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Emergency appeal operation update

Ethiopia: Drought

 International Federation
of Red Cross and Red Crescent Societies

Emergency appeal n° MDRET010

GLIDE n° DR-2011-000101-ETH

Operation update n°1

30 August 2011

Period covered by this Ops Update: 5 to 25 August 2011.
Appeal target (current): CHF 10,978,250;

Appeal coverage: 32%; [<click here to go directly to the updated donor response report, or here to link to contact details >](#)

Appeal history:

- A [Preliminary Emergency Appeal](#) was initially launched on 5 August 2011 for CHF 10,978,250 for 6 months to assist 165,000 beneficiaries.
- Disaster Relief Emergency Fund (DREF): CHF 200,000 was initially allocated from the Federation's DREF to support the National Society to respond.

Summary:

Two consecutive seasons of significantly below average rainfall have resulted in drought conditions in the Horn of Africa. This was brought on by a strong La Niña¹ episode, which reduced seasonal rains. These conditions have resulted in one of the driest years since 1995 and the most severe food security emergency in the world today.

The Government of Ethiopia (GOE) launched a humanitarian requirements document (HRD) indicating that around 4.5 million people will be in need of emergency food interventions from July to December 2011. The current emergency operation has initiated activities. This Operations Update describes the deployment of an in-depth assessment team to Moyale (Borena and Liben zones) and Bale zones of Oromiya Region, composed of members from Ethiopian Red Cross Society (ERCS), IFRC and Partner National Societies (PNS) of Austria, Britain, Canada, Germany and Spain. The ten-member team is based on sectoral expertise in disaster response/disaster risk reduction, food security, health, nutrition, water and sanitation, livelihoods and markets, logistics and finance and organizational development. The team, currently in the field, has provided preliminary information in these sectors. A final assessment report and detailed plan of action will frame the revision of this Emergency Appeal in the second week of September.



An ERCS/IFRC food security specialist talking to community members during the assessment in Moyale region. Source: IFRC

¹ La Niña is a natural part of climate variability, and refers to a colder than average period in the equatorial Pacific (the opposite of warm El Niño events). In the last 20 years, we have experienced 3 moderate to strong La Niña events (1995-96, 1998-2000, 2007-08). While La Niña can go unnoticed or even have beneficial impacts in many parts of the world, it can also be disruptive or cause extensive problems when some areas receive too much or too little rainfall.

The situation

The poor performance of 2010-2011 rains means that food insecurity in lowland and pastoral areas of Ethiopia will be classified at emergency levels in the coming months. Even though the next rainy season is scheduled between October and December 2011, it does not guarantee improvement in food security levels. Below average performance of the 2011 rains is also likely to result in a poor *belg*² harvest in parts of the eastern *meher*-producing areas, including Oromiya Region. Prospects for harvest of short-and long-cycle crops in December/January are similarly low, as planting has been significantly affected by the late and insufficient rains. The June to December lean season, coupled with existing dry weather conditions in lowland pastoral areas, is expected to exacerbate food insecurity.

The Government of Ethiopia, particularly the Ministry of Agriculture through its Disaster Risk Management and Food Security Sector, issued its updated Humanitarian Requirements on 11 July 2011. Findings of the multi-agency assessment and monitoring results indicate that approximately 4.5 million beneficiaries require relief food assistance during July-December 2011.

The Ethiopian Red Cross Society (ERCS) initiated an assessment in July 2011 and requested the Federation and Participating National Societies (PNSs) to assist them in the process of field visits, identifying gaps and defining possible areas of interventions by the ERCS. Two short field visits of 1.5 days each were conducted during the week of 18 July 2011, supported by the British Red Cross, Spanish Red Cross, Swedish Red Cross and the Federation. Certain priority areas and activities for interventions have been identified by the ERCS/IFRC/PNS teams and were presented to the senior management of the ERCS. Due to the very limited duration of the assessment, it was not possible to collect in-depth data during the fieldwork. Based on the available data and corresponding recommendations from the teams, ERCS Secretary General and Management team, after consulting the Federation Office, decided to launch a preliminary emergency appeal and revise it at a later stage, once a more in-depth assessment can be completed.

