

## INTERNATIONAL DAY OF DISASTER RISK REDUCTION – Haiti

In occasion of the International Day of Disaster Risk Reduction 2015, COOPI participated actively to various activities with beneficiary of COOPI's project funded by dipECHO.

### COOPI's Activities:



**13 October, 2015:** Debate « connaissance pour la vie » (Knowledge for life) organized by the CTESP (Comité thématique d'éducation et de sensibilisation du public): COOPI participated with two interventions: one with a team member (Morena Zucchelli) the other with a beneficiary of COOPI's project funded by DIPECHO (Abdoul Lysias, EIC representative of Bigarade Damien) on experiences, local knowledge and traditional practices regarding DRR.

**COOPI - COOPERAZIONE INTERNAZIONALE**

COOPI in Haïti : rue Metellus 55, Apt. 6, Pétiön-Ville, Haïti.  
E-MAIL: [communication.haiti@coopi.org](mailto:communication.haiti@coopi.org)

[WWW.COOP.ORG](http://WWW.COOP.ORG)

Morena Zucchelli shared information and parallelism between Haiti and Peru (big presence of religions in both countries, the case of the Lord of Miracles and the Andean God of Pachacamac in Peru. These two divinities represent the earthquake, and through them the population can never forget that Peru is a seismic country).

Abdul Lysias highlighted the importance of the traditional practices in the DRR (bells, signals, etc.), as well as the new technologies (maps, gps, cartographic server).

**Impact:** The event was open to nearly 100 people, under invitation, and to a larger public (through the local media broadcasting).

**Media coverage:** The event was filmed by the TNH (National TV Chanel) and broadcasted for a national audience on October 16, 2015.

**October 16, 2015:** Competition *Yon kit byen vit*, Marché en Fer, Port au Prince, Haiti. Organized by AGERCA and COOPI in coordination with CTESP, the competition included:

Three vulnerable families (children and pregnant women) invited by COOPI in a public market to buy the necessary items for a family emergency kit. This activity was in partnership with Handicap International (they brought three families with handicap members), and Help Age (they brought three families with elderlies). COOPI's chosen beneficiary families were from the project funded by DIPECHO.

The partnership with the private sector was strong. In fact, Digicel, Brana and Valerio Canez were sponsor of this event thanks to our partnership with AGERCA. In particular: Brana provided water and soft drinks during all the competition to all participants and organizers; Digicel paid the items for all the family emergency kits, Valerio Canez gave the awards for the winning families (3 electric ovens).

These private companies are beneficiaries of the COOPI's project funded by DIPECHO, too. In fact, COOPI is working to provide to them emergency and evacuation plans.

**Impact:** This activity had a strong influence on the knowledge of the emergency kit on the 45 individuals who participated to the competition, the CTESP members, the media and to the public at large (through the local media and web). More people were informed on the emergency kit tool and its composition, and reminded about the cyclic natural threats in Haiti.

**Behavior change:** More people aware of the importance of the emergency kit as a preparedness tool to disasters. Reminder of the cyclic natural threats in Haiti (i.e. cyclones)

**Media coverage:** The activity was recorded by the TNH (*Tele Nationale d'Haiti*) and broadcasted national wide. Several major national media (TV channels,



radios and newspapers) were invited by the Minister of the Interior and attended the activity. COOPI released several interviews with them broadcasted the same day.

#### **Web, Media and Social Media:**

##### **Web:**

Articles and info about the International Day were published by the Communication Expert of the project on:

- [COOPI's website](#) (in Italian);
- The US based news organization [Migrante21](#)'s blog (in English);
- [UNISDR's website](#) (in English);
- PreventionWeb site ([info](#), and [article](#)) and newsletter (in English);
- [DIPECHOLAC](#)'s website (in English)

##### **International radios:**

An interview with Morena Zucchelli, COOPI's Chief of Mission, was broadcasted in Italian by Radio Popolare (one of the bigger Italian Radio). Listen it [here](#) (from min. 16.19).

On Discoradio (another big Italian radio), a journalist spoke about our activity in DRR in the frame of the DIPECHO project in Haiti.

##### **Social Media:**

Please check this storify: <https://storify.com/larapalmisano/getting-started> via @larapalmisano #IDDR2015

#### **COOPI's Activities in the frame of the Food Security project funded by ECHO in the *Department du Centre***

Production of 2 radio adverts in creole on drought and related emergency preparedness response. They were distributed by two local radios in the *Department du Centre* (Radio MEN FM, 89.5 FM, and Radio Rossignol, 88.7 FM) to the public at large in the Department, 10 times a day from October 10 to 14, 2015.

4 banners with message in creole on the right to eat better and more (as a response to the food insecurity), were posted for 6 weeks in Cerca la Source (1 banner), Cerca-Carvajal (1 banner), and Hinche (2 banners). They were all strategically posted close to local markets, for a better visibility.



**Impact:** More people informed on the right to food, and about on the response to food shortage due to drought.

**Behavior change:** More people aware of the right to food and of the disasters due to drought.

