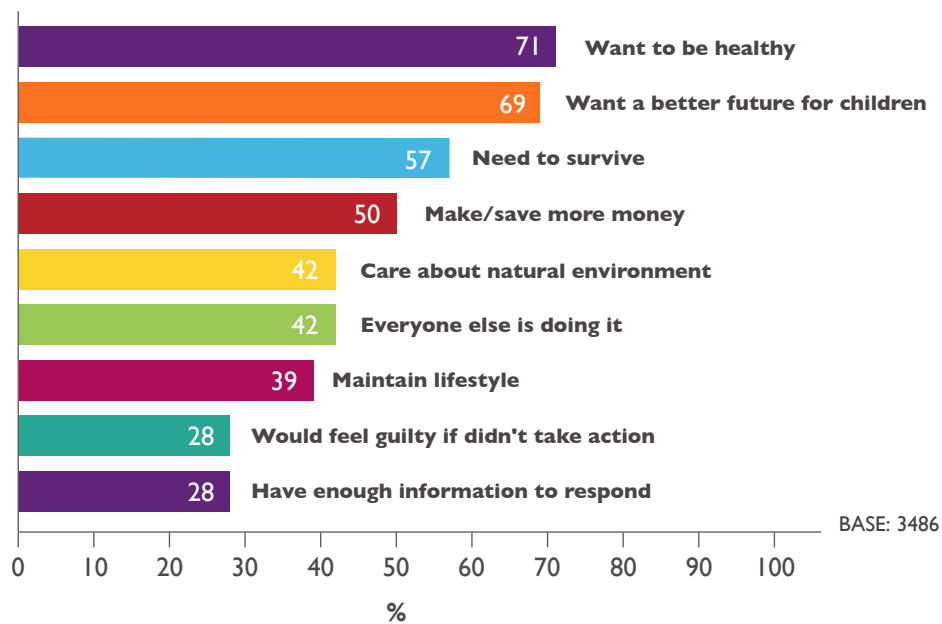
People who felt a high level of impact on their lives now were making more changes to their livelihoods and lifestyles. They were also undertaking a higher number of actions in response to shortfalls in the availability of food, water and energy, as well as to extreme weather events.

A minority of people were experiencing high levels of impact but not taking much action to deal with them. These people were more likely to be found in the Central Highlands and the South East (areas in which most people were not experiencing high levels of impact). They were most likely to be shopkeepers or petty traders who were experiencing indirect impacts from changes in climate and resource availability. Notably, people in this group were no more likely to be poor or very poor than those feeling an impact and taking action. They had similar barriers to action to the rest of the population, in particular a need for more government support, resources and information on how to act.

### What stops people taking action?



### What motivates people to take action?



Q: For each statement I read out, please say whether you agree or disagree with it as a reason for why you would or would not respond.



## INFORMATION AND COMMUNICATION

People who had experienced high levels of impact were more likely to know of existing communication about food, water, energy or climate. These people were consequently more likely to say they felt well informed about how to deal with change. Well-informed people were taking more action than people who felt less informed. They also were much more likely to see the need to take further action in future.

### People who had experienced higher impacts were more likely to have been exposed to communication on these issues

	Know of existing communication on these issues		
Base	3482	3482	3482
Impact	Yes	No	Don't know
%	%	%	%
Low	23	73	4
Medium	27	71	2
High	34	65	1

However, only a third of people knew of communication on these issues. While much existing communication seemed to be having a positive effect, there is significant scope to improve outcomes by reaching more people.

People who discussed these topics with others were also more likely to be taking action than those who did not. In particular, people who discussed these issues frequently were more likely to be well prepared for extreme weather events.

## COMMUNITY

People who felt involved in their community and that their community worked together to solve problems had higher rates of response than those who did not. These people were also much more likely to have undertaken more sophisticated action including:

- Finding a new water supply
- Using renewable energy
- Taking part in a neighbourhood awareness campaign
- Making temporary and permanent adjustments to their home
- Putting together a disaster preparedness plan
- Taking out insurance
- Learning first aid
- Signing up for extreme weather early warning alerts

This relationship between feeling involved in the community and taking more complex action was present across the country, even in areas like the Central Highlands where fewer people were feeling impact and taking action.

### People who feel their communities work together are taking more action themselves

	Low number of actions taken	Medium number of actions taken	High number of actions taken	Total
<b>Low community co-operation</b>				Base=856
	33%	45%	22%	100%
<b>Medium community co-operation</b>				Base=1608
	24%	46%	30%	100%
<b>High community co-operation</b>				Base=594
	16%	44%	40%	100%



## QUANG TRI, CENTRAL COAST: FEELING MORE IMPACT

In Vietnam's Central Coast, action has been taken – by government and people themselves – to respond to changes in climate and environment. However, people in this area do not necessarily feel that action has been successful to date and there is a desire for more detailed information.

In this area:

- People had noticed the greatest changes in weather.
- The largest number of people claimed to have experienced high impacts (46%).
- The greatest number of people were aware of existing communication on climate change and related topics (44%).
- The largest number of people felt well informed (48%).
- The largest number of people felt very engaged in their communities (35%).
- People had far lower barriers to action than the rest of the population; notably, very few people in the region thought access to information was a problem.
- People with a variety of different backgrounds were taking action, including poor and very poor people.

Quang Tri province is in the middle of the Central Coast. People there had experienced hotter and colder temperatures over the past 10 years and more severe, less predictable floods, droughts and storms. They attributed these to climate change and to cutting down trees, industrialisation and over-exploitation of the land, but also noted that natural changes – including El Niño and La Niña – were contributing to the situation. They were worried, annoyed and upset by these changes and frightened that they would lead to less money and limited life choices. Some were deeply concerned about the future. People in the region were aware of a wide variety of media and face-to-face communication on these issues designed to help them respond to change.

Changes in climate were negatively affecting farming through crop loss, a decrease in soil quality, erosion of rivers, more insects and disease in cattle. Flooding was making work impossible for longer periods of the year than in the past. People said they lacked water and electricity during floods. They were taking some simple actions to prepare for this, including using water in a more cautious fashion and saving rainwater, but didn't think

there was much they could do about a lack of electricity.

People were very aware of how to respond using different farming methods. For instance, one farmer was using sprouting stimulant to help produce seedlings during unusually cold temperatures. Farmers also mentioned using new seeds that allowed rice crops to be harvested before the flooding season.

As well as being highly exposed to media, the participants had benefited from numerous training programmes, some of which had been successful. Female participants in one group mentioned receiving training in growing mushrooms, a new crop for them, and learning skills for new livelihoods, specifically making brooms. However, not all initiatives had been successful. For instance, farmers who had attended a meeting on climate change thought it was not particularly useful. People had been given the opportunity to attend training on how to grow organic crops but had declined because they didn't think they would make any money from them. In general they wanted more information on how to respond – for instance, information on how to purchase crop insurance – and suggested that the more information they received the better they would be at preparing for disasters.

Quang Tri residents were willing to take more action in future, but they lacked enough land to diversify their crops. They also feared that they would make less money trying new crops, said that they didn't have enough money now for insurance, and wanted more specific instructions on what to do from government. Larger changes, such as improving irrigation, were seen as necessary, but as the government's responsibility.



# THE COMMUNICATION LANDSCAPE

In Vietnam numerous stakeholders are communicating on climate change and related issues. This section highlights who is being reached, what programming people like, what they would like to see more of and whom they trust to provide them with information. It then demonstrates how communication can better meet the needs of people in Vietnam, help them respond to the impacts they feel and take action to prepare for the future by taking people's preferences into account.

