

# OPERATIONS UPDATE



International Federation of Red Cross and Red Crescent Societies  
Fédération Internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## PERU: EARTHQUAKE

Appeal No. **MDRPE003**  
GLIDE no. **EQ-2007-000133-PER**  
15 September 2007

*The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in 185 countries.*

### In Brief

Operations Update no. 4 Period covered: 1 September to 15 September 2007; Revised Appeal target: CHF 5,605,000 (USD 4,655,316 or EUR 3,396,970); Appeal coverage: 88%; Outstanding needs: CHF 674,958 (USD 561,062 or EUR 410,558). [<click here to go directly to the donor response update>](#)

#### Appeal history:

- On 17 August 2007 an emergency appeal was launched for CHF 1,626,000 (USD 1,341,869 or EUR 979,150) for 5 months to assist 4,000 families (20,000 people)
- Appeal revised on 20 August 2007 to CHF 5,605,000 (USD 4,655,315 or EUR 3,396,970) for 9 months to assist 7,500 families (37,500 people)
- Final Report due on 17 August 2008
- Disaster Relief Emergency Funds (DREF) allocated: CHF 250,000 (USD 207,641 or EUR 151,515)

**Operational Summary:** To date, the Peruvian Red Cross (PRC) has assisted 16,725 families (83,575 people) with shelter and non-food items, as well as providing primary health care, psychosocial support and clean water to affected communities.

One month after the earthquake, whilst continuing to provide immediate emergency assistance to those affected, work is rapidly expanding in the areas of early recovery and recovery to support local populations in their search for the reestablishment of their livelihoods, reducing pre-existing vulnerability and at the same time building resilience for future emergencies. People in the affected area are gradually recovering in the aftermath of the earthquake. Rubble is being cleared, work has continued on repairing basic utilities where possible, and there is an increase in economic activity in urban areas. However, vast numbers of those affected still continue to live in crowded informal and formal shelters, or outside of their damaged houses and exposed to low temperatures at night, with limited access to sufficient water and sanitation.

Preliminary Red Cross evaluation missions on early recovery and recovery have taken place and a framework for interventions in this area has been developed. This framework, which defines the lines of intervention of the Peruvian Red Cross and its partners, is being shared with all interested partners, and will be articulated into a series of projects and activities on the basis of the results of the contacts with the communities identified. A major effort has also been focused on strengthening the capacities of the PRC, through identification of needed competencies and human resources, administration and volunteering.

The PRC/Federation would like to thank PNSs who have contributed to the appeal: the American Red Cross, the Belgian Red Cross, the Canadian Red Cross, the Chinese Red Cross, the Colombian Red Cross, the Croatian Red Cross, the Ecuadorian Red Cross, the Finnish Red Cross, the German Red Cross, the Italian Red Cross, the Irish Red Cross, the Japanese Red Cross Society, the Luxembourg Red Cross, the Red Cross of Monaco, the Netherlands Red Cross, the Singapore Red Cross, the Spanish Red Cross, the Swedish Red Cross and the Swiss Red Cross. In addition, the PRC/Federation would like to thank the European

Commission and its Humanitarian Directorate (ECHO), the governments of Belgium, Canada, the People's Republic of China, the Czech Republic, Italy, the Netherlands, Singapore, Spain, Sweden and the USA (USAID).

In the private sector, thanks go to Telefónica, KLM, JT International Foundation, the Monsanto Fund, the OPEC Fund for International Development, the SAFRA Edmond J. Philanthropic Foundation and the ALAS Foundation for their support to the appeal, as well as to TL Relaciones Exteriores, Minera San Juan, Good Year, Kraft Foods, Exxon Mobil, Ximesa and numerous other individual donors for their direct contributions to the PRC.

Appeal coverage now stands at 88% as of 15 September with the support of Partner National Societies and external assistance from a broad range of governmental, non-governmental, private sector and individual actors.

The International Federation undertakes activities that 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.

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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.

For longer-term programmes in this or other countries or regions, please refer to the Federation's Annual Appeal. For support to or for further information concerning Federation programmes or operations in this or other countries, or for national society profiles, please also access the Federation's website at <http://www.ifrc.org>

## Background

On 15 August, an earthquake hit the Department of Ica, measuring 7.0 on the Richter scale or 7.9 on the moment magnitude (Mw) scale according to the Geophysics Institute of Peru (IGP). The earthquake devastated southwest

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coastal areas, with the epicentre located just 60 kilometres west of Pisco and 30.2 kilometres deep. The earthquake produced a surge of sea water reaching some 600m inland, causing flood damage to local populations and agricultural lands. The effects were also strongly felt in the capital city of Lima.