Coordination and partnerships

The current preliminary emergency appeal is a result of the coordinated approach between Movement partners working in Ethiopia and supporting the ERCS operations. Likewise, the implementation of the activities defined under this preliminary appeal will be implemented in the spirit of coordination and collectiveness by the RC/RC Movement led by the ERCS. The ERCS, as the lead implementing organization, will be supported by the IFRC country office, partner national societies (PNSs) and the ICRC within their capacities.

The Ethiopian Red Cross Society (ERCS), supported by the IFRC, leads the Monthly Movement Cooperation Meetings (MCM) at country level. The MCM is a forum for Movement partners in-country, to update each other on their activities, share experiences, discuss cross-cutting issues and coordinate interventions. At present, there are four PNSs present in-country and implementing bilateral projects with the ERCS. They include the Austrian Red Cross, German Red Cross, Italian Red Cross and Spanish Red Cross. Since the launch of the appeal, ERCS in coordination with IFRC deployed an in-depth assessment team to the Oromiya and Somali regions with the support of ERCS staff and Partner National Societies including Austrian Red Cross, British Red Cross, German Red Cross and Spanish Red Cross delegates. This Movement coordinated effort plans to conduct a rigorous multi-sector assessment in three priority zones of Oromiya Region and one in Somali Region that will inform a revised appeal with detailed evidence on locations, targets, selection and potential outcomes.

An Operational Task Force (OTF) has been established and relevant terms of reference developed and agreed upon between RC/RC Movement partners. Daily OTF meetings are chaired by the ERCS Deputy Secretary General for Operations and include ERCS key departments and IFRC. The OTF addresses operational matters including logistics, procurement, finances and administration and serve as an advisory body to the ERCS management.

The selection of operational areas and beneficiaries has been agreed upon with the relevant authorities at Federal, Regional, Zonal and Woreda (district) levels. The final allocation of target areas will be done by the GoE, taking into account the interventions from all other actors' in-country. Once agreed, this decision is shared with all relevant

² The two main crop seasons in Ethiopia are the *belg* and *meher* seasons, which receive rainfall from February to June and from June to October, respectively. The *meher* crop season is the main season and produces 90-95 percent of the nation's total cereals output, and the *belg* harvest provides the remaining 5-10 percent of cereal output. For the *belg* harvest, corn accounts from one-third to nearly one-half of the *belg*'s cereal production and the remaining *belg* output comprises of mostly short-cycle wheat, barley and teff. The *kiremt* rain season is between June and September. Source: http://www.pecad.fas.usda.gov/highlights/2008/11/eth_25nov2008/

actors to avoid any duplication in the field. In addition, the ERCS field offices and branches are actively collaborating and coordinating interventions with local authorities, NGOs and community leaders.

National Society Capacity Building: Drought, food insecurity and seasonal floods are the main hazards affecting Ethiopia. Since the early 1980's ERCS has been implementing and delivering large-scale operations involving disaster relief, food security and improving livelihoods for the most vulnerable. One of the four core programmes of ERCS is Food Security and Disaster Preparedness/ Response department since ERCS realizes the necessity and importance of disaster preparedness and response in times of natural disasters. Over the years, the ERCS has established a National Disaster Response Team (NDRT) and Branch Disaster Response Team (BDRT) in order to respond to emergencies as fast as possible. In terms of disaster preparedness activities, pre-positioning of non-food items has been strategically placed by ERCS to respond faster in case disaster strikes.

Red Cross and Red Crescent action

The Ethiopian Red Cross Society, supported by the IFRC and PNS, has been implementing food security and drought response operations in different parts of the country for a number of years. Presently, the ERCS is involved in food security and drought related operations in the Moyale Area (southern Oromiya), Bale zone (Oromiya), South Wollo and North Shoa zones (Amhara) and Tigray. These projects are supported by the German Red Cross and Spanish Red Cross bilaterally and the Swedish Red Cross and Swiss Red Cross multilaterally through the IFRC. ERCS conducted assessments in Moyale, in April 2011, which confirmed the emerging drought situation and recommended activities in both parts of Moyale – Somali and Oromiya. Most of the proposed activities are included in the project funded by the Swiss Red Cross. In addition, ERCS, supported by the ICRC, is engaged in Restoring Family Links (RFL) activities within existing refugee camps in the Somali Region.