## WHICH GROUPS DOES COMMUNICATION ON CLIMATE CHANGE REACH?

An evaluation of existing communication on climate change highlighted the breadth of activity on and around this issue. The Vietnamese government and civil society are communicating on topics related to climate change, as are international organisations across TV, radio and print media, as well as through numerous national campaigns and events. Most programmes tend not to focus on climate change specifically but instead cover a range of themes including sustainable livelihoods, water, forests, food and natural disasters.

Despite this, less than a third of Vietnamese people were aware of current communication initiatives on the impacts of changes in climate and availability of resources. Communication was reaching the areas of the country where people were feeling the most impact – awareness of initiatives was highest in the Central Coast. However, people who had lower levels of education were less aware of communication initiatives, and these people also felt less informed. Awareness was high, however, on the Central Coast and among well-educated people, particularly students. People were aware of government activities, which largely focus on education, raising awareness and building knowledge around environment and climate change through mass media, community-level organisations and schools.



### Climate communication is not reaching everyone

	Know of existing communication on climate change and related topics – by education			
<b>Base</b>	3486	1573	1661	248
	<b>All</b>	<b>High level of education</b>	<b>Medium level of education</b>	<b>Low level of education</b>
<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	3482
<b>Yes</b>	27	31	25	21
<b>No</b>	70	67	72	77
<b>Don't know/refused</b>	3	2	3	2

	Know of existing communication on climate change and related topics – by region					
<b>Base</b>	454	786	727	276	592	651
	<b>Far North</b>	<b>Red River Delta</b>	<b>Central Coast</b>	<b>Central Highlands</b>	<b>South East</b>	<b>Mekong Delta</b>
<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Yes</b>	16	32	44	1	16	34
<b>No</b>	78	68	56	93	79	65
<b>Don't know/refused</b>	6	0	0	6	5	1

Q: Do you know of any existing communication activities or programmes providing information about impacts (food, water, fuel, electricity and extreme weather) you might be facing?



Earth Hour was an example of effective communication specifically about climate change frequently mentioned in focus groups. This global event, initiated by the World Wildlife Fund, encourages saving energy and is well known among urban Vietnamese who find it appealing because it allows them to save money by taking a simple action.

“They said we only needed to switch off the lights for one hour to save such an amount of electricity in the city. I felt it sounded right and they also approved it, and that was why I did it.”

(Woman, urban, Hanoi, age 16–24)

But some expressed concern that the positive action it produces is not sustained:

“In Vietnam, people just mimic these actions and it really doesn’t work. They may turn electricity off for a while but then turn on two or three air-cons to compensate for the heat that occurs.”

(Man, urban, Ho Chi Minh, age 16–24)

People also expressed concerns that government public service announcements on energy efficiency were not effective because they didn’t give enough information on how to save energy.

Experts interviewed as part of the communication evaluation noted that communication was not necessarily effectively identifying target audiences and reaching them with high-quality programming. Voice of Vietnam's serial radio drama *Hanh Trinh Xanh* (Green Journey) aims to raise Vietnamese people's awareness and capacity to respond to climate change, especially those who live in areas often affected by natural disasters. *Hanh Trinh Xanh* ran weekly for two years from July 2011 to July 2013 on Sunday evening with a repeat on Thursday on Voice of Vietnam 2 (VOV2). However, the drama was broadcast at times when there is low radio listenership across the country and was competing with VTV1's very popular prime-time news. As a result, the programme did not reach a mass audience.

By contrast TV programmes for farmers, which often include information about activities that might increase response to the impact of changes in climate, attract large audiences as they clearly cater to the needs of their target audiences. Nearly half (45%) watch *Ban Cua Nha Nong* (Friends of Farmers) and 27% watch *Nha Nong Can Biet* (Farmers Need to Know).

## WHAT PEOPLE WANT

Media experts surveyed suggested that once target audiences are identified more account should be taken of their specific needs and preferences for information and the formats in which it is presented. Participants in focus groups wanted more specific, relevant information about behaviours they could adopt to improve their environment. Ideally it would be real, useful and based on a proven success somewhere else.

A popular and repeatedly cited example of how they would like to receive information was *Song Dep* (Live Better), a prime-time TV spot approximately two minutes long. Fifteen per cent of people had watched this show, which features a combination of ordinary citizens and actors who share good and bad behaviours in everyday life, speaking in simple language. *Song Dep* might include episodes providing information on good environmental behaviours and practices, such as saving water and energy. This format could be used to communicate about climate change and its impacts.



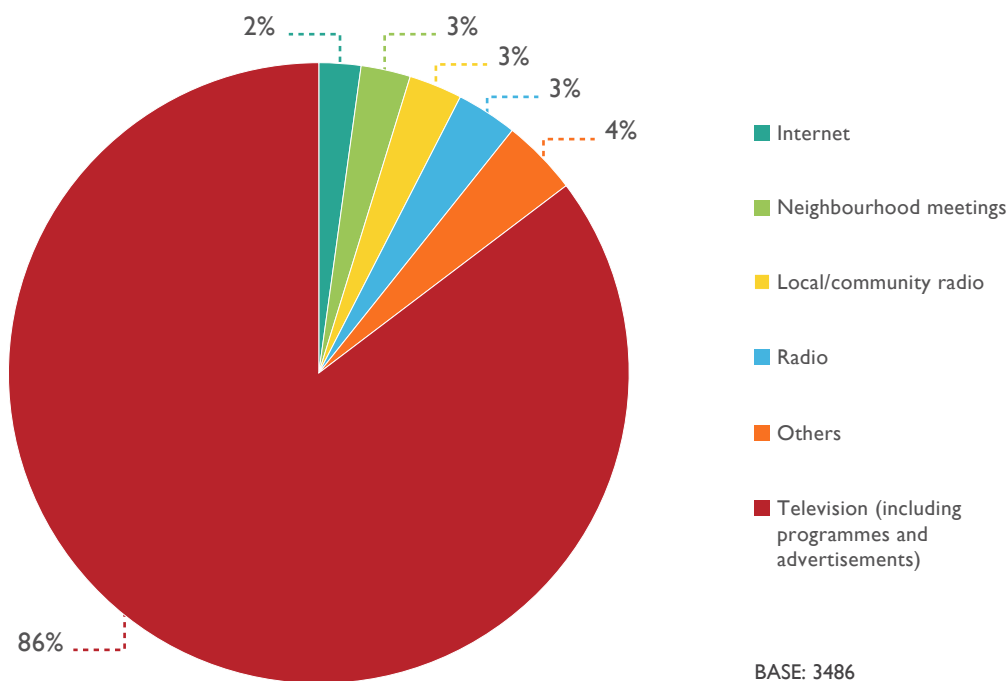
In order to encourage action people felt programming needed to emphasise the benefits of acting together, especially where there was an opportunity to make money.

“People need to see that joining in [environmental protection activities] may benefit them, that’s how Vietnamese people think.”

(Man, urban, Ho Chi Minh, age 16–24)

People overwhelmingly wanted to receive information on issues related to climate change through TV, although some also mentioned non-media channels of communication, including neighbourhood meetings and through fellow members of the community.