On 11 September, the National Institute of Civil Defence in Peru (INDECI) issued an updated table of figures indicating total numbers of families severely affected and affected; numbers of people wounded and dead; numbers of houses destroyed and affected in the Department of Ica, the Department of Lima, the Department of Huancavelica, the Department of Ayacucho and the Department of Junin.

Latest figures from INDECI indicate that 75,842 families have been affected by the earthquake, 1,844 people wounded and 519 killed, as well as 75,826 houses, 122 health centres and 958 educational centres either completely destroyed or damaged. The Department of Ica has the highest number of families/people affected and houses destroyed, at approximately 75% of overall damage, however, when figures are analysed in terms of the damage to local populations per province, it can be seen that the inhabitants of the Provinces of Castrovirreyna (Department of Huancavelica), Yauyos (Department of Lima) and Chincha (Department of Ica) have suffered significantly in proportion to their overall population densities.



The areas affected by the earthquake are characterized by a range of socioeconomic vulnerabilities and an accumulation of risk over recent years. There is a clear relationship between local contexts and impact where local urban and rural populations have witnessed acute poverty, forced internal displacement due to conflict, discrimination, precarious housing, poor sanitary conditions, and on the whole, little resilience in the face of disaster.

A man in Chincha. People are trying to get back to normal daily activities a month after the earthquake.

**Source: Peruvian Red Cross**

In recent days, several protests have taken place in the town of Pisco as inhabitants express their discontent with the national, regional and local authorities in charge of coordination that aid is not reaching them in sufficient quantities and at the pace needed. Nevertheless, economic recovery in the three provinces continues to improve, albeit slowly, and businesses and shops are gradually re-opening. Reports state that fishing has now resumed and has regained levels equivalent to 50 per cent of pre-earthquake activity.

Insufficient coverage by hospital facilities remains a problem in Pisco and in the entire region. The principal health problem (55% of total cases) continues to be acute respiratory infections, caused by low temperatures and a lack of adequate clothing. Although epidemiological management by the health authorities has minimized the risk of epidemics so far, the lack of sanitation and clean water for bathing is of increasing concern, as the numbers of skin infections continue to rise along with an increase in the number of cases of diarrhoea, particularly among children.

As of 17 September, authorities plan to reopen schools in Pisco that are certified by the INDECI to fulfil security standards, however, the return to normal school routines may be gradual.

## Operational developments

In the towns of Pisco, Ica and Chincha, and in many of both the urban and rural districts of the three provinces of the same names, thousands of families continue to live outside or in makeshift shelters in extremely difficult circumstances with little access to safe water and sanitation and suffering from exposure to the cold at night. INDECI estimates that approximately 20 shelters remain in operation in Pisco alone, with some 4,615 families housed there in crowded conditions, in addition to approximately 92 informal shelters. Numbers of latrines remain insufficient and there are also significant problems related to the disposal of excreta and solid waste. Water in Pisco continues to be supplied by tankers throughout the town, also filling bladders and water tanks which supply water to a number of shelters. Municipal authorities in Pisco estimate that the water distribution system is currently functioning at 60% of its capacity, despite plans to ensure that it would be 90% operational by 7 September. In rural areas, there are few shelters and problems relating to limited access to safe water and poor sanitation, already prevalent prior to the earthquake, have been exacerbated.

The Peruvian Red Cross and the Federation have consolidated their operational base in “La Puntilla” some 15 km from the centre of the town of Pisco where the PRC warehouse is located. Delegates, staff, Regional Intervention Team (RIT) members and PRC volunteers are now located for the most part in La Puntilla, or in three modest hostels that survived the earthquake in Pisco and Paracas. There are currently some 50 – 60 volunteers working in the response operation from the Peruvian Red Cross branches of Arequipa, Ilo, Caraz, Lima, Trujillo, Chiclayo, Tacna, Piura, Paíta and Pisco. Each volunteer remains in the field for a period of up to 15 days, extended from 7 days in the initial emergency period.

There are currently eleven Regional Intervention Team (RIT) members in the field from the Argentine Red Cross, the Bolivian Red Cross, the Costa Rican Red Cross, the Ecuadorian Red Cross, the Mexican Red Cross, the Red Cross Society of Panama and the Paraguayan Red Cross, who are working in the areas of water and sanitation, logistics, telecommunications, reporting, health, psycho-social support and relief. In addition, the operations coordinator in Pisco is a RIT member with team leader specialization.