In response to the emerging crisis in the southern part of Ethiopia, the ERCS conducted an assessment following the launch of the Government's Humanitarian Requirements Document at the beginning of July 2011. The ERCS governance and senior management decided to scale up response activities and asked the IFRC and the PNSs to support their assessment. British Red Cross, Spanish Red Cross, Swedish Red Cross and the IFRC deployed personnel to support the rapid assessment in Borena and Guji zones, in Oromiya Region. The locations were selected based on available data, previous analysis/assessments and the severity of the problem highlighted in the HRD. Despite the Somali region being the hardest hit areas by the drought, with communities hosting a high proportion of refugees from Somalia, the region was not considered within the initial assessment as the area comes under the mandate of the ICRC and negotiations were ongoing with the government over access. The assessment was conducted by three ERCS/PNS/IFRC teams with debriefing and presentations at the headquarters level in Addis Ababa. Due to time limitations, teams could not collect sufficient information and data to define the exact size or areas of interventions for scale up. As mentioned previously, ERCS management, in consultation with the IFRC and PNS present in-country, agreed to launch a preliminary emergency appeal and is conducting a second round of assessments.

Terms of reference for an in-depth evaluation were drawn up for the second assessment team deployed to Oromiya and Somali regions on 12 August 2011 for 15 days. Each team member is experienced in the specific sectors including disaster risk reduction, food security, health, nutrition, WatSan, livelihoods and markets, logistics and finance, organizational development. The outputs established for the team were the following:

- Completed assessment report documenting key findings in food security, WASH, health, livelihoods, markets, logistics, and organizational capacity. This will be available by end of August 2011
- Qualitative and quantitative analysis of primary and secondary data.
- Specific recommendations on the interventions included in the existing Emergency Appeal for Ethiopia: locations, beneficiary targets, outputs, indicators for monitoring and evaluation, and how to bridge short-term emergency response with longer-term recovery initiatives.
- Guidance on the appropriateness and feasibility of cash or voucher based programming.
- Guidance to the ERCS in developing a Federation format-based Plan of Action and revised emergency appeal.
- Specific recommendations on strengthening National Society capacity.

The team is currently assessing the following selected priority drought affected woredas of three zones in Oromiya Region:

Table 1: Assessment being undertaken in Oromiya Region

Region	Zone	Woreda	Livelihood Zone	Number of Beneficiaries*	Estimated Households**
Oromiya	Borena	Moyale	Borena-Guji cattle pastoralist	14,570	2,914
		Mio		31,925	6,385
		Dire		28,999	5,800
	Guji	Saba Boru	12,000	2,400	
	Bale	Meda Welabu	Bale agro-pastoral	49,501	9,900
Total				136,995	27,399

*Source: GOE Revised Humanitarian Requirements 2011 (revised)

**Estimate based on an average of 5 people per household.

The team changed their initial plans and included Moyale Somali Region as part of their assessment.

As stated in the ToRs, this preliminary appeal will be revised to address the real needs of the affected population identified from the in-depth assessment and Plan of Action (PoA). The revised appeal will build upon lessons learned from past operations, evaluations and strategic initiatives. The emergency appeal will have a different scope and scale since it responds to *acute* needs triggered by the failure of two consecutive seasonal rains and addresses emergency interventions and early recovery in an attempt to limit the duration of the crisis. While food security is essentially a *chronic challenge* in Ethiopia, as in the rest of the Horn of Africa, it regularly culminates in *acute crises* that require an immediate emergency intervention in addition to longer term and sustained structural interventions, promoted under the IFRC's Five Year Food Security Initiative. These initiatives, although targeting the same country and in the final analysis, are complementary in nature.

To support ERCS to commence the operation, while the revision process is underway (including further in depth assessments, appeal revisions and strategic communications with partners, the public and donors), surge capacities have been mobilized by the IFRC and PNSs. Capacities have been increased by deploying a senior officer from the Disaster Service Department (IFRC), the Head of Communications, Africa zone (IFRC) and Communication Delegate (IFRC), an Operations Coordinator (Australian Red Cross) and representatives from the British Red Cross (Livelihoods/Cash Transfer Programming) and Canadian Red Cross (Disaster Management and Organization Development). The Director of Africa Zone, IFRC visited Ethiopia in early August 2011 to support the appeal process and to agree on increased surge capacities in logistics, health, water and sanitation, recovery and livelihoods. Two positions have been advertised for this operation: an Operations and Logistics Coordinator: <https://jobnet.ifrc.org/public/index-ifrc.asp>.