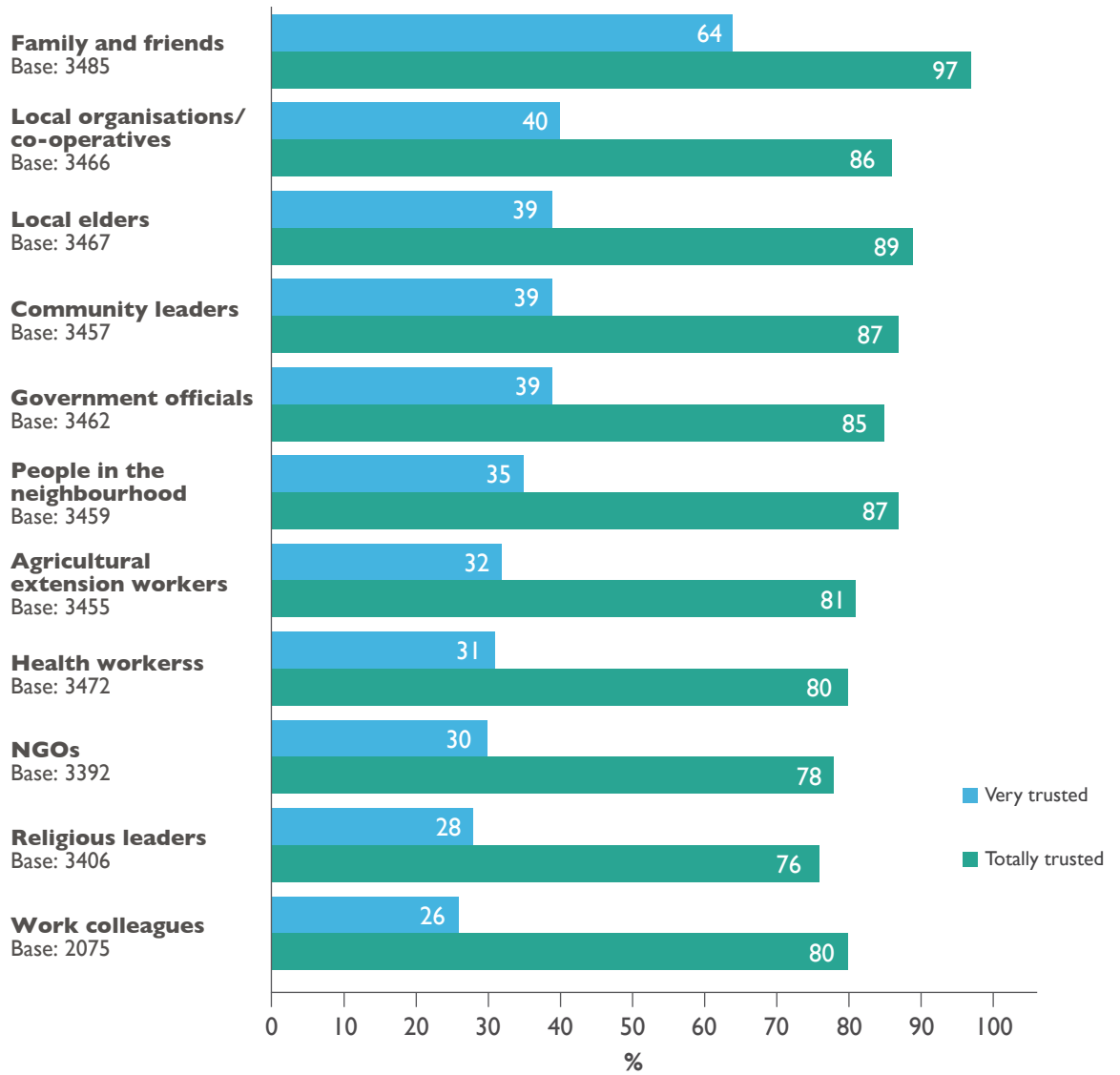
### Preferred source of information about changes in climate and resources



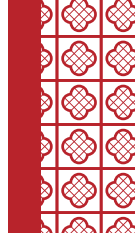
Q: How would you MOST like to be provided with this information?

## TRUST IN SOURCES OF INFORMATION

### Information from local sources is more trusted



Q: How trustworthy do you find these sources, as general sources of information on issues discussed in the questionnaire (water, food, energy and extreme weather)?



For communication to be effective in reaching and convincing target audiences to take action it needs to come from or feature trusted figures. People tended to trust information from organisations or people who were closer to them, particularly members of their family or neighbourhood. Students returning home from school often shared what they learned with their parents. Community meetings were also seen as a useful and trusted source of information about weather, crops and agricultural technology, although in urban areas community meetings were seen more as an activity for older people. The government is also a trusted source of information. People particularly emphasised the importance of high-ranking officials as role models in promoting good practices:

“I trust people with a high social status ... a vice-minister going to work by bus is a model for everyone else to follow.”

(Man, urban, Ho Chi Minh, age 16–24)

Local government was seen as playing a more important role in communication in rural areas and local government officials were more likely to be identifiable members of the community.

## HOW MEDIA AND COMMUNICATION CAN ENABLE ACTION

This section draws on the findings of our research to demonstrate how media and communication can be used to help people respond to change across Vietnam.

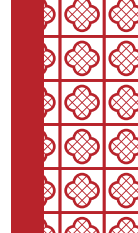
Media and communication have real potential to support people to reduce the impact of changes in weather on their lives. They can help people build awareness, motivation, self-belief, knowledge and skills to enable them to take action. Similarly, media and communication can support communities to discuss common issues, work as a community, inform public policies and hold leaders to account. This, in turn, can contribute to stronger systems to support the public in the long run.

Ultimately, Climate Asia believes that communication can contribute to people's ability to secure food, water and shelter, improve economic opportunities and security, reduce risk of disaster, and cope with crises. There are opportunities to increase the effectiveness of action in response to changes in climate in Vietnam through communication that takes the divergent needs of different groups of people into account.

As it stands communication initiatives are not reaching the majority of the population. Well-informed people respond better to change and so there is a real opportunity to use mass media, particularly TV, to reach more people with specific, usable information on these issues to inform them and empower them to act.

Stakeholders involved in these issues should focus on people's values and priorities. In particular, people want to see tangible benefits of taking action, particularly benefits that enable them to make or save money, or improve and protect their health.

In order to be successful, communication also needs to take into account the amplifying effect of groups. Discussion and community involvement have been shown to be key to undertaking more complex actions, particularly preparing for extreme weather events. Communication should encourage engagement with others, discussion of these issues and the sharing of good practices that help people adapt to changes in climate. There is also a real opportunity to use this type of approach to turn awareness of how to prepare for extreme weather events into action. To achieve this stakeholders should also seek to target trusted figures within communities, for instance local elders. Government officials also have an important role to play in setting an example for the people.



# THE MEDIA LANDSCAPE

## KEY STATISTICS ON MEDIA USE

In order to reach people it is important to understand what they want – what media they use, who they talk to and trust and how they would like information delivered to them. This section features new figures on media and communication use in Vietnam.

### Media used recently (yesterday/today)

Base	3486
%	%
Television	96
Radio	28
Mobile phone	72
Internet	15
Newspapers	21

Q: When is the last time you accessed/used the following media?

