



# MYANMAR

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





## UNDERSTANDING CLIMATE CHANGES IN MYANMAR

How do people in Myanmar live with climate change now? How will its impacts shape people's 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 around this issue?

These are some of the questions that BBC Media Action's regional research and communication project Climate Asia attempts to answer. In 2015, as part of the Building Resilience and Adaptation to Climate Extremes and Disasters (BRACED) project funded by the UK Department for International Development (DFID), BBC Media Action carried out a nationally representative quantitative study with people in Myanmar. Researchers interviewed 3,000 people between July and September 2015 in five geographic zones in Myanmar: Coastal, Delta, Dry, Hilly and Plain. The study aligns with BBC Media Action's 2012 Climate Asia project also funded by DFID that surveyed 33,500 people across seven Asian countries: Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam.

Using findings from the quantitative study, BBC Media Action has built a national picture of how people in Myanmar live and deal with changes in the weather and environment. Understanding a number of key topics is essential for creating communication that motivates people to take action. These include people's concerns in life, their perception of changes in the climate, ways of adapting to these changes, preparations for extreme weather events, media access and the most trusted sources on issues relating to changes in the weather and environment.

## 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. 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. Working with broadcasters, governments, other organisations and donors, BBC Media Action in Myanmar produces audience research, media and communications programs and capacity building in the areas of governance, health, resilience and humanitarian response.

## ABOUT BRACED

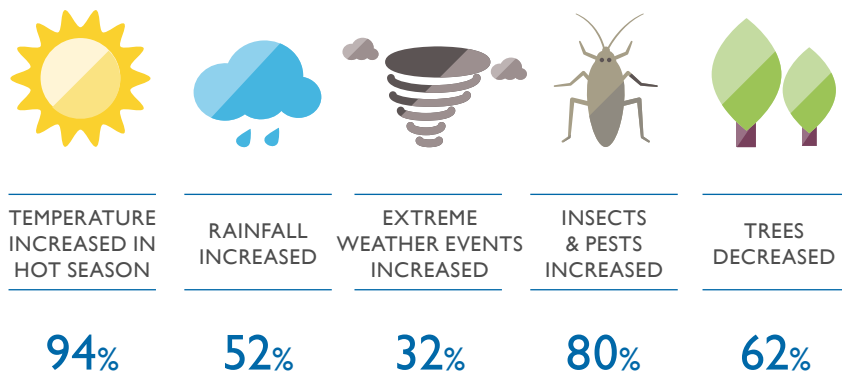
The BRACED project in Myanmar is a global DFID-funded programme with an overall goal of improving resilience to climate- and disaster-related shocks and stresses. In Myanmar, BRACED is run by a consortium of six development partners: Plan International, UN-Habitat, ActionAid, World Vision, Myanmar Environment Institute and BBC Media Action.

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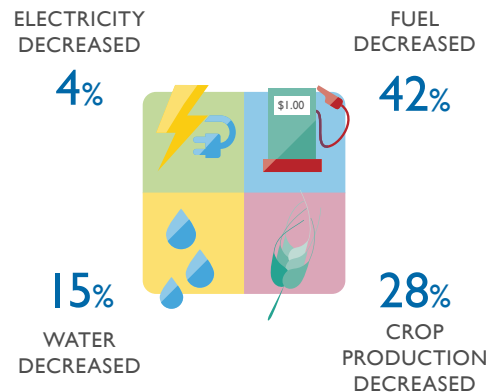
## THE STORY

For the full story and what you can do, visit <http://dataportal.bbcmediaaction.org>

