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Emergency Appeal Operations Update

Ecuador: Earthquake

 International Federation
of Red Cross and Red Crescent Societies

Operations Update no. 3	Operation no. MDREC012; Glide no. EQ-2016-000035-ECU
Date of issue: 24 June 2016	Date of disaster: 16 April 2016
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Operation start date: 22 April 2016	Expected timeframe: 12 months
Overall operation budget: 18,350,836 Swiss francs (CHF)	
Number of people affected: Estimated 1.2 million people affected	Number of people to be assisted: 100,000 beneficiaries
Host National Society presence: The Ecuadorian Red Cross (ERC) has a national headquarters in Quito, 24 provincial boards, 110 local branches 200 staff members and for this operation has mobilized 1,567 volunteers.	
Red Cross Red Crescent Movement partners actively involved in the operation: American Red Cross, British Red Cross, Canadian Red Cross Society, Colombian Red Cross Society, Red Crescent Society of the Islamic Republic of Iran, Mexican Red Cross Society, Norwegian Red Cross Society, Salvadoran Red Cross Society Spanish Red Cross, the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC).	
Red Cross Red Crescent Movement partners supporting this operation: American Red Cross, British Red Cross, Canadian Red Cross Society, Finnish Red Cross, German Red Cross, Honduran Red Cross, Hong Kong Red Cross, Japanese Red Cross Society, Republic of Korea National Red Cross, Macau Red Cross, Netherlands Red Cross (with government of the Netherlands funds), Norwegian Red Cross, Peruvian Red Cross, Swedish Red Cross (with Swedish government funds) and Swiss Red Cross.	
Red Cross Red Crescent Movement partners supporting the online donation platform (AMMADO): Other National Societies beyond those listed above include Andorran Red Cross, Australian Red Cross, French Red Cross, German Red Cross, Hellenic Red Cross, Maldivian Red Crescent, Nepal Red Cross Society, Palestine Red Crescent Society and Philippine Red Cross.	
Other donors: Airbus foundation, Canadian government (through the Canadian Red Cross Society), Dutch government (through the Netherlands Red Cross), Estonian government, Geosyntec, Italian government, iTunes (through its fundraising campaign), New Zealand government, OFID (OPEC Funds for International Development), Procter & Gamble, Swedish government (through the Swedish Red Cross), the United States government through the United States Agency for International Development (USAID) and Western Union Foundation.	
Other partner organizations actively involved in the operation: The Ecuadorian Red Cross is coordinating its actions with the National Secretariat for Risk Management (SGR), Ministry of Public Health (MSP), Ministry of Urban Development and Housing (MIDUVI), Ministry of Social and Economic Inclusion (MIES), Armed Forces, National Police and the Public Prosecutor's Office. The Ecuadorian Red Cross also coordinates with the private sector in diverse response and early recovery actions.	

The disaster and the Red Cross Red Crescent response to date

16 April 2016, a 7.8-magnitude earthquake (Richter scale) strikes off the coast of northern Ecuador at 6:58 pm local time. The epicentre is closest to the area between Cojimíes and Pedernales (Manabí province) and near the Muisne canton (Esmeraldas province) in an area 170 kilometres northwest of the country's capital of Quito. The Ecuadorian government declares a state of emergency with a red alert in six provinces: Manabí, Esmeraldas, Santo Domingo, Los Ríos, Santa Elena and Guayas. The area of Pedernales (Manabí province) is declared a disaster zone.

18 April 2016: The IFRC allocates 405,778 Swiss francs from its Disaster Relief Emergency Fund (DREF) to provide humanitarian aid to 40,000 people. The Ecuadorian government expands the State of Exception, which enables all international organizations not registered with the State to deliver humanitarian aid within the country.

20 April 2016: First plane chartered by IFRC – GLS America with 64 tonnes of humanitarian aid arrives in Ecuador.

- **22 April 2016:** [Emergency Appeal](#) launched for **18,350,836 Swiss francs** to support **100,000 people** for 12 months.
- **10 May 2016:** [Operations update no. 1](#) issued.
- **19 May 2016:** [Operations update no. 2](#) issued.

Situation analysis

Following the recent identification of five deceased people, the 16 April earthquake has caused 668 deaths and 8 people remain missing. Following the earthquake until 20 June 2016, the National Polytechnic Geophysics Institute (IGEPN) has registered 1,929 aftershocks. In extension of the two-month state of exception issued on the day of the earthquake, the Ecuadorian government renewed this status for an additional month until 16 July in the same six provinces (Manabí, Esmeraldas, Santo Domingo, Los Ríos, Santa Elena and Guayas). In late May, State institutions informed that 13,962 urban homes and 15,710 rural homes were registered as damaged. The government of Ecuador has estimated it needs 3.344 million US dollars for its reconstruction efforts.