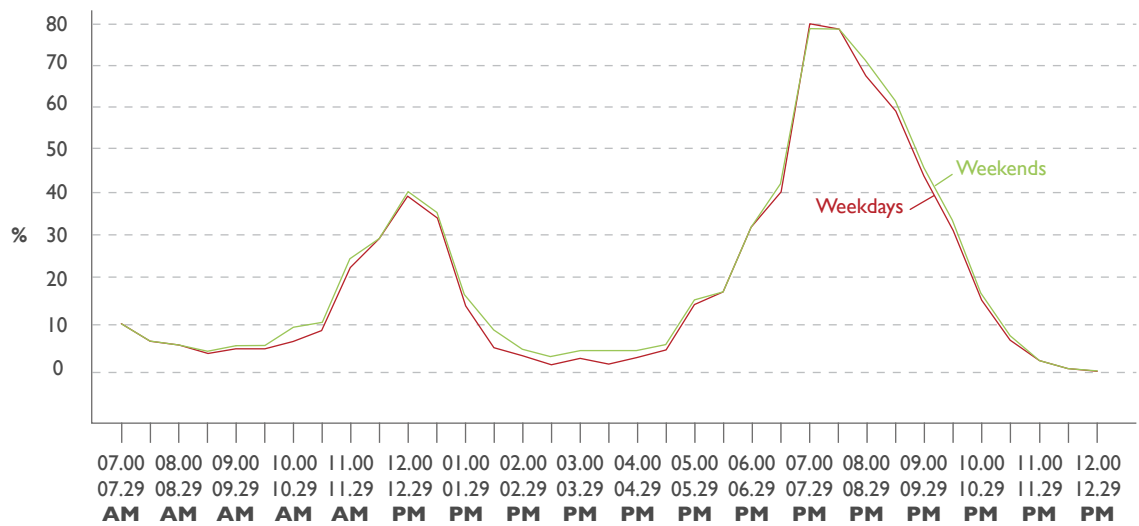


## TV

TV was the most popular type of media. Access to TV was nearly universal and almost everyone (98%) had watched TV recently (in the last day).

### Preferred TV watching times

BASE: 3469 – all watching TV at least once a week



Q: Thinking about your general viewing habits on typical weekdays, what time do you watch TV?

Peak TV viewing times were 7pm–10.30pm and 11am–1pm. Many people ate lunch and dinner in front of the TV. During weekends people watched at different times of the day, often with their families. Three national TV channels – VTV3 (74%), VTV1 (65%) and VTV2 (33%) – were popular and viewed by audiences throughout the regions. However, fewer people living in the South East and the Mekong Delta watched these channels. People across most of the country preferred their provincial or local TV station. News formats were very popular though people felt overwhelmed by the choice of news sources.



## MOBILE PHONES

Most people had access to mobile phones (78%) and used them frequently (93%). Mobile phone use was nearly universal among urban youth. Most people used mobiles to talk to other people (99%), followed by sending and receiving SMS (47%), listening to music (22%) and taking photos (12%). Some people also used mobile phones as radios.

## RADIO

Radio access was relatively high (46%), as was recent use among those who had access (26%), particularly in rural areas (32%). Peak radio listening times were 5am–7am and 5pm–6pm. Popular stations nationally were Dai Phatthanh Cong Dong (46%), Voice of Vietnam I (17%) and Phatthanh Vinh Long (16%). Information broadcast through a loudspeaker was popular in rural areas. Often the loudspeaker broadcast a radio station, which was then the most listened to in a village. People tended to listen to the loudspeaker very early in the morning, between 5am and 6am. Radio listeners described listening throughout the day including during breaks, at work and in one case in a car.

## NEWSPAPERS

Just over a fifth of the population had read a newspaper recently (21%). Recent readership was much higher in larger cities (52%) than in smaller cities (31%) or rural areas (11%). Many people read newspapers online. Popular titles included *Tuoi tre* (45%), *Thanh nien* (36%), *Dan tri.com.vn* (27%), *24h.com.vn* (25%), *Vnexpress.net* (21%), *Nhandan* (16%) and *Lao dong* (15%).

## THE INTERNET

Internet access was high in urban areas (46%) but very low in rural areas (14%). Those who had access had generally accessed the internet recently (68%), particularly in large cities (80%). The internet was popular with young and highly educated people. Seventy per cent of students, teachers and professionals had access to the internet compared to only 3% of farmers and fishermen. Young people who used the internet described accessing it frequently throughout the day, particularly to check social media.

# BRINGING IMPACTS AND ACTION TOGETHER TO UNDERSTAND PEOPLE IN VIETNAM

This section introduces the results of a segmentation analysis conducted by Climate Asia across the region. This analysis builds on research findings to produce insights that allow for better understanding of people's needs in Vietnam. These insights can then be used to identify opportunities for communication that encourages effective action in response to changes in climate.

People in Vietnam vary in the changes they perceive, the impact they feel as a result and the extent to which they're taking action to respond to these changes.

This report has highlighted a number of factors that influence how people in Vietnam respond, including:

- The impact they feel
- Their exposure to media
- The degree to which they feel connected to their community
- Their financial resources
- The actions of government and external actors

In order to understand people's needs and identify opportunities to communicate with them effectively, Climate Asia has analysed survey data from across the region and placed people into five discrete segments, using a process called cluster analysis. Each segment varies in the factors that enable and prevent response. As such, each has different communication needs and can be supported in different ways. Climate Asia has called these segments surviving, struggling, adapting, willing and unaffected.

The proportions of these segments within a country represent the extent to which people in the country perceive impacts and are taking action to respond to them.

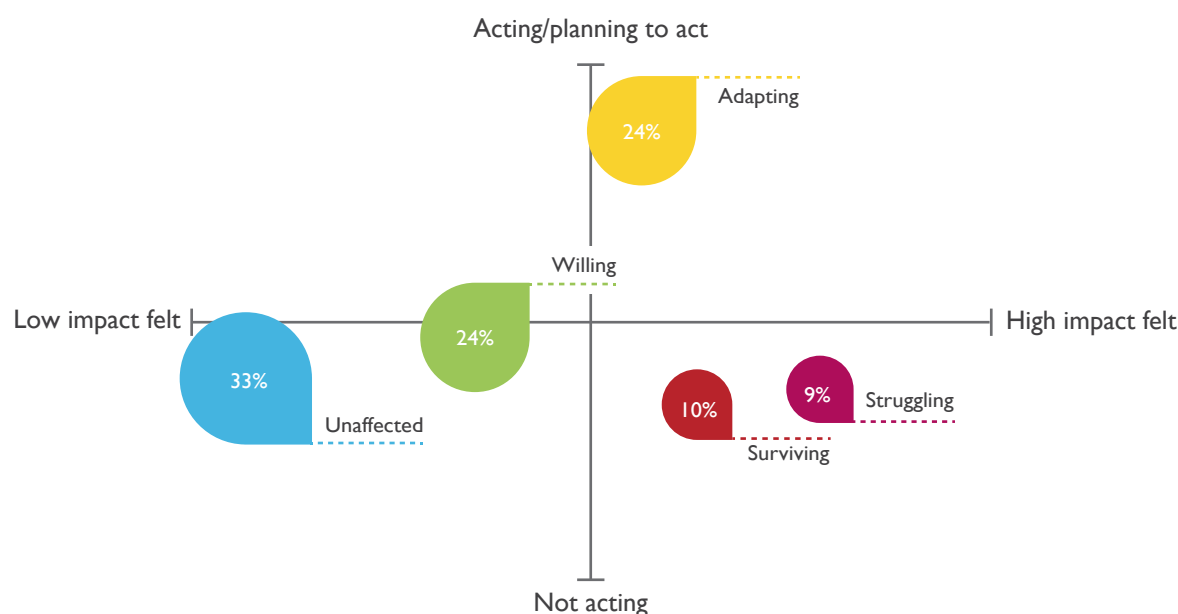
In Vietnam the country is split between a segment that isn't feeling much impact – unaffected



(33%) – and four segments that are feeling impact, surviving, struggling, willing and adapting. The segments also give an indication of how active Vietnamese people are already. Almost a quarter fall into the very active adapting segment.

