

Emergency appeal



International Federation
of Red Cross and Red Crescent Societies

Mexico: Floods

Emergency Appeal no. MDRMX002;
GLIDE no. FL-2007-000200-MEX;
6 November 2007

This Preliminary Emergency Appeal seeks CHF 1,208,000 (USD 1,042,278 or EUR 722,056) in cash, kind, or services to support the Mexican Red Cross in their efforts to deliver assistance to 40,000 beneficiaries for 4 months.

CHF 200,000 (USD 173,563 or EUR 119,546) was allocated from the Federation's Disaster Relief Emergency Fund (DREF) to support this operation. Unearmarked funds to replenish DREF are encouraged.

In solidarity with the Mexican Red Cross (MRC), the International Federation is launching this Emergency Appeal on a preliminary basis to support the MRC's relief response, and to replenish vital emergency stocks to enable an adequate response for future needs.

This operation is expected to be implemented over 4 months, and will therefore be completed by February 2008; a Final Report will be made available by May 2008 (three months after the end of the operation).

[<click here to view the attached Emergency Appeal Budget;](#)
[here to link to a map of the affected area; or here to view contact details>](#)



Villahermosa affected by the heavy rains.
Source: International Federation of the Red Cross

The situation

A week of torrential rains provoked by two cold fronts and the effects of Tropical Storm Noel has been causing serious flooding in the state of Tabasco since 28 October [<click here to view the attached map of the affected area>](#) With more than 700 mm of rainfall, levees water levels have exceeded their capacities, and caused the overflow of the Carrizal and Mazcalpa Rivers. This has, in turn, led to the flooding of the Pichucalco and Reforma municipalities in Tabasco State. Flood waters have reached up to 12 meters high. Preliminary reports indicate that the affected zones are the Chontalpa, Centro, Tlacotalpa, Jalapa and Teapa Regions in Sierra, and Cental and Macuspana Regions in Usumacinta.

The Emergency Operative Committee (Comite Operativo de Emergencia – COE) from the state of Tabasco was activated on 27 October.

The floods caused by the cold fronts have affected the entire state of Tabasco (estimated total population of 1,989,969 persons). The city of Villahermosa, the capital city of Tabasco, is deeply affected because of the overflowing Grijalva River (especially in the central part of the city). One million people are reportedly affected. The floods have completely destroyed agricultural crops and livestock. 16 of the 17 municipalities in Tabasco have been affected, which translates to some 966 towns in the State. 815 shelters have been opened, currently housing 114,023 people. Out of 5,311 schools in the state, 2,954 are flooded; but 390 of these can and are being used as shelters. The Mexican army is in charge of all shelter operations and is conducting a census. At least 90 per cent of the city of Villahermosa is under water; 80 per cent is without electricity and running water. Electricity and running water have been restored only in areas that were considered safe. Weather forecasts indicate that the rain will persist due to the cold front now in effect.

Red Cross and Red Crescent action

A total of CHF 200,000 was allocated from the Federation's Disaster Relief Emergency Fund (DREF) to support the MRC's initial relief operation. The Mexican Red Cross (MRC) has mobilized a massive relief and response operation. The MRC and the National Relief Unit are coordinating the relief operations from the field and have mobilized people from the National Intervention Unit (Unidad Nacional de Intervencion Rapida– UNIR). Many local branches of the Mexican Red Cross have sent volunteers.

At present, some 6,000 volunteers are working in different areas of Mexico performing search and rescue, providing ambulatory services, medical attention and providing services in shelters. Centres for the collection of basic items for the victims of the floods are still operating opened in 485 local branches throughout Mexico. To make people aware of the shelters and where they were opened, shelter awareness campaigns have been launched by radio and television in several dialects. The shelters opened by the government are being managed by the MRC providing the people with blankets, food and general information on how to run a shelter.



Emergency relief distributions in Villahermosa.

Source: Mexican Red Cross.