## Red Cross and Red Crescent action - objectives, progress, impact

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

**Objective 1: 7,500 families (37,500 people) will be provided with shelter and basic relief non-food items.**

#### Progress/Achievements

As the Relief and Logistics Emergency Response Units (ERUs) have withdrawn from the operation, the Peruvian Red Cross and its teams of volunteers are continuing intense work in the areas of relief and logistics.

Relief goods have continued to arrive in Lima, through two containers shipped by sea from the Pan American Disaster Response Unit (PADRU) and several flights, including contributions from the Luxembourg Red Cross and the Netherlands Red Cross.

Blankets being distributed by the PRC to affected families in Paracas.

**Source: American Red Cross**



Distributions have reached a total of 16,725 families with the provision of assistance, of which 5,795 families received a full relief kit consisting of: either a family tent or two tarpaulins depending on needs, blankets, a kitchen set and a hygiene kit. The remaining 10,930 families received some of these items and various donations

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such as water, clothing and food contributed from Peruvian Red Cross branches and ad-hoc donations received in emergency response.

To date, this assistance includes: 1,523 tents, 9,253 tarpaulins, 23,490 blankets, 6,120 hygiene kits and 6,120 kitchen kits.

Of these, during the period 19 August – 11 September, distributions of relief items (full standard relief kits and partial kits) have reached 9,632 families from the following communities:

Province	District	Community	Number of Families Reached
Pisco	Independencia		549 *
Pisco	Independencia	Cabeza de Torro (L3)	157
Pisco	Paracas		123
Pisco	Pisco	San Andrés shelter	31
Pisco	San Clemente	Caucato	28
Pisco	Pisco centre	Gonzales Prada neighbourhood	540
Pisco	Tupac Amaru Inca	Casalla	438
Pisco		“curva peligrosa” area	520
Pisco	Humay		232
Pisco	Huancano		247
Pisco	Pisco town	Asociación Luisa de Marsilla	20
Pisco	Pisco town	Sagrado Corazón de Jesús shelter	100
Pisco	Pisco town	Séptima Cuadra de Caledesa	11
Pisco	Pisco town	La Canchita del Pedregal	10
Pisco	Pisco town	Cercado Sector B	54
Pisco	Pisco town	Cercado Sector C	59
Pisco	Pisco town	Cercado Sector A	63
Pisco	Pisco town	Cercado Sector D	74
Pisco	Pisco town	Pisco beach area	43
Pisco	Pisco town	Manuel Pardo	200
Pisco	Pisco town	AAHH Carlos Medrano	45
Ica	Ica	Los Molinos	968
Ica	Cercado	Various communities	1,535**
Ica	La Tinguiña	Bambaren	42
Ica	Cercado	Comatrana (Nascas, Juarez, Ficus)	1,063
Ica	Cercado	Comatrana Los Grimaldos	150
Ica	Cercado	Comatrana (Nascas)	442
Ica	Parcona	Santa Isabel	100
Ica	Cercado	Comatrana centre	275
Ica	Virgen del Rosario		108
Ica	Señor de Luren		71
Ica	Centre	Calle El Junin	51
Ica	Parcona	Pueblo Joven, Santa Isabel	137
Ica	Los Molinos	Cerrillo Alto	21
Ica	Los Molinos	Cerrillo Bajo	68
Ica	Los Molinos	Callejón Romero	50
Ica	Los Molinos	Tupac Amaru	130
Ica	Los Molinos	Avenida 9 de octubre	92
Ica	Los Molinos	Juan Cansio Castillo	11
Ica	Los Molinos	La Huaca	53
Ica	Los Molinos	Colagarza	113
Ica	Los Molinos	Santa Rosa	64
Ica	Centre	Calle El Junin	51
Ica	Parcona	Pueblo Joven, Santa Isabel	137
Chincha	Chincha town	Sunampe	186
Chincha	Chincha town	Chincha Alta	65

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Chincha	Chincha town	Chincha Alta Grocio Prado	12
Chincha	Chincha town	Chincha Alta Jiron Pisco	38
Chincha	Chincha town	Chincha Alta Calle Grau	55
<b>TOTAL</b>			<b>9,632</b>

\*Independencia Cercado, Centro Poblado Toma do León, Santa Rosa Montalván, Centro Poblado dos Palmas, Juan Velazco Alvarado, Fundo Rosales, Irrigación Benavides Alto, San Isidro, Agua Santa Montalbán, Santa Luisa (Baja), Alto La Luna, Centro Poblado Santa Rosa, Centro Poblado Toscana, Centro Poblado Manrique Nuevo, Centro Poblado José Olaya, Cuchilla Nueva, San Juan de Condor, Dos Palmas, Fundo San Antonio Montalván, Cabeza de Torro (L3, 4, 28, 6).