Progress towards outcomes

The second assessment team, deployed to Oromiya and Somali regions on 12 August has submitted preliminary findings in several woredas in Moyale. Once the team returns by the end of August 2011, a complete assessment report and plan of action will be drawn up. A revised appeal based on the plan of action is planned by the second week of September 2011. The information below is the progress achieved to date by the assessment team by sectors. Objectives may be revised and new ones might be added based on the assessment findings including food security, livelihoods and disaster risk reduction amongst other areas.

Relief distributions (basic food items)

Outcome: Household food consumption among targeted drought affected population is improved.	
Outputs (expected results)	Activities planned
Appropriate food rations are distributed to targeted beneficiaries	<ul style="list-style-type: none"> • Develop Memoranda of Understanding (MoU) or agreements between the Government of Ethiopia and the ERCS. • Sourcing 8,315MT of food (6,900MT of cereals, 690MT of beans and 725MT of CSB) and 230,000Lt of cooking oil. • Establish a logistics hub in each operational area. • Contract local service providers to transport food from hubs to the distribution points. • Mobilise volunteers for facilitating beneficiary identification and relief distributions. • Identify beneficiaries; agree on distribution lists including verification and validation.

	<ul style="list-style-type: none"> • Distribute food up to 115,000 beneficiaries in Guji and Borena zones of Oromiya Region. • Distribute supplementary food for families with children under 5-years of age, elderly persons, pregnant and lactating women (35 percent of caseload). • Monitoring, evaluation and reporting.
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Progress:

The above plan for relief food distributions will be revised once the final assessment report is compiled and a detailed plan of action is drawn up. The following are the initial findings of the assessment team currently in the field under this sector:

- Planning figures have been compiled for potential ERCS food response in Moyale (Borena) to fill existing gap.
- 17,200 beneficiaries require assistance. This figure increased since July 2011 figure of 14,570 beneficiaries.
- Distribution of 4 months of full ration, September to December 2011, totalling 250 MT maize, 25.8 MT red beans, 8.6 MT oil.
- Beneficiary identification has been completed for kebeles and, distribution points and storage points identified. Warehouse capacity and travel distances have been compiled as well as potential transport hubs and costs. Delivery schedules are pending.
- There is a supplementary feeding gap despite ongoing CARE operations throughout the woredas. This will be confirmed whether CARE is able to scale up and meet the gap or whether the woreda will request another agency to intervene.
- A branch operational plan is needed including human resources, banking, etc.

Relief and early recovery through cash transfer interventions

Outcome: Selected households have their remaining assets protected and some lost assets replaced so improving their ability to produce food or restart livelihoods and reduce use of negative coping strategies

Outputs (expected results)	Activities planned
Household access to food, essential household items and livestock in targeted areas has improved by assisting with conditional cash transfers.	<ul style="list-style-type: none"> • Agree with local authorities and communities on criteria for targeting beneficiaries for cash grants. • Identify most vulnerable households through community screening • Identify modalities and distribution mechanisms for cash transfers as well as cash grant value and monitoring mechanisms. • Distribute cash grants equivalent to USD 250 per household for 4,000 households (20,000 people). (to be refined based on assessment) • Establish joint community-ERCS supervision committee to effectively and transparently manage cash grant programming • Closely monitor and evaluate intervention at the end of the piloting.

Progress:

A Cash/Food Working group meeting will be held on 1 September 2011 in Borana (Moyale). The purpose of the group is to deliberate on approaches for cash programming and, where possible, harmonize interventions in the zone. The group will deliberate and agree on local markets monitoring, traders and cooperatives capacities and insights to the markets at a National Level. This should give humanitarian and other players a holistic picture each month of market trends and likely flows of food supplies into the local markets interventions. This information will provide insights on how to tailor food security responses to meet the needs of the people while simultaneously strengthening the local markets in Borana. This group will allow access to information and work collectively with the government. ERCS and IFRC will be present participate in the meeting in order to deliberate on the course of action within this outcome.

Emergency health and care

Outcome: Excess morbidity and mortality from diseases related to malnutrition and lack of access to clean drinking water are prevented by providing targeted health and nutrition interventions to up to 90.000 people over a period of 6 months.

