

Tsunami crisis response

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Web4Dev, May 2005

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Overview

- » Chronology of events
- » Immediate challenges
 - from SARS to tsunami
 - why rapid response is still so difficult
- » What we did differently
- » Culture of crisis information dissemination
- » What could we do differently?

Chronology of events – Part I

- » 26 December – tsunami hits... on a Sunday... the day after Christmas... where is everybody? On holiday, silly!
- » 27 December – skeleton health unit staff around to update the web site, but struggle because they have other priorities
- » 28 December – webteam to the rescue

Chronology of events – Part II

- » 29 Dec – 3 Jan – work work work! Keeping the homepage and main tsunami page fresh at all times
- » 31 Dec – Getting the word out – Google AdWords
- » 31 Dec – Online donations for the first time
- » Post 3 Jan – people return... but is that a good thing? More people means more work



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Immediate challenges – why rapid response is so difficult

Lack of:

- » Human resources during high-vacation times
- » Focus on the human story – numbers are good but stories make the numbers come to life
- » Overall organizational support for web activities and a basic understanding of what that means



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SARS crisis

- » Content solely managed by health technical units with little involvement from webteam
- » Focus on technical content only
- » Burn out— small staff trying to do everything, including web
- » Little room for innovation with the web. Daily information could have been syndicated, but wasn't

Communicable Disease Surveillance & Response (CSR)

[About CSR](#) | [Country activities](#) | [Outbreak news](#) | [Resources](#) | [Media centre](#)

[WHO](#) > [WHO sites](#) > CSR Home

Severe Acute Respiratory Syndrome (SARS)

- [NEW GUIDANCE ON SARS](#)
October 2004

MORE INFORMATION

- [Guidelines, recommendations, descriptions](#)
- [WHO Collaborative Networks](#)
- [Travel advice](#)
- [Media](#)
- [Other information resources: links, images](#)

ARCHIVES

- [Situation Updates - SARS](#)
- [Cumulative number of reported probable cases](#)
- [Areas with recent local transmission](#)

[Resolution to the WHO World Health Assembly
Severe Acute Respiratory Syndrome \(SARS\) \(pdf, 120k\)](#)

SARS, an atypical pneumonia of unknown aetiology, was recognized at the end of February 2003. WHO is co-ordinating the international investigation with the assistance of [the Global Outbreak Alert and Response Network](#) and is working closely with health authorities in the affected countries to provide epidemiological, clinical and logistical support as required.

HIGHLIGHTS

[New Guidance on SARS](#)
[October 2004](#)

DISEASE OUTBREAKS

[Marburg haemorrhagic fever](#)
Angola - update 16
[Full text](#)

[Poliomyelitis](#)
Yemen
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[Marburg haemorrhagic fever](#)
Angola - update 15
[Full text](#)

[Disease Outbreak News](#)

[New publication: Laboratory biosafety manual, Second edition \(revised\) \[pdf\]](#)
Interim guidelines



Containing known risks

<http://www.who.int/csr/sars/en/>

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Lessons learned from SARS

Content needs to be:

- » Humanized – features, photo galleries, individual stories
- » Engaging to a wide range of audiences

Cumulative Number of Reported Probable Cases of SARS

From: 1 Nov 2002¹ To: 10 July 2003, 17:00 GMT+2

Country	Cumulative number of case(s) ²	Number of new cases since last WHO update ²	Number of deaths	Number recovered ³	Date last probable case reported	Date for which cumulative number of cases is current
Australia	5	0	0	5	12/May/2003	27/Jun/2003
Brazil	1	0	0	1	9/Jun/2003	1/Jul/2003
Canada ⁴	250	1	38	194	9/Jul/2003	9/Jul/2003
China ⁵	5327	0	348	4941	25/Jun/2003	10/Jul/2003
China, Hong Kong Special Administrative Region ⁶	1755	0	298	1431	11/Jun/2003	10/Jul/2003
China, Macao Special Administrative Region	1	0	0	1	21/May/2003	10/Jul/2003
China, Taiwan	671	0	84	506	19/Jun/2003	10/Jul/2003
Colombia	1	0	0	1	5/May/2003	5/May/2003
Finland	1	0	0	1	7/May/2003	20/May/2003
France	7	0	0	6	9/May/2003	22/May/2003
Germany	10	0	0	9	4/Jun/2003	23/Jun/2003
India	3	0	0	3	13/May/2003	14/May/2003
Indonesia	2	0	0	2	23/Apr/2003	19/Jun/2003
Italy	4	0	0	4	29/Apr/2003	8/Jul/2003
Kuwait	1	0	0	1	9/Apr/2003	20/Apr/2003

http://www.who.int/csr/sars/country/2003_07_10/en/index.html

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From SARS to tsunami – how WHO web adapted to crisis response