\*\* San Martin, Huarango, José Picasso (Estadio), San Joaquín, El Guayabo, Castrovirreyna, El Mirador, Bolivar, Pollitos.

**Impact:** Given that thousands of families have lost their homes and all or most of their belongings, Red Cross assistance is vital ensuring improved shelter from the cold and assisting families to resume cooking and personal hygiene routines.

**Constraints:** There have been some delays in clearing certain goods through customs, which have caused minor delays to the distributions.

## Health

The PRC is working in three key areas in health, firstly, in providing emergency primary medical care and health promotion services to populations affected by the earthquake; secondly, in the provision of psychosocial support to families affected and volunteers mobilized during the operation; thirdly, in the provision of safe and clean water to affected populations.

To date, 3,515 patients have been treated and the PRC health brigades are continuing their work treating those in need of medical attention following the earthquake. Two PRC doctors have been assigned to the provinces of Ica and Chincha and are working with teams of eight and ten volunteers respectively. A regional intervention team member specialized in health is working in Pisco and is assisting with the overall coordination of health activities. The PRC “medibus” that had broken down one week ago has now been repaired and is ready to resume mobile consultations. During the period, consultations have been carried out in the following districts: Tambo de Mora, Chincha Alta, Sunampe, Grocio Prado, El Carmen, Pueblo Nuevo and in a shelter in Chincha Alta.

Overall, in the three provinces, the most common illnesses continue to be acute respiratory infections at 55% of total cases treated, reflecting the lack of adequate shelter and the fact that people are suffering from considerable cold at night. Skin conditions such as dermatitis and skin parasites are on the rise as a result of the lack of water and facilities for bathing and overall poor hygiene. Throat infections are also common given the levels of dust in the air from the constant removal of rubble; many patients also require treatment for infected wounds.

The health teams have visited a number of shelters in Ica and Chincha Provinces which all present similar problems: clean water is available for drinking and cooking; however, there is insufficient water for bathing; there are either few or no latrines installed at the shelter sites and disposal of solid waste is carried out by burning. In some cases, for example in Los Molinos, access remains difficult as debris continues to block roads.

**Objective 1: Psychosocial support will be provided to at least 1,000 families affected by the earthquake by PRC volunteers.**

## Progress/Achievements

So far, an overall 1,950 people have received Red Cross psychosocial support following the earthquake, including children, families and volunteers mobilized to work on the operation. While a few other organizations have by now joined the work on psychosocial support, the needs are considerable, and the Red Cross volunteers are expanding the scope and coverage of their intervention.

The Spanish Red Cross team in place in the early days of the emergency phase has now returned to Spain and has been replaced by two psychologists seconded by the Spanish Red Cross, and two additional psychosocial experts

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from the Ecuadorian Red Cross who were in the area from the very beginning of the operation organizing the first intervention and who have accepted to go back to the field. An additional resource made available by the Spanish Red Cross will join the team in the next days.

Two psychosocial support brigades have been formed and are presently working in Humay and San Clemente in Pisco, as well as in Ica and Chincha. A third group of 12 volunteers has joined the work in Pisco and a further group of 11 volunteers began training on Monday, 11 September. These volunteers are replaced after 15 days in the field under a rotation scheme. Training continues of volunteers who have selected to work, based on their experience, in the area of psychosocial support following the first three workshops held in Lima at the end of August, where 56 volunteers from the regional PRC branches of Lima, Trujillo, San Borja and Piura were trained. Target groups for interventions in psychosocial support are children, who are supported through recreational activities and mothers so that they are able to help children demonstrating signs of stress.

A proposal to facilitate the return to school of children housed in shelters involving them in structured, recreational activities is currently being discussed with the Ministry of Health, the Ministry of Education and UNICEF.

The psychosocial well-being of volunteers is of particular concern, not only in coping with the nature of the work undertaken, but also due to the fact that many volunteers of the Pisco, Chincha and Ica branches have been directly affected by the earthquake themselves. Volunteers benefit from an introductory session in Pisco which includes a component of stress management, and for those coming from branches of other parts of the country, a debriefing with psychologists is provided.

Two different leaflets have been produced and distributed, one for communities on coping with the psychological effects of the disaster with a particular focus on children's needs and another aimed at assisting volunteers during and after their involvement in the operation.