Outputs (expected results)	Activities planned
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The health status of the population is improved through early detection and management of epidemic disease outbreak and under nutrition	<ul style="list-style-type: none"> • Train 180 volunteers in the Guji and Borena Zones on epidemic disease control for volunteers, to enable them to support the existing extension health workers to conduct health and hygiene promotion, nutritional screening and active case finding to prevent, manage and control potential disease outbreak • Enable 180 volunteers logistically (transport, IEC material etc), conduct a minimum of 3 interventions per volunteer per week in health and hygiene promotion, nutritional screening, active case finding and management of epidemic disease outbreak and under nutrition
Contribute to the control of the current measles outbreak by providing support to the MoH in the upcoming emergency measles vaccination	<ul style="list-style-type: none"> • Deploy 180 volunteers trained on epidemic control for the upcoming measles vaccination campaign to assist with social mobilisation and campaign activities
50,000 most affected families are reached by volunteers disseminating messages on malaria prevention and control and distribution of long lasting insecticide nets (LLIN), usage, and assist in the correct hanging of the nets	<ul style="list-style-type: none"> • Procure and distribute 50,000 mosquito nets to 25,000 most affected families in the Guji and Borena Zones • Procure nails and strings to enable appropriate hang up of mosquito nets • Disseminate key messages concerning LLIN use and malaria (targeting pregnant women and caretakers for children under 5) utilizing the 180 trained volunteers, extension health workers and community members
Sustainably contribute to an improved health status of the population in the draught affected Woredas through regular health activities based on Community Based Health and First Aid interventions	<ul style="list-style-type: none"> • Train and manage 180 volunteers in CBHFA • Enable 180 volunteers to conduct regular CBHFA activities in the Guji and Borena Zones

Progress:

Through this appeal, Austrian Red Cross has provided 16,000 mosquito nets, to be procured locally and 34,000 from Regional Logistics Unit in Dubai. The new plan of action will state where these nets will be distributed. Preliminary findings from the assessment team within this sector are as follows:

Health and Nutrition

- There appears to be no immediate gap in either side of Moyale. ERCS response is not required.
- Ministry of Health, UNICEF and CARE are the primary agencies responding.
- Save the Children UK (SCUK) reports 40 percent greater demand than expected for supplemental feeding. Currently unable to scale up, but are expected to meet the demand.
- Nutrition status could deteriorate to levels that are more problematic if upcoming Hagaya rains are inadequate.
- No immediate ERCS response appears necessary.
- A range of baseline data was collected for health and nutrition, including population, malnutrition and disease prevalence.
- Somali side is less served by NGOs than the Borena (Oromiya) side. Presence declines as distance from Moyale increases.
- Kebele health posts are operational but drug shortages reported. ERCS could consider responding with emergency health kits for health posts, which could support 10,000 people for 3 months or 5,000 people for 6 months.
- Poor Hagaya rains can exacerbate diarrhoea, skin diseases, and dehydration from drought or poor hygiene.

Once the final assessment report is compiled and ERCS agrees on a detailed plan of action. This outcome and planned activities will be revised.

Water, sanitation, and hygiene promotion

Outcome: The risk of waterborne and water related diseases has been reduced through the provision of safe water, adequate sanitation as well as hygiene promotion 10,000 of families (50,000 beneficiaries) in

Oromiya region and Moyale Somali for 6 months.	
Outputs (expected results)	Activities planned
Availability and access to water for both households and livestock increased.	<ul style="list-style-type: none"> • Construct 3 deep wells in Somali Moyale and 2 deep wells in Oromiya Moyale. • Construct/rehabilitate 3 ponds in Moyale Somali and 2 ponds in Moyale Oromiya. • 100% of samples tested and found to comply with Ethiopia drinking water quality standards • Establish water management committees (5 per water source) and conduct relevant trainings. • Implement water trucking to targeted communities for two months in order to fill the gap before wells are constructed and producing safe drinking water.
The health status of the population is improved through behaviour change and hygiene promotion activities.	<ul style="list-style-type: none"> • 100 community volunteers trained in PHAST to act as hygiene and behaviour change agents by facilitating community dialogues with their respective communities. • Produce PHAST tool kits • Establish PHASTER groups in targeted communities and cascade the training. • Procure 486,000 water treatment chemicals and distribute to 27,000 households. • Communities and volunteers trained on appropriate use of water treatment chemicals. • Develop information, education and communication (IEC) materials focusing on prevention of acute watery diarrhoea (AWD) and other water born diseases.
Appropriate sanitation is provided to 15,000 beneficiaries in Guji and Borena zones of Oromiya region.	<ul style="list-style-type: none"> • Produce a total of 3,000 san-plats and build model latrines as a precursor for large-scale latrine construction as part of longer-term recovery following PHAST methodology.