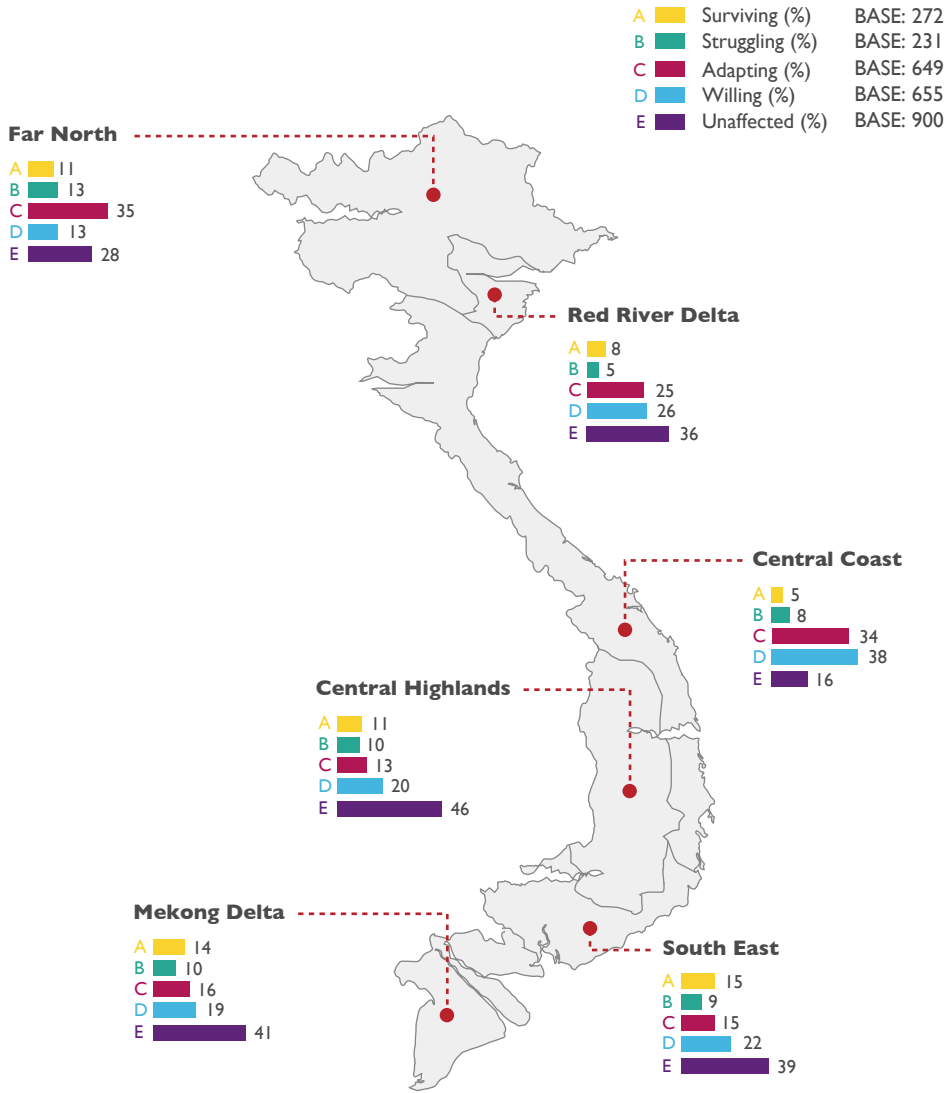
In comparison to other countries that form part of the Climate Asia study, in Vietnam there were comparatively few demographic differences between segments – so, for instance, each segment contained a similar number of farmers or poor people. However, there are notable differences in the populations of each segment in different locations.

### The segments in Vietnam

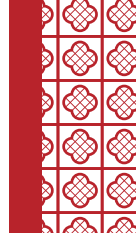


- Surviving: “Finding it too hard to take action”
- Struggling: “Trying to take action but finding it very difficult”
- Adapting: “Acting and wanting to do more”
- Willing: “Worrying about tomorrow”
- Unaffected: “Believe there is no need to do anything”

Segment locations map



More detail on how these audience segments were formed can be found at [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia).

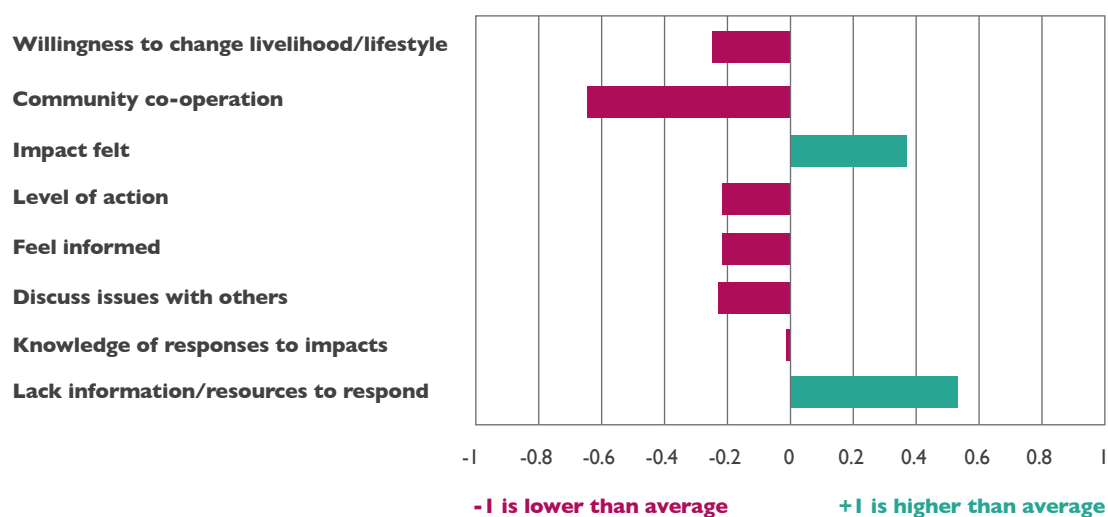


## SURVIVING (10%): FINDING IT TOO HARD TO TAKE ACTION

People in the surviving segment are very concerned with the basics of life – having enough water, money, food and shelter. In this group 17% of people feel life has got worse, greater than any other group. Changes in climate and the availability of key resources are having an impact on their ability to earn a living, choose a job and stay healthy but they are having a lot of trouble responding. Most have not made any changes to their livelihoods and lifestyle and are doing less in response to changes than most other groups. They tend to discuss issues to do with food, water, energy, climate and environment less than other groups and feel less involved in their communities.

Key barriers to action for this group include a lack of involvement in their community and not knowing other people who are taking action. They feel they lack resources and information and more than others say they need government support.

### Surviving vs the rest of the population



The figures show how different people in each segment feel about key factors determining response in comparison to the average of the other segments. +1 is higher than average, and -1 is lower than average.



## **Aims for communication**

**Make people aware that they are already taking action.** People are doing many simple things without external support. These actions can be built on and other simple changes may make or save them more money.

**Encourage and support them to engage with their communities** more through discussion, learning and sharing of experience.