The government of Ecuador continues to respond to the emergency through its technical working groups on health; water, sanitation and hygiene promotion; infrastructure; comprehensive attention (economic and social inclusion); security; productivity and livelihoods; education and culture; strategic infrastructure (electricity, hydrocarbons, refineries, telecommunications); waste management; and volunteering.

The earthquake damaged educational centres; by late May, government figures reported 875 schools remained damaged, thus limiting access to education for 120,000 school-aged children and adolescents. The education sector has programmed the return to formal education in Manabí and Esmeraldas (Muisne canton) on 4 July 2016, which has been preceded by two stages for socioemotional support and informal education in these locations. On 6 June, the Ministry of Social Development informed that 23,155 people remained in formal collective centres and informal camps. The Ministry of Security, which manages State-run collective centres, reported that 9,002 people remain in these centres with no updated figures for informal camps and collective centres.



The Ecuadorian Red Cross distributed non-food items in Chone, Manabí province. Source: ERC

In early May, the government launched its Sole Registry of Affected People (RUD) that gathers social, economic and demographic information to support State-run plans and policies for recovery and reconstruction as well as registers the people eligible for specific State support. The first phase, completed in early June, registered 5,824 families (23,155 people) in collective shelters. The second phase in the most affected regions is projected to register 40,000 additional families; the third phase is self-registration by affected households. The State has announced that the results will be available at the end of June. The first phase results, presented by the Ministry of Social Development (MIES), indicated the main livelihoods of this affected population were in agriculture/ animal husbandry and fishing (32.4 percent); commerce (15.4 percent); industry (8.5 percent); housing and services (8.1 percent); and construction (7.2 percent) with 28.2 per cent engaged in independent work, private employees or day-work.

Coordination and partnerships

The continual successes of this operation are based on the active participation of volunteers from the Ecuadorian Red Cross. The ERC has mobilized volunteers from its provincial boards, students from the ERC Technical Institute (ISTCRE) in the fields of risk reduction and medical emergencies (paramedics), technical staff from the national headquarters and provincial branches.

Throughout this operation, other Red Cross and Red Crescent Movement components have also deployed staff, regional intervention team (RIT) members and volunteers to the Manabí and Esmeraldas provinces and the ERC national

headquarters in Quito. As mentioned in Operations Update number 2, these include the National Societies of Argentina, Belize, Canada, Colombia, Dominican Republic, El Salvador, Great Britain, Honduras, Islamic Republic of Iran, Mexico, Paraguay, Spain and United States of America, as well as representatives of the International Committee of the Red Cross and IFRC global staff, which includes the Head of Emergency Operations and leadership from headquarters, Americas Regional Office (ARO) and the country cluster offices in Lima and Buenos Aires. These International Movement components have worked together with the National Society of Ecuador on communication; coordination; damage and needs assessment; health (psychosocial support, pre-hospital care, relief); humanitarian diplomacy; information technology/ Information Management/ GIS; livelihoods; logistics; programmatic support services; restoring family links; search and rescue; shelter; and water, sanitation and hygiene.

As of 17 June, the Ecuadorian Red Cross reports 3,608 people from the National Society and other International Movement components have been mobilized to support this emergency operation.

