

The word "Appeal" is written in a white, cursive font on an orange background. A white arrow points to the right, overlapping the end of the word.

*The International 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 over 183 countries.*

Appeal number MAA00018

30 August 2007

## **Avian Influenza (AI) preparedness, mitigation, and response**

**This funding request for Morocco seeks a total of CHF 98,000 (USD 79,500 or EUR 59,000) to implement the activities described below for a period of 10 months.**

### **In Brief**

#### **Appeal history:**

- Ø Appeal launched on 20 April 2006 for 17,407,436 (USD 13.4 million or EUR 11million) up to the end of 2007.
- Ø Appeal coverage for 2006-2007: 22.9 per cent. Outstanding needs: CHF 13,421,133

[<click here for the full avian influenza preparedness, mitigation and response global appeal>](#)  
[<click here for the avian influenza preparedness, mitigation and response report 2006-2007>](#)

**Summary of this Funding Request:** Morocco, due its geographical location, high population density, regular flow of people traveling backwards and forwards to the country, as well as its ecological characteristics, has all the potential factors for the introduction and spread of the avian influenza virus. Considering the evolution of the avian influenza world epidemiologic situation, the growth in the number and frequency of exchanges and the experiences gained on pandemic flu, the Moroccan Red Crescent Society (MRCS) intends to intensify its awareness and sensitization programmes in line with the strategy developed by the International Federation of the Red Cross and Red Crescent Societies for preparedness, mitigation and response. The plan of action proposed has been developed within the existing national framework coordinated by the Moroccan Government since 2004 and in close collaboration with the MRCS's operational partners, including the World Health Organization (WHO), the Food and Agriculture Organization (FAO) and local NGOs.

This proposal focuses on scaling-up the capacity at national and local levels in the areas of social mobilization and community awareness but also in management. Volunteer management will be prioritized, including training of staff, trainers and emergency teams, as well as upgrading the communications services and strengthening monitoring, evaluation and reporting mechanisms, contingency planning and risk reduction community based programmes.

The Moroccan Red Crescent avian influenza action plan consists of:

- § Strengthening the National Society capacity:
  - Training of trainers;
  - Training of MRCS volunteers and setting-up of emergency teams;



- Providing logistical support for volunteers;
- Organizing simulation exercises to harmonising interventions;
- Creating a call centre.
- § Strengthening sensitization campaigns among populations in high-risk zones. Schools, women's associations and markets will be primarily targeted to promote hygiene standards;
- § Establishing close coordination and collaboration with the government to put the national action plan into practice;
- § Collaborative use of the local mass media.

*For further information concerning Federation programmes or operations in this or other countries, or for National Society profiles, please visit the Federation's website at <http://www.ifrc.org>*

*[<click here for contact details for this funding request>](#)*

## Background

The International Federation launched the global avian influenza appeal on 20 April 2006 seeking CHF 17.4 million to provide vital support to National Societies for an initial period of 12 months. The appeal is broadly designed to focus on capacity building, scaling-up of capacity and management, contingency planning for concomitant disasters, communications and service continuity planning. The appeal articulated a need to train up to 50,000 volunteers and National Society staff, and resources remain needed for this to cover recruitment, field supervision and the follow-up of new volunteers and retraining of existing volunteers and staff.

## Situation Analysis

### Country situation

There have been no cases of poultry affected by the virus reported in Morocco. However, the geographical situation of Morocco, its economic conditions and the importance of chicken meat in the daily diet, mean that the Moroccan population could be very seriously affected by this disease. The impact could be felt by, according to studies made by various institutes, between 4.5 to 10.5 million people, with the number of deaths being between 60,000 and 120,000. A further 240,000 to 600,000 could develop complications requiring hospitalisation.

Moreover, the impact of this disease would have harmful consequences on the Moroccan economy by disorganizing the health system and the services necessary for public services.

### Government actions

To alleviate this impact, the Moroccan government has established a national plan for preparedness and intervention establishing the main operational directions to be applied against this pandemic situation.

### National Plan

The Moroccan Government has established the national plan and set up an inter-ministerial crisis committee (ICC) reinforced by national organisms. The ICC is composed of governmental, international and civil society organisations as well as the Moroccan Red Crescent, as a humanitarian association auxiliary to the public authorities.



For more information, see the national plan at: <http://www.sante.org.ma>

The Moroccan Red Crescent is a permanent member of the team that puts this national plan into practice. Many meetings have been held by the government, during which the Moroccan Red Crescent has been invited to present the strategy and documents made by the International Federation of the Red Cross and Red Crescent (the Federation).