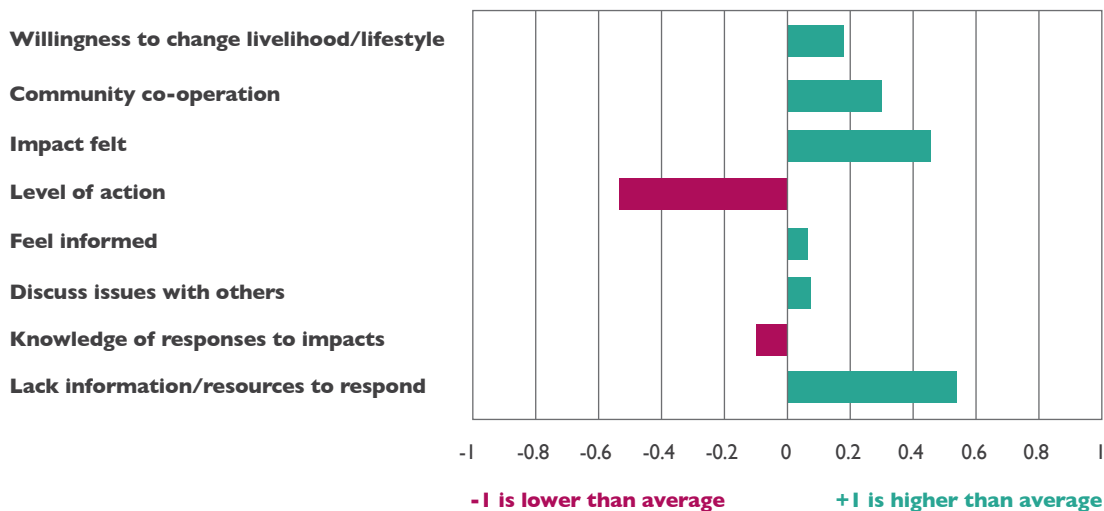
**Make action seem achievable and beneficial.** Communication can do this by relating the possible action to the impact these people feel. For instance, for farmers in this segment, it could present examples of people making money through new farming methods.



## STRUGGLING (9%): TRYING TO TAKE ACTION BUT FINDING IT VERY DIFFICULT

The struggling are feeling the most impact of any segment, particularly on their ability to earn money. They are willing to take action to respond to this impact but they perceive higher barriers to action than any other segment. They feel they lack resources and information and do not know many others who are responding.

### Struggling vs the rest of the population





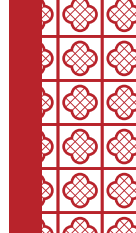


## **Aims for communication**

**Provide specific examples** of people like them who are taking simple actions and specific information that relates to their lives.

**Build networks.** People feel connected to their community. Communication should seek to encourage dialogue between people and communities to help them build networks to support response.

**Amplify effects.** Given the importance these people place on community and their willingness to discuss these issues, there are real opportunities to amplify the effects of any communication. Stakeholders who reach some of the struggling and convince them that specific actions are achievable are likely to reach and persuade others through discussion.



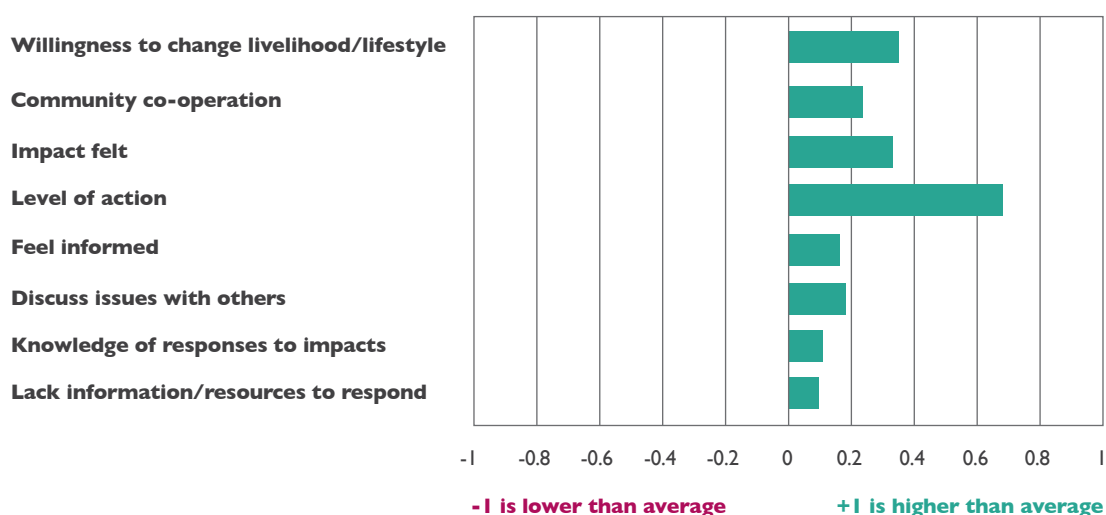
## ADAPTING (24%): ACTING AND WANTING TO DO MORE

The adapting are taking more action than any other segment, both in total and across all prompted actions, in response to specific changes in the availability of food, water and energy and extreme weather. They engage in both easy-to-make changes and long-term planning, including drawing up disaster preparedness plans.

The adapting are acting because they are feeling impact on their lives and health now. They receive communication on these issues because they have strong community bonds and frequently discuss them with others. This group contains the highest number of people who see themselves as influential in their neighbourhoods and communities. They are motivated to create a better future, although they expect that in future they will experience greater impact on their lives as a result of changes in climate and resource availability.

Despite these many positive characteristics, most feel they do not know how to respond effectively to changes and that they do not have the financial resources to do so.

### Adapting vs the rest of the population

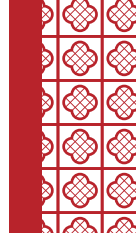




## **Aims for communication**

**Provide advice, tools, instructions and material support** to help people take the next step and respond in more sophisticated ways.

**Encourage communication with others.** It is quite likely that many future solutions to changes in climate can be found with these people, as they are more likely to act and innovate. These people are themselves key communicators and there is an opportunity to encourage them to take on a leading role within their communities to help others respond.

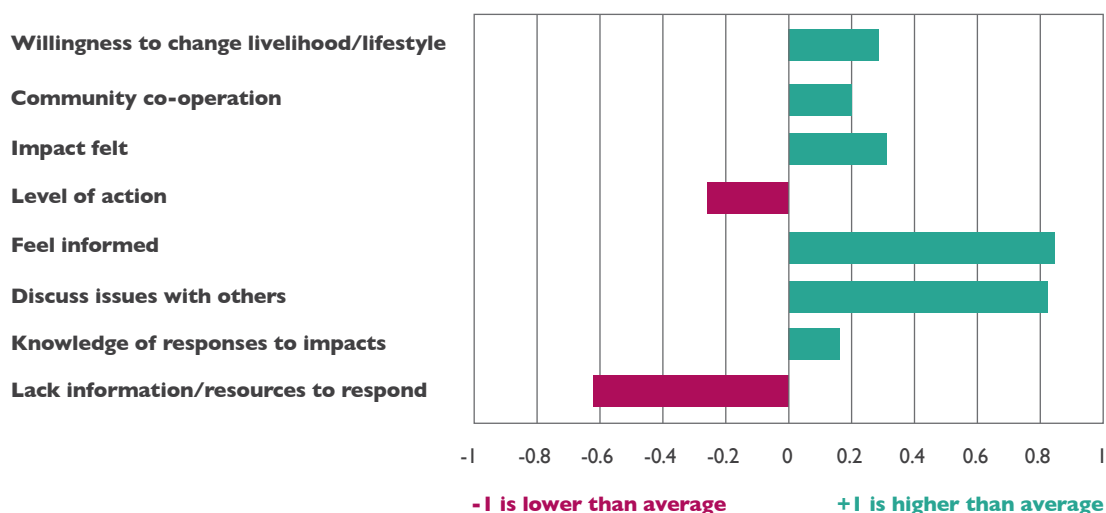


## WILLING (24%): WORRYING ABOUT TOMORROW

This group feel guilty about the changes taking place and are motivated by forward-looking concerns, including health, preserving the environment and their children's future. They support most policies to respond to climate change, although they are not in favour of stopping the cutting down of Vietnam's forests. Surprisingly, despite their stated concern about the future they are no better than other groups at preparing for the future and are particularly bad at preparing for extreme weather events.