The experience in psychosocial support will be included in a handbook for volunteers of the Peruvian Red Cross, a case study, and a final conference will be held with the Ministry of Health and other organizations involved in the activity as well as representatives of the communities of the affected area.

It is foreseen that the experience gained in Peru will serve to further develop overall capacities of future intervention in this domain, to include further research on issues such as the protection of children and women in disasters and other situations.

**Impact:** The provision of psychosocial support responds to a clear need of the people and has a very positive impact on the lives of those affected, contributing to the acceptance and understanding of the cause of the disaster, and in the articulation of coping mechanisms in dealing with the loss of human lives and livelihoods. Such support is proving key in reducing vulnerability and in re-establishing human dignity. In particular, affected children and their families are responding positively to the support provided. The volunteers working on the operation have also benefited through the support, helping them not only to continue their work, but also during their time away from the affected areas when stress may become apparent.

**Constraints:** The impact of the disaster on mental health has not been measured adequately and official figures do not register the real amplitude of the problem. This is due in part to the overall lack of attention placed on psychosocial care, where greater emphasis is placed on the diagnosis and treatment of physical conditions.

**Objective 2: Water needs of the affected population are evaluated and responded to by the PRC.**

**Progress/Achievements**

Following support provided by equipment and technicians from PADRU, the PRC has continued to work primarily in Pisco, but also in Chincha, Ica and other affected areas, in ensuring that clean water reaches those most affected. To date, interventions in this area target communities from both urban and rural areas, as well as those living in shelters set up in the wake of the earthquake. To date, the population of Pisco is served by 21 water tankers, whilst Chincha is slowly re-establishing water service as the network is being assessed and repaired by structural engineers.

A young girl sees the results of the PRC water treatment activities.

**Source: Peruvian Red Cross**

The two water plants managed by the PRC in San Andres (Pisco) and Pueblo Nuevo de Conta (Chincha) are producing 30,000 litres of clean water per day, reaching 7,700 people. Three additional water plants donated by the French Government, Italian Cooperation and the Spanish Development Agency (AECI) will be installed once safe water sources have been located and agreements made with the local authorities regarding their management.



Water continues to be distributed to affected communities by the water company in Pisco, EMAPISCO and by the water authorities in Lima, SEDAPAL. The PRC is also distributing water via its two water tankers with a total capacity of 20,000 litres, and to replenish stocks of local reservoirs, reaching an estimated 20,000 beneficiaries. Sixteen bladders have been installed by the PRC in Pisco and San Clemente with a total capacity of 153,000 litres and reaching a further 8,648 beneficiaries. The German Red Cross is proving support to the PRC in the installation of 32 water tanks in Pisco, Ica and Chincha, with a total capacity of 81,100 litres, benefiting a minimum of 6,000 beneficiaries.

The table below provides an outline of PRC actions taken to date:

<b>Intervention</b>	<b>Location</b>	<b>Number of families</b>	<b>Number of beneficiaries</b>
Installation of a water plant producing 5,000 litres of water (Donated by the French Embassy)	San Andrés Stadium Shelter (Pisco)	540	2,700
Installation of a water plant producing 5,000 litres of clean (Donated by the Italian Government)	Pueblo Nuevo de Conta (formerly known as Roma) (Cañete)	1,400	7,000
Installation of two 15,000 litre bladders	Pisco Centre	737	3,688
Installation of one 10,000 litre bladder	Cooperativa Miguel Grau (Pisco Beach)	-	-
Installation of five 7,500 litre bladders	San Clemente	474	2,370
Installation of one 5,000 litre bladders	San Clemente (Olla Común)	320	1,600
Installation of three 3,500 litre bladders	Pisco	98	488
Installation of four 15,000 litre bladders	San Clemente	102	502
Installation of five 2,500 litre rotoplast tanks (German Red Cross)	Pisco	182	910
Installation of six 2,500 litre rotoplast tanks (German Red Cross)	Ica	345	1,725
Installation of twenty one 2,500 litre rotoplast tanks (German Red Cross)	Chincha	-	3,365
Installation of one 1,100 litre rotoplast tank (German Red Cross)	Chincha Red Cross Branch	Red Cross Volunteers	-
Jerry can distribution	Pisco and San Clemente	784	3,920
<b>Sub total</b>		<b>4,982</b>	<b>28,268</b>

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Water distribution to stock local reservoirs	Pisco, San Clemente, San Miguel, Chincha, Ica	Over 4,000 (est.)	Over 20,000 (est.)
<b>Total</b>		<b>8,982</b>	<b>48,903</b>

**Impact:** Interventions made ensure that affected populations have access to clean water and assist beneficiaries to consume the recommended daily amount of water and to resume hygiene routines in practice prior to the earthquake, and ultimately, to reduce their vulnerability to disease and contribute to the reestablishment of appropriate living conditions.