For tsunami, content is:

- » Humanized
- » Accurate
- » Up-to-date
- » Visually appealing
- » Focused on target audiences (WHO staff, general public, technical professionals, media)
- » More room for innovation – RSS, newsletters, videos



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SARS homepage and Tsunami homepage

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Containing known risks

Health action in crises

[WHO](#) > [WHO sites](#) > [Health action in crises](#) > [Crises](#) >

South Asia earthquake and tsunamis



[Latest situation reports](#)

[28 March earthquake: Situation report 1](#)

[Inter-agency rapid health assessment - final report](#)

[Presentation: Dr. David Nabarro to the 2005 Executive Board Meeting \[pdf 2.78Mb\]](#)



[Three months after the Indian Ocean earthquake-tsunami](#)

Health consequences and WHO's response
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[Sri Lanka](#)

Video from Sri Lanka, 27 January 2005
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WHO STRATEGY AND APPEALS

- [Scope of work](#)
- [ASEAN Summit brief](#)
- [WHO projects](#)
- [WHO requirements](#)
- [UN flash appeal](#)

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HEALTH INFORMATION

- [Child health](#)
- [Communicable diseases](#)
- [Disease control \[pdf\]](#)
- [Drugs](#)
- [Environmental health](#)
- [Food safety](#)
- [Gender](#)
- [Health systems assessment](#)
- [Immunizations](#)

CRISES



[Tsunami 3 months after](#)
[Crisis coverage](#)

[List of crises](#)

DON'T FORGET



[North Uganda](#)
[Crisis coverage](#)
[WHO action](#)



[Democratic Republic of Congo](#)
[Crisis coverage](#)

EVENTS

[WHO Conference on the Health Aspects of the Tsunami Disaster in Asia](#)

4-6 May 2005
Phuket, Thailand
[Full text](#)

[Health: Key to peace and prosperity](#)

Conference on Sudan
11-12 April 2005
Oslo, Norway
[Full text](#)

[World Conference on Disaster Reduction](#)

18-22 January 2005,
Kobe, Japan
[Full text](#)

[Events archives](#)

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What we did differently: why CMS's are cool

- » Keywording:
 - More effective RSS (Really Simple Syndication)
 - Aggregating relevant content is automated
- » Focus on content, not on style – anyone can publish
- » Version control allows easy rollbacks if content produced is inaccurate
- » Our system allows cloning documents. Easy to recreate the same style of a document

What we did differently: Keywording output from CMS

Keywording a document using:

Emergencies
Tsunami
Nutrition

Will allow a document to appear in:

General emergencies section
Specific tsunami section
Even more specific tsunami + nutrition section

WHO > [Health topics](#) > Nutrition in emergencies: documents and publications

Nutrition in emergencies: documents and publications

WHO and UNICEF call for support for appropriate infant and young child feeding in the current Asian emergency, and caution about unnecessary use of milk products
Geneva, World Health Organization, 2005.
[Full text](#)

The management of nutrition in major emergencies
Geneva, World Health Organization, 2000.
[Full text \[pdf 12.4Mb\]](#)

Field guide on rapid nutritional assessment in emergencies
Cairo, World Health Organization, Regional Office for the Eastern Mediterranean, 1995.
[Full text \[pdf 2.8Mb\]](#)

Food and nutrition needs in emergencies
UNHCR/UNICEF/WFP/WHO. Rome, World Food Programme, 2003.
[Full text \[pdf 249kb\]](#)

MANAGEMENT OF SEVERE MALNUTRITION

Management of severe malnutrition: a manual for physicians and other senior health workers
Geneva, World Health Organization, 1999.
[Full text \[pdf 1.4Mb\]](#)

Guidelines for the inpatient treatment of severely malnourished children
Geneva, World Health Organization, 2003.
[Full text \[pdf 696kb\]](#)

PREVENTION OF MICRONUTRIENT DEFICIENCIES

Scurvy and its prevention and control in major emergencies
Geneva, World Health Organization, 1999 (document WHO/NHD/99.11).
[Full text \[pdf 257kb\]](#)