To date, the MRC has mobilized 450 tons of relief supplies, consisting mostly of food parcels and clothing. Another 400 tons of food parcels is in route to the affected area and the MRC warehouses in Mexico City currently holds stock levels of approximately 450 tons. The MRC has also mobilized 225 tons of bottled water and has distributed approximately 56,000 family food parcels. The MRC has 500 vehicles involved in this operation, including large tractor trailers, ambulances and off road vehicles. Access to Villahermosa is limited only by air or boat, hence there are large aquatic operations going on as well; the MRC is sending relief supplies to the affected areas in coordination with local authorities in boats. Some 20 helicopters are currently involved in search and rescue activities.

The International Federation's Pan American Disaster Response Unit (PADRU) is supporting

the MRC; the Head of PADRU and an information officer are currently in Mexico. The International Federation through PADRU is mobilizing relief items from Panama, based on the most urgent needs of the population. The American Red Cross also deployed an information officer to support the operation.

The needs

Immediate needs: The floods have caused serious damage to homes, infrastructure and communities. This Preliminary Emergency Appeal is being launched to support the MRC in replenishing emergency stocks to enable a future response. While evaluations and assessments are still being carried out on the ground, immediate needs at this stage include hygiene items, kitchen sets, impregnated mosquito nets, buckets and jerry cans.

Longer-term needs: The longer-term needs of the affected population will be continually reviewed by assessment teams and the MRC response will be coordinated accordingly.

The proposed operation

Objectives and activities planned

Emergency relief distributions (food and basic non-food items)

Objective: 8,000 families (40,000 beneficiaries) affected by the current flooding who have not yet been assisted will receive the needed relief items. Procurement will also replenish MRC relief stocks (see table below), therefore strengthening and re-establishing their response capacity for future relief operations.

Relief Item	Quantity per family	Total quantities
Hygiene kits	2	16,000
Kitchen kits	1	8,000
Impregnated mosquito nets	2	16,000
Buckets	2	16,000
Jerry cans	2	16,000

Coordination

The MRC is coordinating all relief activities with support from the Federation's PADRU. The United States Office of Foreign Disaster Assistance (OFDA) has met with the Federation and PADRU to discuss additional funding if needed for the operation. The European Commission of Humanitarian Office (ECHO) has also met with the Federation and the MRC to look at possible funding. Currently, Doctors without Borders (Medecins sans frontiers – MSF) are in Tabasco and have met with the International Federation to coordinate relief and recovery activities. PADRU and the Federation's Central America and Mexico Regional Representation in Panama are in direct contact with the Mexican Red Cross. The Head of PADRU is deployed in the field coordinating activities with the MRC as well as PADRU's Information Officer. PADRU will deploy additional Disaster Management delegates and Regional Intervention Teams (RIT's) if needed. A United Nations Disaster and Coordination (UNDAC) team has been alerted and is deploying staff as well.

Red Cross and Red Crescent Movement – Fundamental Principles and strategic priorities

The Federation is working with the MRC to assist the most vulnerable. Activities to be carried out in the planned operation are based upon the principle of humanity. Beneficiary selection is based

on the level of vulnerability of those affected, respecting culture diversity and ensuring gender sensitivity. Activities planned for this appeal are based on SPHERE project, humanitarian charter and the code of conduct for emergency response.

Communications – Advocacy and Public information

Maintaining a steady flow of timely and accurate information between the field and other major stakeholders is vital for fundraising, advocacy and maintaining the profile of emergency operations. During an operation, communications between affected populations and the Red Cross and Red Crescent, as well as with the media and donors, is an essential mechanism for effective disaster response and the cornerstone to promote greater quality, accountability, and transparency. There has been close coordination and support to the Mexican Red Cross to increase the visibility of their actions in regards to the communication through the Federation's PADRU, the Central America and Mexico Regional Representation Office and the Federation's Communications Department in Geneva. Furthermore, the communication activities targets five main target audiences: the media, the Red Cross Movement, beneficiaries, local authorities and donors. The American Red Cross has provided valuable support to the operation by deploying a communications (information) specialist.

Multiple reports have been issued through the Federation's Disaster Management Information System (DMIS) on the global Federation website as well as a press release:

<http://www.ifrc.org/Docs/News/07/07110502/index.asp>.