**Constraints:** Although needs are being addressed in providing access to water for drinking and cooking, there is still insufficient water for bathing and sanitation which is a cause for concern, given the increasing number of skin infections. Areas of particular concern here include certain sectors of Pisco and San Clemente.

### Early Recovery

**Objective: Early recovery activities are assessed, planned and implemented together with the affected communities and key local, national and international stakeholders.**

#### Progress/Achievements

The first Peruvian Red Cross / Federation early recovery mission took place as planned on 29-31 August to the affected areas. The objective behind the visit was to carry out a rapid evaluation on early recovery and recovery needs, and to develop general recommendations for a plan of action within this area for the Appeal. The mission report was presented by the PRC and the Federation to Partner National Societies on 15 September and will be shared with the headquarters of the Partner National Societies that have supported the PRC so far, as well as non-traditional donors over the next few days.

The situation observed in the field clearly indicates a relationship between pre-existing socio-economic vulnerability and the present situation. Poverty, displacement due to past internal conflict, historical exclusion and discrimination, precarious housing conditions, high numbers of households led by women (39 % of total), are all factors that have a direct influence on the differentiated impact of the disaster on those affected, exacerbating pre-existing vulnerability and low resilience capacity.

The situation in the field varies from area to area, but a common pattern observed is the stabilization of basic assistance, the ongoing establishment of shelters and temporary housing, the stabilization of physical and psychological health conditions as well as productive reinsertion. However, it appears that little attention has been paid to differentiated needs under the criteria of gender, age and special needs groups. Protection (especially of children, girls and women) in camps is an urgent need.

The visit confirmed that clear and manageable conditions exist for the PRC to establish a recovery programme. The following lines have been agreed upon:

#### 1. Immediate recovery actions:

- § **Focus on most vulnerable communities:** Prioritize rural or marginalized urban areas, as they were seriously affected, but almost rendered invisible by their socio-economic situation.
- § **Temporary shelter - transition from response to recovery:** The main focus is to ensure temporary shelter for part of the population that has lost their homes, given the existing gap between humanitarian assistance and reconstruction. It is expected that 4,000 families will access temporary shelter kits: 2,000 families with support from the Spanish Red Cross, 1,000 families with support from the German Red Cross and 1,000 families through the Peruvian Red Cross / Federation Appeal.
- § **Temporary housing and improvement of the quality of lives of people living in the districts of San Juan, Guadalupe and Los Molinos, in the Province of Ica.** Integrated action on the basis of temporary housing (a solution that allows for future evolution into a permanent house), involving ongoing psychosocial support, community education in disaster preparedness and risk reduction, health and

hygiene promotion and the prevention of disease, adequate transport and warehousing of water, basic sanitation and disposal of excreta and solid residues.

§ **Integrated productive reinsertion in small-scale fishing:** Integrating psychosocial support, specialized training to improve fishing and productive capacity, coordination with export companies, local NGOs and other social actors. The intervention includes work with women and will establish specific recovery mechanisms and complementary training, including: first aid, respect for diversity, gender equity, risk reduction and preparation.

§ **Reduction of vulnerability and promotion of integral attention for early childhood:** A participatory process of self-reconstruction of 420 centres for integral attention with the support of Fundación Telefónica and the Ministry for Women and Social Development. Seismic resistant construction techniques and extensive use of local materials will be applied in this community participatory process.

## 2. Medium-term:

- Continue the reconstruction of early childhood centres (wawawasi, a quechua word for community childcare for working mothers with children between 3 months and 4 years of age), providing integrated support for women workers through productive training.
- According to the needs and capacity of the Ministry of Education in charge of this portfolio, possible support to reconstruction processes of educational centres in the most vulnerable areas, focusing on complementary activities in disaster preparedness (school emergency plans, family plans etc).
- Support for the self-reconstruction of houses in priority areas, promoting low-cost seismic-resistant techniques with use of local materials.

**Risk management and development:** Implementation of the actions indicated above will include the following common criteria:

- Support for strengthening of the social fabric (social networks, relationships, community capacities) using participatory techniques with a focus on non-discrimination, non-violence (promoting a culture of peace) and respect for diversity.
- Community risk reduction (following the Inter-American Plan).
- Enhancement of disaster preparedness at community and municipal levels.
- Gender and diversity perspectives within community work.