Progress:

The assessment team visited three wells namely, Boku Luboma, Erdar and Guchi. Initial observations were:

- Water gap appears to be more significant than food. Logistic preparation is already in motion to enhance existing water trucking on both sides of Moyale, 6 trucks to commence operations
- Proposed to place 5 x 5000lt and 5 x 10 000lt water tanks and plumbing in 10 areas that will service kebeles that are not having their minimum needs addressed
- Urgent need to commence water trucking before determining whether to respond with food.
- Insufficient water capacity in Guji; rehabilitation of the well should be considered for a longer-term approach and increasing delivery points
- No water treatment at any site, at least one year since last water testing.

The outcome and planned activities will be revised once the detailed plan of action is drawn up.

Logistics

The IFRC will provide support to the ERCS in implementing the emergency operation including logistics. Logistics delegates will be deployed to support the ERCS in setting-up necessary supply chains and controlling and monitoring supply movements to the final distribution points. A detailed logistics and procurement plan for the operation will be developed by the ERCS supported by the IFRC. The plan describes all necessary steps with the timeframe from the procurement to transportation and deliveries to the final destination of the beneficiaries. A number of delegates will be identified at a later stage within the revised document to respond to the scaled up size of the operation. Support for the provision of fleet services and vehicles will be provided by the Dubai Regional Logistics Unit (RLU) and Fleet Base. Potential scaling up would require considerable capacities in logistics, procurement and warehousing, which may be ensured by mobilizing surge capacities and strengthening existing capacities within the ERCS.

Outcome: Humanitarian goods are procured, stored, delivered and distributed in a timely, transparent and cost-effective manner.	
Outputs (expected results)	Activities planned

<p>Well coordinated mobilization of relief goods;</p> <p>Coordinated delivery to the operational areas ensuring proper storage and distribution to affected communities;</p> <p>Provision of all necessary vehicles for the operation and effective fleet management;</p> <p>The Federation will also work with the Ethiopian Red Cross Society to support and build logistics capacity through training, workshops, and providing delegates to support the logistics function.</p>	<ul style="list-style-type: none"> • Conduct emergency needs and capacity assessments. • Assist the ERCS in setting up effective and efficient supply chain and provide reporting on performance. • Support the ERCS in developing detailed logistics and procurement plan for the operation. • Build necessary fleet base capacities to support the operation. • Assist the operation in developing a beneficiary targeting strategy and registration system. • Distribute relief supplies and control supply movements from the point of dispatch to the end user. • Assist the operation in delivering services for the communities including procurement of goods, services and other equipment necessary for effective implementation of the planned activities. • Work closely with the ERCS to strengthen their capacities in procurement, fleet management and supply chain management including training of the operational staff. • Procure 486,000 water treatment chemicals • Procure 50,000 mosquito nets • Sourcing 8,315MT of food (6,900MT of cereals, 690MT of beans and 725MT of CSB) and 230,000 l. of cooking oil. • Establish a logistics hub in each operational area. • Contract local service providers to transport food from hubs to the distribution points
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Progress:

The assessment team currently in the field is comprised of an IFRC logistics delegate. He is currently identifying possible warehouses, routes, distribution times and hubs for the operation in the affected areas. A logistics plan will be drawn up once the assessment is completed by the end of August 2011.

A detailed and up-to-date mobilization table is available on the International Federation's Disaster Management Information System (DMIS). The IFRC will be working on mobilizing specific relief items to respond to the needs in the field and donors/partners need to coordinate with the IFRC's Dubai Regional Logistics Unit (RLU) regarding the outstanding needs. A logistics coordinator position has been advertised for the operation. All local, regional and international procurement will be carried out following IFRC procurement procedures.

Shipping instructions and mobilization guidelines will be provided to donors by Dubai RLU, with a consignment tracking number issued prior to shipping any goods to the operation. Procurement of goods and transportation can be arranged through Dubai RLU.

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. The communications activities outlined in this appeal are aimed at supporting the National Society to improve their communications capacities and develop appropriate communications tools and products to support effective operations.