They are slightly better educated and slightly wealthier than other segments and are more likely to feel they have an influence in their neighbourhoods. In addition, they place more importance than other groups on fitting in and being respected in their communities.

### Willing vs the rest of the population

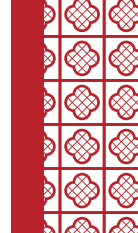




## **Aims for communication**

**Convert concern about the future into action.** More than others, the willing feel informed, equipped and confident about making a difference. However, in reality very few are currently taking action. They need to convert a concern about the future into actually doing something. There is a real opportunity to focus communication on specific activities they can undertake to plan for extreme weather events.

**Encourage them to lead.** Given their concern for their social standing, they should also be encouraged to use the social, informational and economic resources at their disposal to lead by example in planning for the future and share what they are doing within their communities.



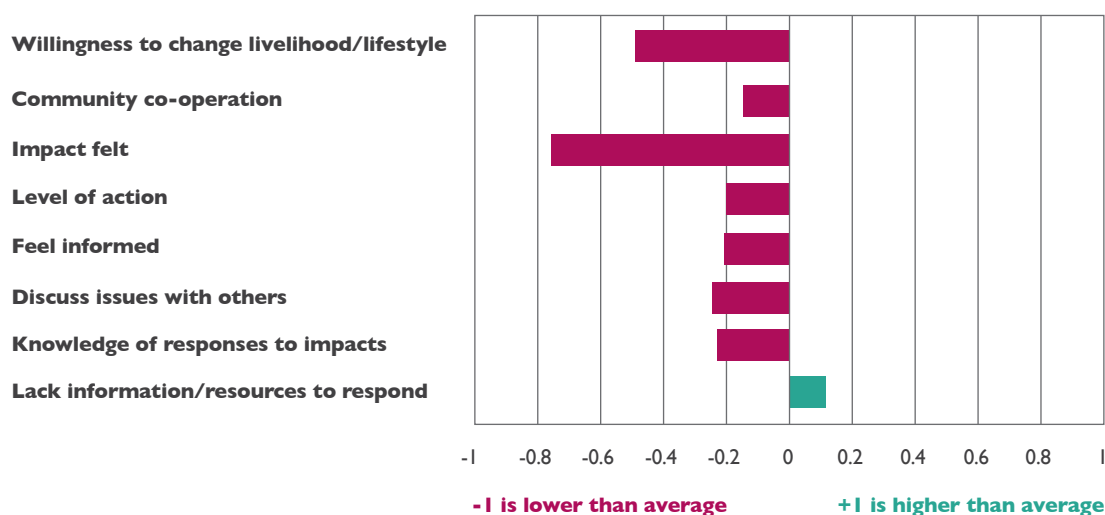
## UNAFFECTED (33%): BELIEVE THERE IS NO NEED TO DO ANYTHING

The unaffected are the largest single group in Vietnam. They have noticed some changes in weather and the availability of key resources but don't feel that these changes have had a particular impact on their lives. Most don't expect this to change in the future. Consequently they are not taking as much action as other segments.

Despite having access to information, the unaffected feel uninformed, do not know of many existing initiatives on climate change and are less likely to discuss these themes with other people. They are less involved in their communities than most other segments.

Along with the majority of Vietnamese people, however, they are taking some small actions to deal with changes in resource availability and are motivated to act by concerns about their health.

### Unaffected vs the rest of the population

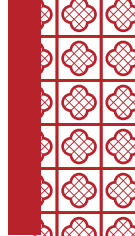




## **Aims for communication**

**Raise awareness and build knowledge** about any likely future impact they may experience and simple “green” behaviours. Media can play a role in increasing their understanding of climate variability and change and how people around them are feeling its impacts. However, it is important to focus on what they can do rather than attempting to frighten them with information about the likely impact of future changes.

**Appeal to their values.** To motivate them to engage it is important to appeal to their values, including their desire to protect their health and to make money. Media should also encourage them to engage more with their communities and discuss related issues.



# PRIORITY AUDIENCES

The segments discussed in section 7 – surviving, struggling, adapting, willing and unaffected – have been used to help prioritise groups of people that can be targeted through media and face-to-face communication. Climate Asia’s ideas for reaching these audiences are based on an understanding of the segments.

The priority audiences chosen for Vietnam are farmers, urban youth and people who live in Central Coast areas of the country.

## FARMERS



Nguyen Trong Khuong



"I'm a farmer thus I can't make the environment clean on my own. It's the task of the majority, and community, and the solution is using communication..."

(Man, urban, My Tho, age 25–34)

"I think diversification in planting gives you benefits as you can earn from many different sources. However, you cannot focus investment and care, say, on [a single crop like] coffee trees and quality may be low as a consequence... But I still think diversification is still better than prioritising one type."

(Woman, rural, Dak Lak, age 16–24)

### Distribution of farmers across the five segments

	Surviving	Struggling	Adapting	Willing	Unaffected
Farmers	11%	9%	24%	24%	32%
All	10%	9%	24%	24%	33%

### Who are they?

Farmers tend to be over 35 with a near equal gender balance. Farmers tend to be smallholders (the vast majority own less than one hectare of land) and many also work for other people. Sixty-four per cent are poor or very poor compared to 43% of the whole population.

### Why choose them?

Farmers' lives are changing rapidly for two main reasons. People are migrating to the cities and the government has introduced policies to encourage consolidation of production in the agricultural sector and further development of economic activity outside farming.



## Information sources

Farmers in rural areas prefer information from local sources and have a high level of trust in information from the media, particularly TV. They use mobile phones but do not necessarily trust information from them.

They tend to watch TV at two peak times, 11am–1.30pm and 7–9pm. Twenty-nine per cent had listened to the radio the previous day compared to 32% of the rural population in total. One in three had read a newspaper in the previous 24 hours.

Farmers like watching news. They are interested in information and programmes that are relevant to them, like *Ban Cua Nha Nong* (Friends of Farmers), and that help to increase income and yield or save money. They want information to be based on real and proven success stories and would like to see examples of good practice from other farmers, particularly those who have become experts. Examples included a game show to test farmers' skills and knowledge, a reality show in which celebrities do farming work and sharing-experience farming workshops that feature famous singers.

## Reaching this audience

Reaching this audience requires using what motivates them – most importantly a desire to make money – to build confidence to act and adapt. For the struggling and surviving segments, media and communications can also facilitate the sharing of the experiences of farmers within their region who are taking action already, including farmers from the adapting segment, who are also much more likely to be opinion formers within their communities.

Media and communications can play a role in providing simple, accessible, actionable information to these groups through existing channels and favoured formats that show them how to make money by making changes. It can also promote discussion of both the benefits and risks of taking these actions to generate understanding and allow people to make decisions for themselves. Aspirational stories of farmers who are already adapting and making money by doing so can provide information, motivation and a demonstration that barriers to action can be navigated by surviving and struggling farmers.

## URBAN YOUTH



Mark Henley, Panos

“Sometimes we really want to [participate] but just don’t know how.”

(Man, urban, Ho Chi Minh, age 16–24)

“I am like a drop of rain in a desert. I need a group to build up trust and more people will join in.”

(Man, urban, Ho Chi Minh, age 16–24)



## Distribution of urban youth across the five segments

	Surviving	Struggling	Adapting	Willing	Unaffected
Urban youth	13%	7%	27%	23%	30%
All	10%	9%	24%	24%	33%

### Who are they?

Urban youth are predominantly students (54%), are highly educated and have medium-level incomes.