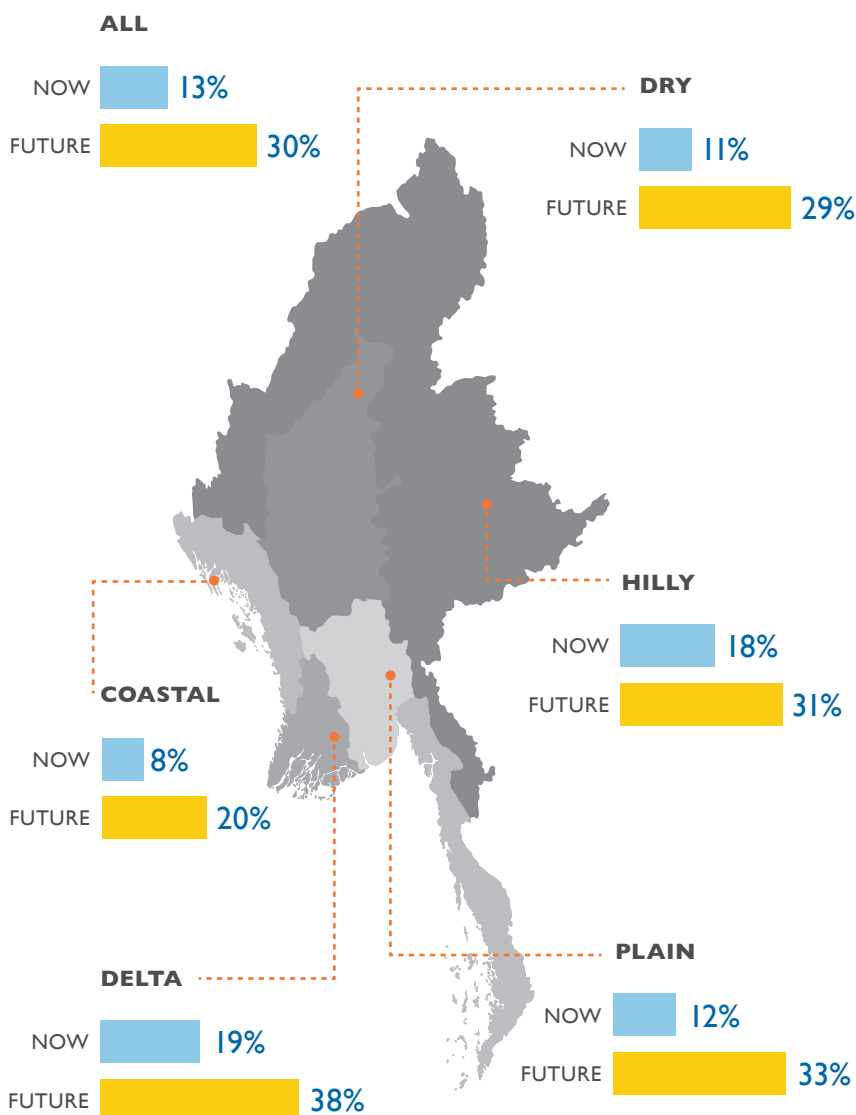
### % OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



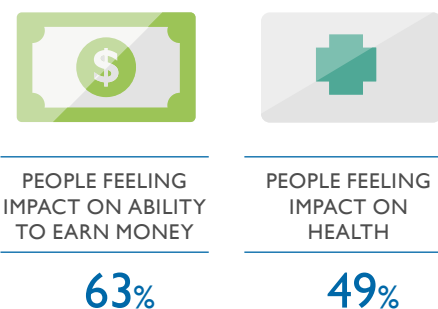
### % OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS CHANGING



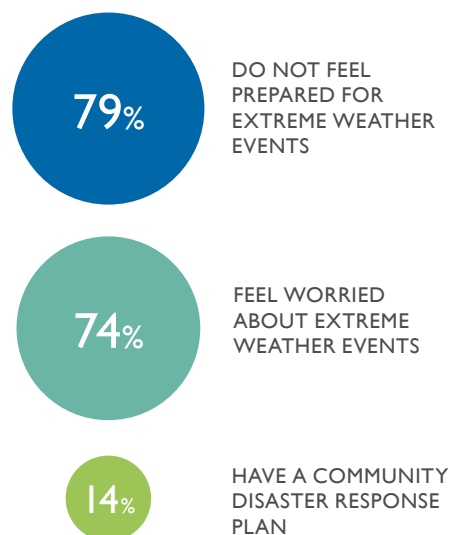
### FEELING SOME IMPACT NOW, MORE TO COME (% HIGH IMPACT)



