

Pakistan Floods Emergency Response Plan (August 2010 - July 2011)

Appealing Agency	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO)
Project Title	Mobile Community Radios to Deliver Life Saving Information
Project Code	PKA-FL-10/P-HR-RL/35004/R
Sector/Cluster	PROTECTION
Objectives	<p>Enhancing the flood affected population's access to vital information through the establishment of mobile community radios in IDP communities.</p> <p>Fostering relation between IDPs and between IDPs and local communities through community radios in the camps.</p> <p>Involving young people of displaced communities into media and communication activities to provide them professional and educational opportunities.</p> <p>Giving opportunities to young people living in camps in order to limit possibilities of influence of violent groups.</p>
Beneficiaries	Total: 8,600,000 Through community radio around 8.6 million flood affected of 12 affected districts can be reached. Specific efforts will be made to reach out to women and to include youth.
Implementing Partners	The World Association of Community Radio Broadcasters, Ministry of Information and Broadcasting, Pakistan Broadcasting Corporation, Pakistan Electronic Media Regulatory Authority, Professional media organizations and training organizations, NGOs
Project Duration	Aug 2010 - Jan 2011
Current Funds Requested	\$400,000.00
Location	MULTIPLE PROVINCES
Priority	RELIEF

Needs

After an assessment of the current flood situation in Pakistan, and consultations with relevant partners and national authorities, UNESCO has identified the need to establish mobile radios for improved circulation of reliable information among the over 8 million affected people.

Information and communication if disseminated timely can play a vital role in facilitating the ongoing and post disaster humanitarian response. It can be a key source of information in an emergency situation, reaching the affected population at large. Using local dialect and a culturally sensitive approach, it can provide life saving information on the current (post) flood situation, preparedness, prevention, safe reconstruction, and other topics, such as timely distribution of humanitarian items, and updates on risks, damage reports and rehabilitation process.

In Pakistan community radio also facilitates the people's confidence in aid agencies and mutual coordination amongst the community. The traditional channels of transmitting key information have been equally affected by the floods and the scattering of local communities and it is therefore crucial to replace them as soon as possible by alternative means such as community radios.

In the post-flood phase the affected population has very limited or no access to reliable and timely humanitarian news. In order to increase outreach and dissemination of the humanitarian information, UNESCO proposes to install portable Radio stations, especially in areas with high concentration of displaced people like IDP camps. These portable radios are easy to use, while reaching an area of up to 100 km radius.

Activities

Contact media authorities for the provision of frequency and technical information.

Survey and select the appropriate space to install the radio.

Identify the members of the community to increase local capacity building by training them intensively in journalism, interviews, reports, production of educational programs and post production in times of humanitarian crisis management

and to liaise closely with other clusters to ensure is relevant and updated. Develop locally produced, relevant programs and life saving messages available in local languages.

Form teams for the management and operation of radios ropose to replace by:

Establish mobile radio units in the areas with the highest concentration of IDPs. Each radio will be attributed a specific frequencies for broadcasting.

Develop content for the mobile radios.

Provide trainings to media professional and residents, including youth, of the camps managing and operating the mobile radios and preparing programmes.

Through radio programmes women’s protection concerns at community level will be addressed and programmes will effectively promote gender equity, equality and the empowerment of women in the flood affected areas. The project will develop knowledge, skills, attitudes, and values that promote participation, cooperation, equality, and respect for differences within and between communities, enabling women and girls in the flood affected areas to participate in society equally with men.

Geographical coverage: 12 severely affected districts – three in KPK (Nowshera, Charssada, Swat), five in Punjab (Rajanpur, Layyah, Muzaffargarh, DG Khan, Rahim Yar Khan), three in Sindh (Ghotki, Sukkur, Khairpur), one in Balochistan (Jaffarabad).

Outcomes

Radio Stations set up at information deficient points for flood-affected communities and IDPs.

The beneficiaries have access to humanitarian and life saving information through Radio programming .All the activities presented in the project will be designed and implemented in accordance with the objectives of the protection cluster and will provide a channel for the cluster activities to ensure outreach to the affected population.

Capacity building of displaced youth by receiving training enabling them to work as journalists, producers and with basic radio station operators skills.

United Nations Educational, Scientific and Cultural Organization	
Original BUDGET items	\$
Total	0

United Nations Educational, Scientific and Cultural Organization	
Current BUDGET items	\$
Staff	40,000
Inputs	320,000
Administration	40,000
Total	400,000