Apart from television programmes, no activities on avian influenza have been carried out so far given the absence of the recognized avian influenza virus. However, within the national plan, different tasks have been attributed to the government. The prime minister manages the governmental activities, determining the emergency levels in Morocco related to epidemic risks. He can, as he sees fit, delegate the coordination of an operation to the Ministry of Interior. Various ministries, including the Ministry of Health, the Ministry of Agriculture, Sustainable Development and Maritimes and the Ministry of Commerce, Industry and Economy take responsibility for areas of the plan that fall within their competencies.

Within the national plan framework, an inter-ministerial committee is set the task of controlling the borders and monitoring the movement of migratory birds to minimise the risk of the virus entering the Moroccan territories. The committee also collects data, setting regional platforms and following up on human influenza.

### **International Cooperation**

The national plan has had productive international cooperation in its formation. This has taken the form of tracking the evolution of a potential epidemic, benefiting from international expertise and mobilised funds, in conformity with the decision framework of the Beijing Conference on Avian and Human Pandemic Influenza held on 17 and 18 January 2006. Partners include:

1. International Organisation of Animal Health (OIE)
2. Food Alimentation Organisation (FAO)
3. International Health Organisation (WHO)
4. The Maghreb Arab Union (UMA)
5. The Arab League (The Arab League for the Agriculture Development (OADA))

### **The Moroccan Red Crescent capacity and experience**

The MRCS is a very active National Society in the domain of health, mainly in the scaling-up, sensitisation, and treatment of diseases such as trachoma, conjunctivitis, measles, tuberculosis and HIV and AIDS.

**Measles:** The MRCS is operational in health matters and has wide experience in undertaking vaccination campaigns across Morocco, campaigns that are annually organized during October and November. The MRCS volunteers have the task to sensitize and accompany vaccinated people, while the health department services personnel conduct logistic as well as vaccination procedures.

**Trachoma** is a disease caused mainly by the absence of hygiene, but there have been fatalities in 90 per cent of cases among the population of five regions of Morocco. The Ministry of Health has organized activities in the regions without managing to eradicate the disease. In 2000, the MRCS was invited to contribute to putting an end to this pandemic illness.

The health department has made recourse to the MRCS, given the insufficient number of its paramedic staff as well as the rich experience of the MRCS volunteers, who also have a good understanding of the regional linguistic and traditional specifics. Nowadays, thanks to the effective activities realized by the regions, the ministry has announced the total eradication of this disease; however, this does not diminish the importance of



sensitisation for the MRCS volunteers and the population for hygiene. Other activities are conducted with partners like ALTEA- a Swiss organization specializing in eye programmes.

**AIDS:** the AIDS status in Morocco is not as alarming as in other countries. Nevertheless, preventive and sensitization activities are of paramount importance for the population, given the increasing number of people living with HIV.

The MRCS is very active in this field:

- § As an auxiliary to the public authorities, namely the health department programmes;
- § As a member of the NGO network for the fight against AIDS "ROMS";
- § As a member of the Federation in peer education, pedagogical tools and the experience of sister National Societies;
- § Within the agreement framework signed by the authorities, ministries, Moroccan government departments of health, national education, youth and environment;
- § Within the International Framework of the UN agencies and the NGOs;
- § Within the agreement chart with private medical doctors.

However, the MRCS, unlike other African National Societies, has not been exposed to acute epidemic outbreaks such as cholera, meningitis, Ebola and therefore will need to reinforce its strategy to face human influenza pandemic preparedness.

The MRCS has set a national plan for disaster preparedness, comprising of first aid team structures and the disaster management programmes. This plan takes into consideration the different crisis situations that the MRCS can potentially combat and manage.

A strategic plan of emergency is being developed, together with the various partners, that will then be introduced to governmental and NGO partners. Pandemic preparedness will be included in the plan and a specific component will be developed referring to the avian influenza pandemic. The application procedures, team building and operational procedures have benefited from the MRCS experience in disaster management, notably during flood and earthquake operations. The MRCS is also implementing local units for first aid and emergencies, and building national teams for intervention and the systematic addition of a module on crisis situations. This includes avian influenza.

There will be an opportunity to revise the MRCS plan, as the preparation to face avian influenza will reinforce the volunteer teams through simulation exercises as well as team-building, empowering volunteers to play their role, empowering communities at risk and reinforcing the National Society as an auxiliary to the authorities.

In this manner, the MRCS strategy and programmes will highlight its complementary role in avian influenza prevention and preparedness for a human pandemic in the following areas:

- § Considerable support for the communities regarding prevention and preparation for a potential pandemic;
- § Social mobilisation of 20,000 first aid volunteers;
- § Technical assistance. As a member of the Federation, the National Society is informed and kept updated on the evolutions and advances in the field of preparation and prevention and can tap into logistic, training and capacity building resources and experience.

