

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

Appealing Agency	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESC)
Project Title	Production of Radio Serials for Livelihood Recovery
Project Code	PKA-FL-10/P-HR-RL/35028/R
Sector/Cluster	PROTECTION
Objectives	Radio programmes will deliver basic humanitarian information and provide a forum for post traumatic stress relief through live interactive broadcast and mini-drama series promoting humanitarian cluster information for recovery
Beneficiaries	Total: 14,500,000 Through community radio around 14.5 million flood affected of 20 affected district can be reached. A specific effort will be made to appeal to women through specific gender-related messages.
Implementing Partners	The World Association of Community Radio Broadcasters ,Ministry of Information and Broadcasting, Pakistan Broadcasting Corporation, Professional media organizations and training institutors, Internews, NGOs
Project Duration	Aug 2010 - Jul 2011
Current Funds Requested	\$550,000.00
Location	MULTIPLE PROVINCES
Priority	EARLY RECOVERY

Needs

The floods in Pakistan have displaced over 18 million people. Having left their traditional community settings, there is an important need to increase their access to information, as well as to provide them educational messages through informal channels and to provide in as many ways as possible post traumatic stress relief through entertainment. The media and information play a key role in post disaster settings.

A multifaceted approach can educate and prepare people to cope with the disaster and to have access to the humanitarian relief efforts. This project proposes to produce content transmitted through radio to address issues that are relevant to the concrete living situation of the flood affected population. The programme will increase people's access to information, enable them to deal with post traumatic stress, and health problems, and inform them about issues of rehabilitation and forecast of challenges through providing a forum for direct dialogue with specialists, aid workers, coordinators, government officials, etc. At the same time the specific concept of the radio programmes will also include an entertaining element, which brings hope and motivation to the people.

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. The areas of intervention will be coordinated with the protection cluster and implementing partners like Internews.

Activities

Broadcasting live programme on radio with live call in/text in (free of cost) segments to help people interact with specialists and officials and provide advice during live programs.

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.

A radio programme aimed at education and information through entertainment in the form of small dialogues or mini drama series on major issues including life-saving information and livelihood.

Training young people from the affected population to become anchors and producers of the programs.

Establishing ICT portal to increase interaction of affected people with Humanitarian relief efforts, where people can blog, sms and post discussions and inquiries.

Geographical coverage: 20 severely affected districts – three in KPK (Nowshera, Charssada, Swat), five in Punjab (Rajanpur, Layyah, Muzaffargarh, DG Khan, Rahim Yar Khan), six in Sindh (Ghotki, Sukkur, Khairpur, Thata, Tando Mohammad Khan, Dadu), three in Balochistan(Jaffarabad, Jaccobad, Nasir Abad)

Outcomes

The beneficiaries have access to information about how to deal with post disaster trauma and social issues related to it.
 Beneficiaries are trained and capacity build within community.
 Beneficiaries have access to information vital for rehabilitation and early recovery

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

United Nations Educational, Scientific and Cultural Organization	
Current BUDGET items	\$
Staff	80,000
Inputs	410,000
Administration	60,000
Total	550,000