Based on the above lines of intervention, a recovery plan is currently being developed by the PRC with support from the Federation and the delegates of the different Partner National Societies. This plan will guide all Red Cross activities in this area for the next 8 months.

## Strengthening National Society response capacities

**Objective: The PRC is better prepared to respond to this and future emergencies, through the development of efficient management and response structures.**

### Progress/Achievements

This objective is focused on ensuring that the PRC is better prepared to respond to this and future emergencies as part of the reconstruction plan of the National Society that was presented just before the earthquake by the PRC and the Regional Representation to the ICRC and PNS. It has to be recalled that the Peruvian Red Cross is experiencing a long period of external (judiciary) administration, and that, following the Federation's request, a change of Judiciary Administrator took place some two months before the earthquake disaster. While the structure of the PRC is still fragile and the National Society remains subject to judiciary administration, the present emergency represents an opportunity to re-position the PRC, to boost its image and credibility, and at the same time to enhance and speed-up the reconstruction process.

By now almost all technical areas within the PRC have a dedicated professional: programme coordination, communications, administration, logistics and shelter. Additional needs for human resources in risk reduction / early recovery are still being assessed by the Federation and the National Society. For many, induction and training are provided on the job by counterparts from PADRU and colleagues from the mobilized technical teams of the PNSs. The field team has been consolidated and management lines, decision-making processes and internal

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communication in the field have been established. Volunteer management protocols are in place and team work processes are being reinforced, especially at the Headquarters. Security protocols are an urgent need and are being addressed, especially after a minor car accident.

Work has commenced, and remains a priority, on strengthening the infrastructure and capacities of the regional branches of Pisco, Chincha and Ica which have all been affected in differing degrees by the earthquake, and evaluations of damaged branch buildings have been carried out. The Ica branch is still operating despite some slight damage, and has approximately 60 volunteers working on the operation. The branch in Pisco was severely damaged and is no longer structurally safe, and has also been subject to looting following the earthquake. However, some 54 volunteers are working on the operation from a base camp located in La Puntilla. The Chincha branch is also structurally unsafe and has been looted, although land has been secured for the reconstruction of a new facility and 40 volunteers continue to support the operation. Following needs assessments in the affected areas, computers, radios and other telecommunication equipment have been identified as priority needs to manage the operation, and to date, computers have been installed and are functioning in Chincha and Ica.

PRC branches and volunteers have been hugely motivated and united in the response to assist those most in need after the earthquake. After the emergency a number of people contacted the National Society showing interest in becoming PRC volunteers, and an estimated 50% of current volunteers have been recruited during this period. The PRC has received significant support from many of its branches nationwide, including the regional branches of Arequipa, Ilo, Moquehua, Piura Trujillo and Tacna. To date, approximately 350 volunteers have been mobilized to work in shifts in the response operation in the field, as well as 100 volunteers in logistical and administrative roles in Lima, including the sorting of the vast number of items donated. Capturing this interest to regenerate a strong volunteer base that will stay beyond this emergency is a priority for the PRC alongside developing comprehensive volunteering management capacities. New uniforms have been issued to all volunteers. Protocols for volunteering in emergencies are being introduced by the PRC with support from the Volunteering Officer from the Regional Representation.

**Impact:** The Peruvian Red Cross has rapidly increased its capacities to face the disaster, motivated a very large number of volunteers from many of its branches and has incorporated new volunteers. The volunteers of the affected areas are a clear example of dedication, since almost all have also been affected by the earthquake.

The PRC has focused on humanitarian response after long months of paralysis due to the internal conflict, and has started developing a modern and professional approach to recovery based on risk reduction and vulnerability analysis. Its positioning in Peru has improved and its image is much more prominent than before the earthquake.

While entering a new phase, where strengthened capacities for relationship management and coordination of cooperation are needed, special attention will be placed on the main activities of the reconstruction plan of the National Society.

**Constraints:** The plan for the reconstruction of the National Society needs to be appropriately linked to the activities in response to the disaster. The process of overall strengthening is still in its early stages, and the PRC will require continued assistance to build capacity in a sustainable way.

### Federation Coordination

The Peruvian Red Cross and the Federation team hold an internal coordination meeting every two days and regular contact between the base camp and Lima is maintained. In addition, field coordinators from the Provinces of Ica, Chincha and Pisco meet on a weekly basis to review progress and coordinate actions. Since the beginning of the operation, the Peruvian Red Cross has received extensive support from the staff and volunteers of a number of National Societies including a wide range of specialized personnel (Relief ERU, Logistics ERU team leaders, and the psychosocial support team).