Thiamine deficiency and its prevention and control in major emergencies
Geneva, World Health Organization, 1999 (document WHO/NHD/99.13).
[Full text \[pdf\]](#)

Pellagra and its prevention and control in major emergencies
Geneva, World Health Organization, 2000 (document WHO/NHD/00.10).
[Full text \[pdf\]](#)

EMERGENCIES

Sudan
[Health is key to peace](#)

Tsunami
[Three months after the earthquake and tsunami](#)

[Health action in crises](#)

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Marburg haemorrhagic fever
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[Full text](#)

[Disease outbreak news](#)

GENERAL WHO INFORMATION

[Media centre](#)
News, events, fact sheets, contacts, and multimedia.

[Director-General's office](#)
Biography of the Director-General, major speeches, and biographies of Assistant Directors-General.

[Governance](#)
WHO Constitution, policy documentation, and Executive Board and World Health Assembly resolutions and records.

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What we did differently:

Silo content – how keywords can be used more effectively

Silo content by:

- » Health topic
- » Country
- » Audience-specific
 - Donors
 - Health technical
 - General audience

WHO STRATEGY AND APPEALS

- [Scope of work](#)
- [ASEAN Summit brief](#)
- [WHO projects](#)
- [WHO requirements](#)
- [UN flash appeal](#)

SITUATION REPORTS

Latest situation reports
[Full text](#) | [Archives](#)

COUNTRIES AFFECTED

- [India](#)
- [Indonesia](#)
- [Maldives](#)
- [Myanmar](#)
- [Somalia](#)
- [Sri Lanka](#)
- [Thailand](#)

HEALTH INFORMATION

- [Child health](#)
- [Communicable diseases](#)
- [Disease control \[pdf\]](#)
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- [Food safety](#)
- [Gender](#)
- [Health systems assessment](#)
- [Immunizations](#)
- [Injuries and disability](#)
- [Mental health](#)
- [Nutrition](#)
- [Reproductive health](#)
- [Water and sanitation](#)

FEATURES

Director-General travelogue
Indonesia and Sri Lanka, 4-8
January 2005
[Travelogue](#) | [Archives](#)

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What we did differently: Highlighting content – making everybody happy

Rotating links in the top spot eases tensions:

- » WHO defines top priority content (be it technical or donor specific)
- » General audience content still "above the fold"

Health action in crises

[WHO](#) > [WHO sites](#) > [Health action in crises](#) > [Crises](#) >

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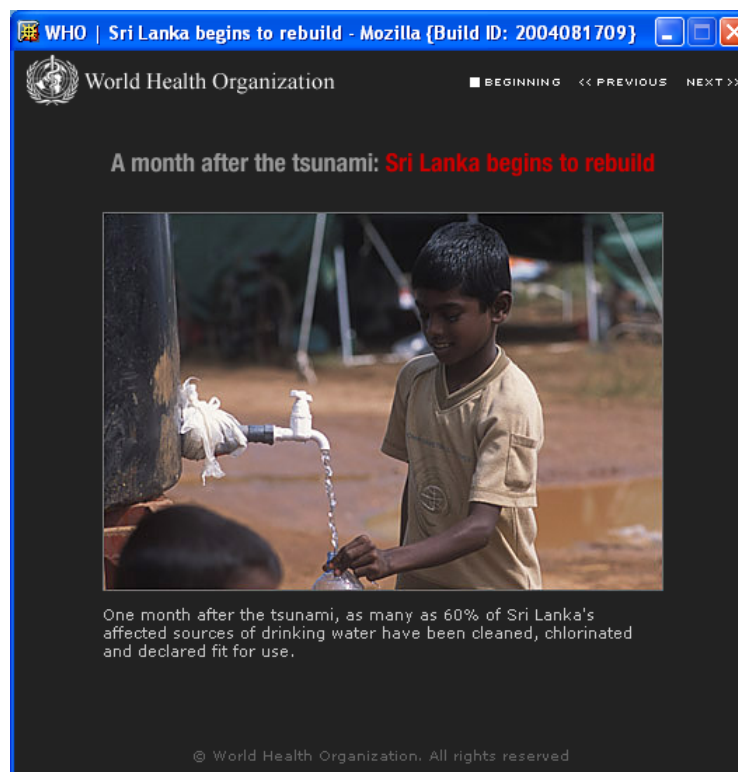
<http://www.who.int/tsunami>

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What we did differently: The human angle

- » New feature section
– Questions and answers
- » A live account of a WHO staff member
- » Photo galleries
- » Video interviews



<http://www.who.int/features/qa/en/>

http://www.who.int/hac/crises/international/asia_tsunami/videos/en/

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Slide 14

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The challenge here was getting content from the units that was suitable for the web. Communications officers within teams are being added, making this possible, but it happened later than we had hoped.

murray, 05/04/2005

Culture of crisis information dissemination: Situation reports

Great report, hiding nuggets of valuable information.