Capacity of the National Society

Memories of the devastation caused by Hurricane Wilma in 2005 remain fresh, particularly in the coastal Mexican state of Quintana Roo. Given the experience with respect to the impact of tropical storms and hurricanes almost every year in the last ten years, the MRC has a long history of working in disasters and has developed a strong capacity in disaster response. Among other capacities, the MRC can count on trained National Intervention Teams (NIT) and a large base of volunteers. The MRC has 449 departmental branches, 127 schools for technicians in medical emergencies, 87 relief schools, and 14 nursing schools and is well equipped with ambulances, rescue units and vehicles. The MRC-managed national training centre (CENCAD) houses a new warehouse capable of storing up to 100,000 relief kits, and the support planned in this appeal is intended to maintain the operational capacity of this stock.

Capacity of the Federation

PADRU, in coordination with the Americas Zone Office, is providing support to the MRC, particularly in organizing the provision of initial relief items, developing of Plans of Action, logistics, and human resources as needed.

Budget summary

See Annex 1 for details.

Thomas Gurtner
Director
Coordination and Programmes Division

Markku Niskala
Secretary General

How we work

All International Federation assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations \(NGO's\) in Disaster Relief](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".

Global Agenda Goals:

- Reduce the numbers of deaths, injuries and impact from disasters.
- Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.
- Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.
- Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

Contact information

For further information specifically related to this operation please contact:

- In Panama: Stephen McAndrew, Head of PADRU, e-mail: Stephen.Mcandrew@ifrc.org; phone (507) 316 1001; Fax (507) 316 1082.
- In Mexico: Isaac Oxenhaut Guzco, Relief Director, Mexican Red Cross, e-mail: desastres@cruzrojamexicana.org.mx phone (52)55 36 27 08 94 .
- In Mexico: Max Romero, Relief Worker, Mexican Red Cross, e-mail: desastres@cruzrojamexicna.org.mx phone (52) 99 331 50 000.
- In Panama: José García -Lozano, Head of Zone, Americas, Panama, email: jose.garcialozano@ifrc.org; phone (507) 317 1300; fax (507)317 1304.
- In Panama: Maria Alcazar; Zone Relationship Management Coordinator; email: Maria.Alcazar@ifrc.org; phone (507) 317 1300; fax (507)317 1304.
- In Panama: Fabricio Lopez, Acting Head of Central America and Mexico Regional Representation, Americas, Panama, email: fabricio.lopez@ifrc.org; phone (507) 317 1300; fax (507)317 1304.
- In Geneva: Christine South, Operations Coordinator, e-mail Christine.South@ifrc.org; phone (4122) 730 42 74; Fax (41 22) 733 03 95.

[<Emergency Appeal budget and map below; click here to return to the title page>](#)

APPEAL BUDGET SUMMARY - PRELIMINARY**MDRMX002****Mexico: Floods****ORIGINAL****RELIEF NEEDS**

Shelter	
Construction Materials	
Clothing & Textiles	86,230
Food	
Seeds & Plants	
Water & Sanitation	
Medical & First Aid	
Teaching Materials	
Utensils & Tools	299,300
Other Supplies & Services	488,264
Total Relief Needs	873,793

CAPITAL EQUIPMENT

Land & Buildings
Vehicles Purchase
Computers & Telecom Equipment
Office/Household Furniture & Equip.
Medical Equipment
Other Machinery & Equipment

TRANSPORT, STORAGE & VEHICLES

Storage - Warehouse	5,795
Distribution & Monitoring	176,295
Transport & Vehicles Costs	3,477

PERSONNEL

International Staff	
Regionally Deployed Staff	10,431
National Staff	2,318
National Society Staff	25,498
Consultants	

WORKSHOPS & TRAINING

Workshops & Training

GENERAL EXPENSES

Travel	8,693
Information & Public Relations	5,795
Office running costs	9,272
Communication Costs	6,375
Professional Fees	
Financial Charges	
Other General Expenses	1,739