### CHANGES FELT ON INCOME AND HEALTH



### EXTREME WEATHER: FEELING UNPREPARED AND WORRIED



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### PEOPLE ARE RESPONDING



CHANGED  
LIVELIHOOD

#### ACTIONS TAKEN IN RESPONSE TO DECREASED AGRICULTURAL PRODUCTIVITY (RURAL ONLY)

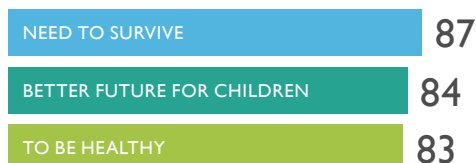
REDUCING FOOD WASTE **60%**

GROWING/RAISING DIFFERENT TYPES OF CROPS/LIVESTOCK **59%**

USING TECHNOLOGY TO IMPROVE SOIL FERTILITY **53%**

### WHAT IS MOTIVATING PEOPLE TO ACT (% STRONGLY AGREE)

#### MOTIVATORS



#### BARRIERS



#### INFLUENCING FACTORS



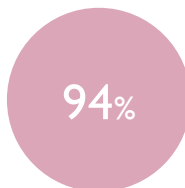
### MANY AWARE OF CLIMATE CHANGE BUT UNDERSTANDING LIMITED



HAVE HEARD  
OF THE TERM  
CLIMATE CHANGE

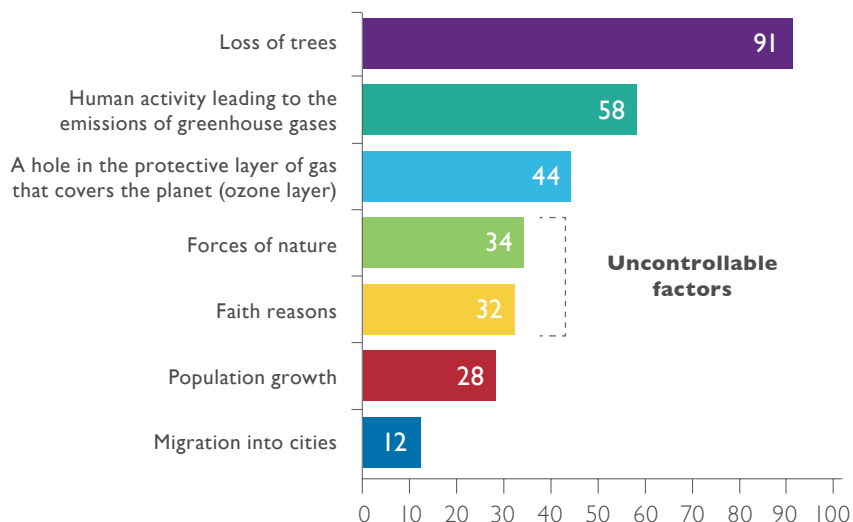


KNOW WHAT  
CLIMATE CHANGE  
MEANS

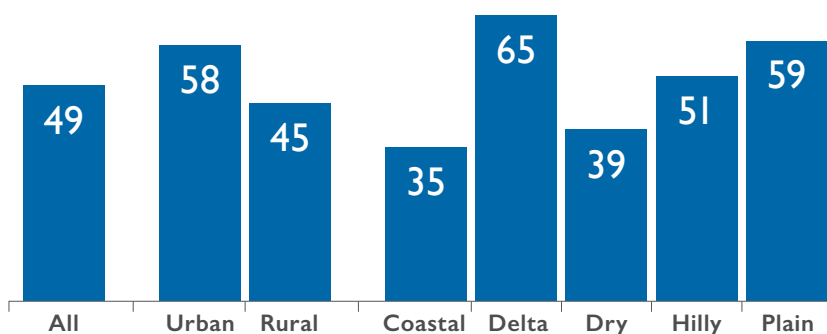


BELIEVE THAT  
CLIMATE CHANGE  
IS HAPPENING

### PERCEIVED CAUSES OF CLIMATE CHANGE (%)



### % OF PEOPLE WHO FEEL INFORMED ABOUT HOW TO ADAPT TO CHANGES



### MEDIA ACCESS IN HOMES