### Why choose them?

The Vietnamese government emphasises the importance of reaching youth audiences in its current communication strategies on climate change.

The urban young feel they lack information on how to respond to climate change. Three-quarters of 16–24-year-olds do not know of any programme that provides information on climate change; this is slightly higher than the general population. They feel that the information they currently receive is not specific enough and they prefer communication that focuses on simple actions with real tangible benefits.

Their needs also differ from other groups in that they have a different range of options available to them. These include the opportunity to change their lifestyle and adopt environmentally friendly behaviours like using public transport, saving energy and taking more care of their neighbourhoods.

Young people expressed a desire to participate more in groups and in their communities, seeing this as an opportunity to do good while socialising. They also saw collective action as more effective. People in other age groups in urban areas expressed a willingness to learn from their children. Urban youth can influence their parents and peers.

## Information sources

Young people feel family and friends are a highly trusted source of information and they value the opinions of their peers. Scientists are also very trusted. Mobile phone ownership is near universal but mobile phones are not a trusted source of information.

Urban youth get information on climate change from TV (95%), newspapers/magazines (58%), the internet (52%) and – to lesser extent – radio (31%). TV and the internet are preferred and most trusted. TV is mostly watched in the evenings, whereas the internet seems to be used all day because it is frequently updated.

## Reaching this audience

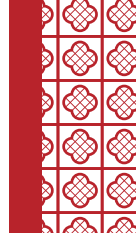
Significant opportunities exist to educate this audience to improve their knowledge of climate and environment, encourage action and have them become more active members of their communities. Activities could include using public transport and saving energy. A combination of short TV clips and online, interactive content that is frequently updated and features high production values is likely to reach this audience. Content should also tap into young people's social instincts, encouraging them to share and encourage their peers to learn and act. Social media can then amplify the effect of any programme.

Content needs to be relevant to young people, entertaining, engaging and possibly include celebrities or other respected individuals. Suggestions from participants included short TV adverts or programmes that stay close to real life, such as competitions, game shows or leisure and lifestyle programming.

[One idea was to promote public transport use through stories that focused on romance or friendship] “For example, there is a boy who doesn't have a girlfriend. While taking a bus to school he meets a pretty girl by chance.”

(Man, urban, Ho Chi Minh, age 16–24)

For information on the internet, participants suggested an interactive site where questions can be asked and interviews with high-ranking people and short documentary clips are shown.



## RESIDENTS OF THE CENTRAL COAST AREA



### Residents of Central Coast area across the five segments

	Surviving	Struggling	Adapting	Willing	Unaffected
<b>Central Coast</b>	5%	8%	34%	38%	16%
<b>All</b>	10%	9%	24%	24%	33%

“Climate changes so much. Before four seasons were distinguished very clearly. But now, when the summer comes, it is not hot yet; when the winter comes, it is not cold yet. Summer lasts longer; winter comes later but is longer. The flood season comes earlier and the impact of storms is greater because a lot of trees were cut down.”

(Woman, rural, Quang Tri, age 35–44)

“After I harvested, I could not dry rice for 10 days in a row. Rice sprouted and was rotten. I am so miserable. I had five sao of rice but there was no sunshine to dry it. As a result, even the pigs could not eat the rice. It caused us huge economic damage.”

(Woman, rural, Quang Tri, age 45+)

### Who are they?

The Central Coast area is predominantly rural and has high numbers of farmers and fishermen (29%), traders (20%), housewives and retired people (19%). Residents of the Central Coast area are relatively old – 71% are over 35.

### Why choose them?

There are large populations of the willing and adapting segments in this area. People here are undertaking a wide range of actions to adapt to change. However, these participants frequently mention the need for more specific, tailored information and are concerned that many of the actions they have undertaken to date have not been successful.

### Sources of information

People from the Central Coast area trust their family and friends the most. People from their local community, such as neighbours, community leaders and government officials, are also trusted by the vast majority of people.

TV is by far the favoured medium. The vast majority of people watch VTV1 (85%), VTV3 (86%) and the provincial TV channel (90%). They have high exposure to existing communications on environmental issues. They think the media cover these issues well (80%), better than any other area. The daily news is watched by nearly everyone. The programme *Ban Cua Nha Nong* (Friends of Farmers) was popular in this region (52%).



## Reaching this audience

People in the Central Coast area have many of the characteristics of those who should be successfully adapting to changes in climate. While there have been some successes, their desire for more information and a feeling that they have not necessarily been successful in responding is notable. Communication needs to be two-way. There are opportunities to learn from these people, focusing on their experiences – both successful and unsuccessful – and sharing them with others using media. This can promote discussion and empower people to make decisions for themselves. There is also a need for specific information tailored to the region. Government and face-to-face communication, already common in the region, could focus on sharing information about actions people can take collectively to prepare for the future, in particular extreme weather events.

People on the Central Coast want proven success stories of people adapting to changes in climate. Their preferred formats include competitions, game shows, leisure and lifestyle programming, reality TV, drama and comedy. One specific suggestion was to produce short films about the environment – less than five minutes long – that played during prime time. Another was to create a game show in which different farmers would plant and harvest different crops and the most successful would win a prize.



## WHAT NEXT?

This report and all Climate Asia data and tools are available on a fully searchable Climate Asia data portal, [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia). We believe that these resources can improve communication and decision-making by allowing stakeholders to better understand their audiences' needs.

The findings of this report can be explored in more detail using the data portal. For instance responses to any question can be analysed by audience segments, key demographics, geographic location or media use.

## SHARING OUR FINDINGS AND TOOLS

We invite people to share this report, the links to the data portal ([www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia)), the climate change toolkit and our research tools as widely as possible. We will also work with stakeholders and partners to help them use our evidence and analysis. The more people who use our findings and tools, we hope and believe, the greater the chance of effectively supporting people who live with climate change today.

## BUILDING ON OUR DATA

This Climate Asia report is just the beginning. Our research can be built on. For instance people can use Climate Asia research tools to conduct their own surveys. This will enable key indicators to be tracked over time, which would further add to an understanding of the role of communication in climate change adaptation.

By working with existing communication initiatives and new projects, stakeholders can bring this data to life for the people who need it



# APPENDIX: CLIMATE ASIA'S METHODOLOGY

Climate Asia's research has used qualitative and quantitative methods to understand people's perceptions of changes in climate and the environment as well as the impacts of these changes on their lives. The findings will inform adequate communication to support people's needs in responding to these changes.

## QUALITATIVE RESEARCH

In Vietnam, qualitative research included 16 audience focus groups. Focus group participants were members of the public from the main geographical areas in Vietnam, including coasts, deltas and highlands in rural and urban locations across the north, centre and south of the country.

In each location, focus group participants were selected according to age, gender, occupation and social class to capture a diversity of views within the population.

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In Vietnam, depth interviews with experts and community assessments were not conducted.

## QUANTITATIVE RESEARCH

In Vietnam, the project surveyed 3,486 people following a stratified random sampling approach. First, provinces were randomly sampled in each geographic region (Northern Midlands and Mountains, Red River Delta, North and South Central Coast, Central Highlands, South East and Mekong River Delta). After sampling the provinces, two districts per province were chosen using the probability proportionate to size (PPS) method. In urban areas, municipal wards were used as primary sampling units (PSUs). In rural areas, communes were used. PSUs were further divided into clusters. Within each cluster, households were randomly selected following the right-hand rule of field movement and five households were skipped after every successful interview.



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