Why? ineffective layout

- » Repetitive information
- » Highlights overall health problems but hides what WHO is doing in the field
- » Intermixes health and country information. Unclear whether to find information on mental health in health section or in country section. Should be in both areas

http://www.who.int/hac/crises/international/asia_tsunami/sitrep/14/en/index.html

GOOD NEWS: Because of the high-profile nature of the disaster, the report is being reworked

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Culture of crisis information dissemination: Cross-linking before

Linking to offsite content was:

- » Time consuming (researching links)
- » Out-of-date (other sites would have content before we add the link)
- » Repetitive (why add so many here when there's an archive somewhere else?)

<http://www.who.int/hac/crises/sdn/background/en/index.html>

Health action in crises

[WHO](#) > [WHO sites](#) > [Health action in crises](#) > [Crises](#) >

Appeal documents

WHO DOCUMENTS

- [U.N Flash Appeal for Haiti \(PAHO\) - October 1, 2004 \[doc\]](#)
- [Haiti/Dominican Republic: PAHO makes Emergency Appeal for \\$300 000 after floods \(PAHO\) - May 28, 2004](#)

NON-WHO DOCUMENTS **All reliefweb links!**

- [Haiti Flash Appeal 2004 \(OCHA\) - October 1, 2004](#)
- [Haiti: Les Nations Unies lancent un Flash Appeal de 32 millions de dollars en faveur des victimes des inondations en Haï ti \(MINUSTAH\) - October 1, 2004](#)
- [Caribbean: Hurricane Ivan Preliminary Appeal No. 21/04 Operations Update No. 5 \(IFRC\) - September 16, 2004](#)
- [Dominican Republic/Haiti: Floods Appeal No. 13/2004 Operations Update No. 5 \(IFRC\) - June 18, 2004](#)
- [Haiti/Dominican Republic: Floods Appeal No. 13/2004 Operations Update No. 4 \(IFRC\) - June 14, 2004](#)
- [Haiti/Dominican Republic: Floods Appeal No. 13/2004 Operations Update No. 3 \(IFRC\) - June 9, 2004](#)
- [Haiti/Dominican Republic: Floods Appeal No. 13/2004 Operations Update No. 2 \(IFRC\) - June 4, 2004](#)
- [Haiti/Dominican Republic: Floods Appeal No. 13/2004 \(IFRC\) - May 28, 2004](#)
- [Haiti/Dominican Republic: Appeal launched to support floods victims in Dominican Republic and Haiti \(IFRC\) - May 28, 2004](#)
- [Consolidated Appeals Process/Flash Appeal \(OCHA\) - March, 2004 Todf1](#)

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Culture of crisis information dissemination: Cross-linking after

Now when we link, we link:

- » Using one link to a portal page
- » No longer out of date
- » No longer repetitive
- » Much cleaner interface

WHO RESOURCES

- [Regional Office for South-East Asia](#)
- [Regional Office for the Eastern Mediterranean](#)
- [Regional Office for the Americas: Disasters newsletter](#)
- [Management of dead bodies in disaster situations](#)

NON-WHO RESOURCES

- [Pacific disaster management information network](#)
- [Sri Lanka - health sector response](#)
- [Ministry of Health - Indonesia](#)
- [Ministry of Health - Thailand](#)
- [ReliefWeb updates](#)
- [The Virtual Operations On-Site Coordination Center \(Virtual OSOCC\)](#)
Facilitates information exchange between responding governments and organizations throughout the relief operation. Registration required.

http://www.who.int/hac/crises/international/asia_tsunami/en/index.html

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What could we do differently?

Up for debate. Some ideas:

- » Use RSS to cross-reference content on different sites
- » Generate relevant content to same potential users. Joint newsletters?
- » Share image libraries
- » Share maps

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