### **Needs assessment and proposed plan of action:**

This funding proposal has two objectives:

- § To train and equip the MRCS volunteers for response;



- § To sensitize and partner the government through its national plans on pandemic preparedness and response.

The MRCS planned activities as part of the programme are:

- § awareness raising;
- § health and hygiene education;
- § communication;
- § psychosocial support;
- § contingency planning for pandemic response.

The MRCS, within its strategic plan in response to avian influenza, will support the Moroccan Government by utilizing its network of volunteers and existing MRCS structures of health and community centres to work within communities at risk. The MRCS has several resources and capacities to do this:

- § the MRCS volunteers are well trained to sensitise the community;
- § the MRCS infrastructure of health care centres, clinics, communal centres and warehouses;
- § the MRCS has considerable first aid expertise;
- § resource mobilisation through Federation and sister National Societies' support;
- § a call centre for information and population orientation;
- § the MRCS has training centres;
- § the MRCS has a pool of trainers and facilitators.

#### **Overall Goal:**

To prepare the MRCS to respond to a potential avian influenza outbreak and to prepare for a potential avian influenza pandemic.

The target groups identified are the National Society volunteers in the national and regional intervention teams, and communities at risk. Sensitization and response work will be carried out in markets and rural schools and with women's associations, Red Crescent ambulance crew and staff.

#### **Objectives:**

##### **Objective 1: Capacity building for the MRCS.**

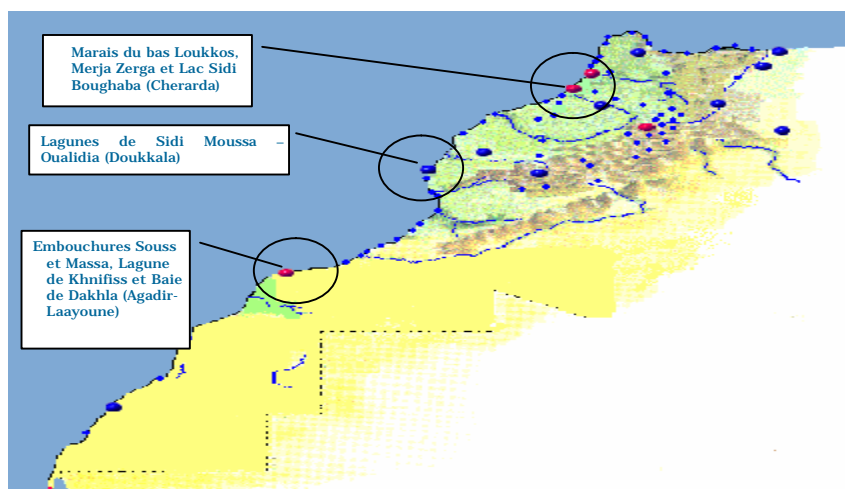
The MRCS capacity building efforts in this area will focus on the regions that face high risk. Four pilot regions have been chosen, namely Doukkala, Chrarda, Agadir and Laayoune. They were selected in conjunction with the two axes in conformity with the national plan, namely the borders and the channels used by migratory birds. The adopted strategy is to train regional trainers, who will train other volunteers and form effective intervention teams within the community.

##### **Objective 2: Community sensitizing.**

- § Community awareness and preparedness through distributing IEC material, hygiene education and risk information;
- § Community mobilisation.

##### **Objective 3 : Coordination and communication.**

- § Development of MRCS avian influenza communications plan and production of IEC material;
- § Coordination and collaboration with the governmental services and other partners for the implementation of the national plan;
- § Reinforced partnership and collaboration with the local media.



**The migration routes of birds in Morocco.**

#### Targeted Population:

- Ø The MRCS volunteers;
- Ø The mainstays of the community, such as schools, women associations and markets.

#### Expected results:

- 24 MRCS trainer of trainers and 160 volunteers are well trained to sensitise the community;
- 300 volunteers are equipped with training kits and personal protection equipment;
- MRCS current infrastructures are ready for the implementation of the national plan;

- First aid networks and expertise are strengthened and address the needs and the vulnerabilities of the communities;
- A call centre for information and population orientation is established and operating.
- The target population is sensitised about the risks of avian influenza and the threat of a human influenza pandemic;
- A warehouse is identified and ready to be equipped with stocks.
- Partnerships with the Ministry of Health, the UN agencies and civil society organisations are strengthened.

#### Objective 1: Capacity building for the MRCS.

Activities	Results	Time/ quantity	Partners
Training of trainers	Training of 6 trainers per region, totalling 24	3 days	Federation
Training of MRCS volunteers and building response teams	Training of volunteers: 40 per region, totalling 160	2 days	Federation and the Ministry of Health
Procuring equipment for volunteers	Medical Equipment and masks.	300 volunteers	Federation & the Ministry of Health
Creating a call centre	The creation of a call number and training of facilitators	9 months	IAM
Warehousing and stock preparation	Warehouses ready for equipment stockage	4	MRCS
Pedagogical tool preparation	Training of volunteers and some community members such as chemists and firms.	300 packs	Federation


**Objective 2: Community sensitizing.**

Sensitising high risk communities, such as schools, women associations and markets to hygiene issues.