A detailed plan of action will be developed with the National Society that puts an emphasis on both positive media relations and producing content to highlight the needs of the affected populations and the positive stories of previous/ongoing drought interventions.

Outcome: The profile and position of the host national society and the IFRC are enhanced, leading to increased availability of funds and other resources to support this and future emergency operations.	
Outputs (expected results)	Activities planned
<ul style="list-style-type: none"> • Communications products are made available to media and 	<ul style="list-style-type: none"> • News releases, fact sheets, video, photographs and interviews with qualified spokespeople are developed and made available to media

stakeholders.	<p>and key stakeholders.</p> <ul style="list-style-type: none"> • Direct outreach will be coordinated with the host national society and conducted with national and international media. • The launch of this appeal and other major milestones throughout the operation will be supported with people-centred, community level diverse content, including web-stories, video footage and photos will be posted to ifrc.org and shared with other global humanitarian web portals and international media • An IFRC communications officer will be deployed immediately to the affected region, coordinating the gathering and dissemination of communication materials, liaising with and supporting the host National Society, and acting as spokesperson/media relations focal point for international media.
Existing and potential donors, national societies and other partners receive and use high quality communications materials and tools they need to raise funds and build awareness for this emergency.	<ul style="list-style-type: none"> • A communications tool-kit will be developed and distributed to key stakeholders that includes draft news releases, opinion pieces linking the operation to IFRC advocacy priorities (e.g. early warning, emergency health, IDRL), key messages, talking points, reactive lines addressing existing and potential risks to reputation, beneficiary profiles, photos, extended captions and access to video footage for use in the partners' domestic markets. • Conference calls for global communicators will be held as needed to share updated information and to understand emerging opportunities and needs in the communications arena.

Progress:

The Africa Zone Communications Coordinator conducted a visit from 3 to 7 August 2011 where film photographs and case studies were made available to the global Red Cross Red Crescent Movement. These materials have been used on channels such as the IFRC website, National Society websites and with international media to give visibility to the needs and the ERCS response. These materials will continue to be used over the coming months. A press conference was held on 5 August 2011 in ERCS meeting room, where journalists from the country learned of the release of the emergency appeal. A press release was launched to announce the appeal internationally and it was distributed from Johannesburg to Geneva and posted on www.ifrc.org. Future plans include a trip with Al Jazeera to film some successful ERCS drought projects in Wolaita and the start up of water trucking operations in the Moyale Region.

Capacity of the National Society	
Outcome: ERCS capacity at Headquarters and branch levels to deliver more effective services to vulnerable people and respond to future emergencies has increased.	
Outputs (expected results)	Activities planned
Capacities of the ERCS branches in operational areas strengthened to ensure adequate service deliveries to vulnerable communities	<ul style="list-style-type: none"> • Provide necessary information technologies and equipment • Provide with adequate transport and fleet capacities to ensure mobility and rapid response • Provide necessary office equipment and furniture • Training of the branch staff in disaster management, logistics, first aid, nutrition, volunteer/youth mobilisation and project management. • Conduct training of the Branch governance on relationships between the management and the governance in operational branches.
Enhanced capacity of the National Society to better respond to humanitarian challenges and coordinate branch activities.	<ul style="list-style-type: none"> • Provide necessary information technologies and equipment. • Conduct training of the staff and volunteers in disaster management, logistics, first aid, nutrition, and reporting and project management. • Organise programme review meetings at branch and HQs level. • Organise peer education and exchange visits with sister national societies • Organise training of the ERCS HQs and branch staff in "early recovery" and "cash programming". • Conduct programme evaluation and/lessons learnt exercises to identify strengths and weakness of the response activities and take relevant measures for future operations – learning organisation.

	<ul style="list-style-type: none"> • Strengthen the ERCS PMER capacities through peer support, trainings and recruitment of necessary staff at HQs and branch levels. • Train ERCS volunteers and staff in community development approach in operational branches
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Progress:

An Organizational Development officer is part of the assessment team currently deployed to Moyale Region. Preliminary findings indicate the need to have perspective of both immediate emergency operations and longer-term capacity development. The capacity of ERCS coordination office in Moyale needs to be strengthened and is not yet a full branch. A total of 400 volunteers trained in food distribution in the woreda need to be reactivated. The coordination office can manage the training with financial support from ERCS headquarters. A new organogram has been drafted, along with future plan that include programming, facilities and office equipment, among others.

