

# What's the name of our brigade?

## Shaping the identity of community brigades

### Why is the identity of the community brigade important?

Establishing the identity of a brigade is key to formalizing the community group and increasing the sense of ownership and belonging of its members: each name is unique, defines the group's purpose and helps to position the brigade within the community.

### How does the community brigade develop their identity?

It is fundamental that the naming of the community brigade and the creation of its logo is a participatory process. During an exchange of ideas among brigade members, reflection on the objective of the group is encouraged, resulting in a brainstorm of phrases, concepts and key elements that represent the context of the community, the personality of the brigade members and the goals that they identify with.

The community brigade 'Ant Warriors to the Rescue' belongs to the community of José María Morelos y Pavón "Santa Rita", Tabasco, Mexico.

### Brigada Comunitaria



*"Warrior ants are practically the first sign that tells us that a flood is coming as they start look for higher ground. So, when the ants start to get upset, we know that flooding is guaranteed".*

Janet - community brigade member

- The rain, clouds and water represent the hydrometeorological effects that contribute to flooding in the community, either as a result of storms or the overflowing of the river.
- The three ants in vests and helmets represent teamwork and demonstrate the uniform worn by brigade members.
- The *cayuco* is a type of boat typical in the region that is used to transport people and goods when the community is flooded.

The 'Blue Sky Flood and Disaster Brigade', CABID for its initials in Spanish, belongs to the community of Manuel Buelta y Rayón, Tabasco, Mexico.



*"There comes a time when people feel stressed from being stuck in the flood for so long; as wáter stagnates in the community over days and weeks. So, when we see the blue colour of the sky, it motivates us to keep going."*

Denis - community brigade member

- The mountains and the river represent important elements of the basin that affect the community's exposure to flooding.
- Brigade members stand hand in hand with the community to represent unity and teamwork regardless of age, religion, or gender.
- Banana crops are the main economic activity in the region and another factor contributing to flood risk.

### What are community brigades?

Community Brigades are organized groups of people dedicated to building resilience and strengthening local capacities in the face of flooding, as well as other emergencies and disasters. Brigade members are trained to carry out preparedness and response activities to reduce the impact of floods.