Overall coordination chaired by the INDECI and the United Nations Disaster Assessment and Coordination team (UNDAC) continues, and seven technical commissions have been established and have taken over sectoral coordination. Information exchange through the sectoral meetings is functioning well. The Peruvian Red Cross and Federation team continue to coordinate on an ad hoc basis as required, with numerous actors, including, the Ministry of Health, the Ministry of Education, Peruvian national and local organizations such as DIGESA,

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SEDEPAL, EMAPISCO, Action Against Hunger, CHF, OXFAM, Médécins San Frontières, the Pan American Health Organization (PAHO), Terre des Hommes, UNICEF, the International Organization for Migration (IOM) and the World Food Programme (WFP).

In sight of the next phase, preliminary contact has been made with the specialized service on earthquake-resistant building techniques and housing in the faculty of civil engineering of the Catholic University of Peru (PUCP). In the following days, this University will mobilize other faculties, including sociology, corporate social responsibility, social medicine, psychology and others to analyze jointly with the PRC / Federation options to support the recovery phase.

Private companies continue their support of the operation through donations to the appeal, or donations in kind. The fundraising campaign by Telefónica has been broadcast across Europe and Latin America, with an initial donation to the Spanish Red Cross of USD 3 million towards the Appeal. Fundraising is also underway with an initiative of 20 renowned artists from the ALAS Foundation, with spots secured in the mass media to publicize the initiative. KLM has continued to provide cargo space to assist in the mobilization of resources from European partners. Additional numerous donations have been made by private sector actors and individuals at national, regional and international levels.

### Red Cross and Red Crescent Movement -- Principles and initiatives

The earthquake response operation is based on the principle of humanity. The selection of beneficiaries under the Appeal is based on the level of vulnerability of those affected, respecting cultural diversity and ensuring gender sensitivity. Activities planned for this appeal are based on the SPHERE standards, the humanitarian charter and the code of conduct for emergency response. All objectives put forward in the Appeal are in line with Strategy 2010, as well as the Strategy for the Movement and the Principles and Rules of the Movement. The International Federation strongly supports the rights-based approach for people affected by disasters. The Peruvian Red Cross/Federation are ensuring the inclusion of a participatory needs assessment to define the contents of recovery support measures, and based on direct observation and vulnerability criteria, will define the geographical areas of intervention for the next sustained phase of recovery.

### Communications – Advocacy and Public Information

The communications departments of National Societies continue to support the response to the earthquake via their web pages and fundraising campaigns.

To date, over 200 interviews have been given with 63 international and national print, radio and television media channels. An information delegate from the Spanish Red Cross departed from Pisco on 15 September. The PRC and the Federation continue to promote interest in the earthquake response, in particular through their web pages: [www.ifrc.org](http://www.ifrc.org) and [www.cruzroja.org](http://www.cruzroja.org). A photograph archive is available and can be accessed by contacting the Federation Secretariat's Media Service or the Lima Regional Representation. A video is also being produced, demonstrating the PRC and Federation's response to the earthquake, and the PRC has organized a tour of affected communities for local media, with prior consent given by those affected. Operations updates are being translated into Spanish to assist information exchange with local donors and actors.



Together with the International Federation, the ALAS Foundation has launched a campaign “Alas for Peru” (“alas” is Spanish for “wings”) with the goal of raising awareness among the international community and mobilizing resources in support of families in need of assistance in the affected areas.

Image from the video of the ALAS Foundation fundraising campaign  
**Source: ALAS Foundation**

This campaign is also supported by telecommunications

companies such as América Móvil and Telefónica, which created a mechanism to receive donations via SMS text messages. Participating mobile phone operators from América Móvil include: Telcel in México, Claro in Peru and Chile, CTI Móvil in Argentina and Uruguay, and Comcel in Colombia. Telefónica's Movistar operations in the countries mentioned above, as well as in Spain and Venezuela, are also participating.

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Well-known artists including Miguel Bosé, Shakira, Alejandro Sanz, Carlos Vives, Diego Torres, Thalía, Juanes, Maná, Gustavo Cerati, among others have lent their support to the campaign, which will reach audiences across the continent through public announcements set to air on major television and radio stations, as well as in newspapers granting free air time and space.

[\*<click here for the donor response update, or here to return to the title page>\*](#)