Activities	Results	Time/ quantity	Partners
Design and leaflet printing	Schools, women's associations, markets and families are sensitised	20,000 leaflets	Federation

**Objective 3: Coordination and communication.**

- § Strong coordination and collaboration with the government to implement the national plan;
- § Strong collaboration with the local media.

Activities	Results	Time/ quantity	Partners
Information meetings, document editing and transportation	Systematic meetings and regular round-ups with the government and NGOs	10	Government and NGOs entities

**Programme timeframe:**
**Objective 1: Capacity building for the MRCS.**

Activities	Time/ Duration in 2007
Training of trainers	3 days – the first week of September
Training of MRCS volunteers and response team building	2 days- the first week of October
Procuring volunteer equipment	October
Creating a call centre	The duration of the project- 9 months (Green number)
Warehousing and stock preparation	September – November
Pedagogical tool preparation	October

**Objective 2 : Community sensitizing**

- § Sensitizing high risk communities including schools, women's associations and markets to hygiene.

Activities	Date/ Implementation Period
Designing and printing and leaflets	Last Week of October (2007)
Sensitization	September-March (2008)

**Objective 3 : Coordination and communication**

- § Strong coordination and collaboration with the government to implement the national plan;
- § Collaboration with the local media.



Activities	Date/ Implementation Period
Information meeting, document editing and transport	September-March (2008)

### Implementation Plan:

The MRCS health coordinator will coordinate the programme in close collaboration with the Red Crescent branches selected. A total of 24 MRCS avian influenza trainers and a communication cell will support the health team.

### Coordination

The National Society takes part in the meetings organized by the inter-ministerial committee. Its role is crucial to ensuring coordination between several actors within and outside the Red Cross Red Crescent Movement, such as:

- § Branch volunteers;
- § Neighbouring and sister National Societies;
- § International organisations;
- § the media;
- § the civil society;
- § The National Society. Through its volunteer network, the wider Red Cross Red Crescent expertise and its capacity in social mobilization can rapidly act and respond locally to a crisis and ensure appropriate coordination.

The WHO, the FAO and the UNICEF are organized within the regional and national plans in a complementary way to offer help in the event of a pandemic.

- § WHO: Medical support.
- § UNICEF: Preparing communication and information tools like leaflets for professionals and the mass population;
- § FAO: Animal control

The role of the Federation through its regional representation for North Africa, based in Tunis, is to provide all relevant information to support the National Society establish its avian influenza strategy, assist in the resource mobilization process, and to share the knowledge and the expertise within North Africa.

During large crises and disaster situations, the Federation coordinates emergency operations, sending specialized teams to cover all domains. These include the Field Assessment and Coordination Teams (FACT) in charge of the evaluation of situations, and the different Emergency Response Units (ERUs).

### Reporting, Monitoring and Evaluation

The different activities are followed up through a monitoring mechanism of National Society reports and statistics, field visit, planning and review meetings and coordination meetings.

Performance indicators have been defined to measure the impact of the project:

- 24 first aid volunteers trained as trainers;
- Coordination with the UN agencies, the Inter-Ministerial Committee and the Federation is effective;
- Community sensitization takes place in schools, associations and markets of the pilot regions;
- A call centre is created;
- The MRCS warehouses in Skhirat, Casa, Oujda and Marrakech are well equipped.


**Budget Summary:**
**Objective 1: Capacity Building of the Moroccan Red Crescent**

<b>Activities</b>	<b>Budget (MAD)</b>
Training of trainers	30 000
Training of MRCS volunteers and implementation of operational teams	80 000
Logistical needs for volunteers	370 000
Setting up a call centre	
Preparing a warehouse	20 000
Preparing pedagogical materials	20 000
<b>Total</b>	<b>520 000</b>

**Objective 2: Community sensitization Mobilisation**

<b>Activities</b>	<b>Budget (MAD)</b>
Designing and printing of fliers and leaflets	40 000
<b>Total</b>	<b>40 000</b>

**Objective 3 : Coordination and communication**

<b>Activities</b>	<b>Budget (MAD)</b>
Information Meetings	
Document Editing and Transport	10 000
<b>Total</b>	<b>10 000</b>

**Total Expected Budget: 570 000 MAD**

[<Click here to return to the title page>](#)



## 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 Federation's Global Agenda

The International Federation's activities are aligned with under a 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:

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