PROGRAMME SUPPORT

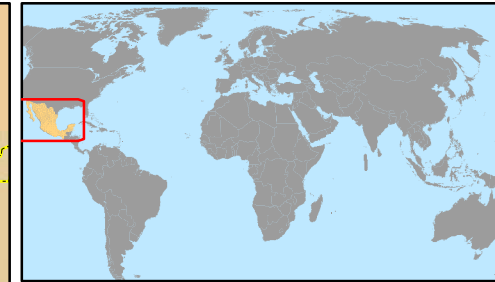
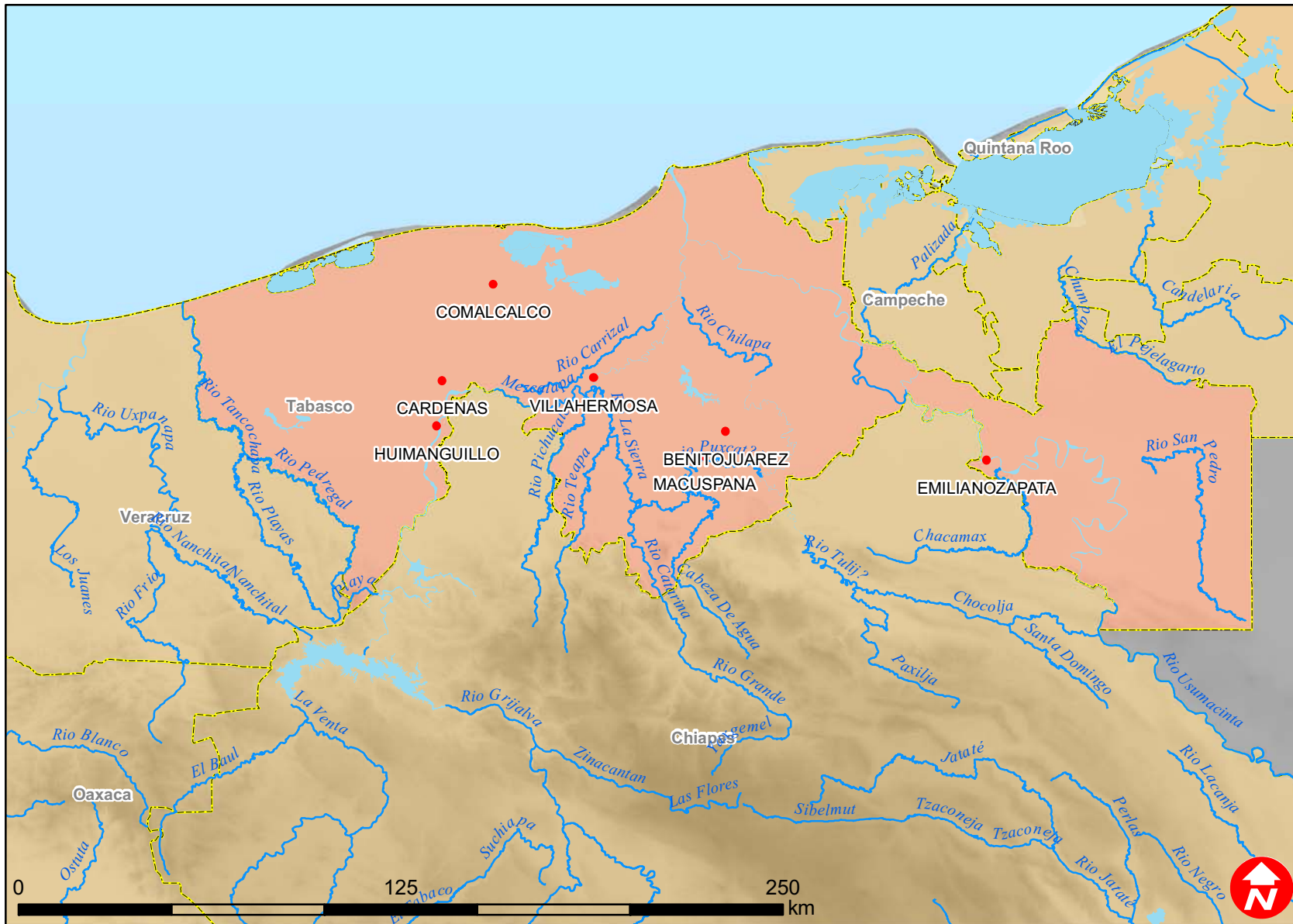
Programme Support - PSR	78,520
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Total Operational Needs 334,207

Total Appeal Budget (Cash & Kind) 1,208,000



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- Cities in Tabasco
- ▭ State Boundaries
- State of Tabasco
- Other countries