Contact information

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For Performance and Accountability (planning, monitoring, evaluation and reporting)

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How we work

All IFRC assistance seeks to adhere to the Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations (NGOs) in Disaster Relief and the Humanitarian Charter and Minimum Standards in Disaster Response (Sphere) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

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Saving lives, changing minds.



The IFRC's work is guided by Strategy 2020, which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.

2. Enable healthy and safe living.
3. Promote social inclusion and a culture of non-violence and peace.

International Federation of Red Cross and Red Crescent Societies

MDRET010 - Ethiopia - Drought

Appeal Launch Date: 04 aug 11

Appeal Timeframe: 04 aug 11 to 31 jan 12

Interim Report

Selected Parameters	
Reporting Timeframe	2011/8-2011/8
Budget Timeframe	2011/8-2012/1
Appeal	MDRET010
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Funding

	Pledge	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
A. Budget		10,978,250					10,978,250
B. Opening Balance		0					0
Income							
Cash contributions							
<i>French Red Cross (from France - Private Donors)</i>	M1108054	541,401					541,401
<i>French Red Cross (from French Government)</i>	M1108054	1,050,955					1,050,955
<i>Germany - Private Donors</i>	M1108090	72					72
<i>Japanese Red Cross</i>	M1108110	205,805					205,805
<i>Netherlands Red Cross</i>	M1108076	564,600					564,600
<i>New Zealand Red Cross</i>	M1108099	39,293					39,293
<i>Swedish Red Cross</i>	M1108060	252,997					252,997
<i>Swedish Red Cross (from Swedish Government)</i>	M1108060	619,407					619,407
C1. Cash contributions		3,274,531					3,274,531
Other Income							
<i>DREF Allocations</i>		200,000					200,000
C4. Other Income		200,000					200,000
C. Total Income = SUM(C1..C4)		3,474,531					3,474,531
D. Total Funding = B + C		3,474,531					3,474,531
Appeal Coverage		32%					32%

II. Movement of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
B. Opening Balance	0					0
C. Income	3,474,531					3,474,531
E. Expenditure	-187,793					-187,793
F. Closing Balance = (B + C + E)	3,286,738					3,286,738

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III. Consolidated Expenditure vs. Budget

Account Groups	Budget	Expenditure					TOTAL	Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination		
A							B	A - B
BUDGET (C)		10,978,250					10,978,250	
Relief items, Construction, Supplies								
Clothing & textiles	350,000						350,000	
Food	4,967,355						4,967,355	
Water, Sanitation & Hygiene	2,407,760						2,407,760	
Other Supplies & Services	1,000,000						1,000,000	
Total Relief items, Construction, Su	8,725,115						8,725,115	
Land, vehicles & equipment								
Computers & Telecom	25,800						25,800	
Office & Household Equipment	12,000						12,000	
Total Land, vehicles & equipment	37,800						37,800	
Logistics, Transport & Storage								
Storage	82,400						82,400	
Distribution & Monitoring	33,500						33,500	
Transport & Vehicle Costs	255,210						255,210	
Total Logistics, Transport & Storage	371,110						371,110	
Personnel								
International Staff	328,000						328,000	
National Staff	22,400						22,400	
National Society Staff	72,418						72,418	
Total Personnel	422,818						422,818	
Consultants & Professional Fees								
Consultants	61,200						61,200	
Professional Fees	30,000						30,000	
Total Consultants & Professional Fe	91,200						91,200	
Workshops & Training								
Workshops & Training	43,642						43,642	
Total Workshops & Training	43,642						43,642	
General Expenditure								
Travel	25,000						25,000	
Information & Public Relation	55,500						55,500	
Office Costs	27,550						27,550	
Communications	15,500						15,500	
Financial Charges	4,000						4,000	
Other General Expenses	488,981						488,981	
Total General Expenditure	616,531						616,531	
Contributions & Transfers								
Cash Transfers National Societies		187,793				187,793	-187,793	
Total Contributions & Transfers		187,793				187,793	-187,793	
Indirect Costs								
Programme & Service Support	670,034						670,034	
Total Indirect Costs	670,034						670,034	
TOTAL EXPENDITURE (D)	10,978,250	187,793				187,793	10,790,457	
VARIANCE (C - D)		10,790,457				10,790,457		