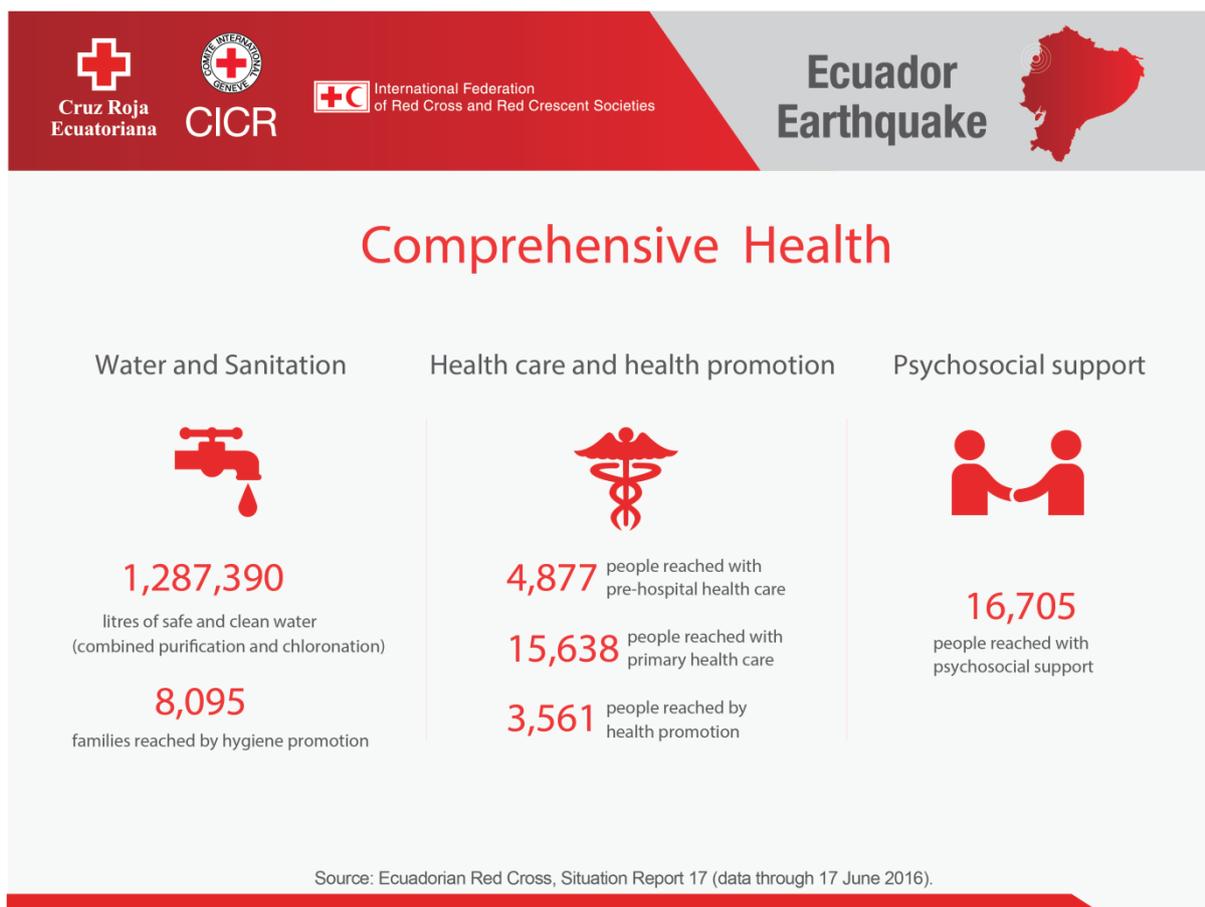
Operational implementation

The Ecuadorian Red Cross, the IFRC and other International Movement components during this reporting period (18 May to 17 June 2016) have made noteworthy strides to provide humanitarian non-food items (NFIs), water and sanitation, and comprehensive health care to the affected population. The continuation of this progress and the achievement of the objectives of this Appeal are directly dependent on donor response. Given the still pressing humanitarian needs in Ecuador, particularly in the cantons of the Manabí and Esmeraldas provinces in which the ERC-IFRC has focused its humanitarian intervention, the IFRC reiterates its request for further support to this Emergency Appeal.

The following graphic on humanitarian aid indicates the cumulative distribution of Appeal-funded non-food items and food packages assembled by the National Society from local donors:



The following graphic on comprehensive health care details the cumulative figures in the areas of water and sanitation; health care and health promotion; and psychosocial support:



The ERC-IFRC operation cover a large portion of the earthquake-affected areas with the distribution of needed humanitarian aid and the provision of comprehensive health care. Now two months later, the affected population still has needs and others have emerged with the passing of time. The International Movement components in the country, led by the Ecuadorian Red Cross, continue to work together to respond to the needs of the most vulnerable sectors of society and particularly in locations in which few other humanitarian actors are working. The following map provides information on the NFI kits distributed to date:



Ecuador Earthquake Ecuadorian Red Cross Activities

20 June 2016 (20 Junio 2016)
Data from Sitrep #17 - 20 June 2016
(Datos de Informe Situación #17 - 20 Junio 2016)

Terremoto Ecuador, Acciones de la Cruz Roja Ecuatoriana



Produced by SIMS. Supported by the American Red Cross and British Red Cross. (Producida por SIMS. El apoyo de la Cruz Roja Americana y la Cruz Roja Británica.)

EQ-2016-000035-ECU

The maps used do not imply the expression of any opinion on the part of the International Federation of Red Cross and Red Crescent Societies or National Societies concerning the legal status of a territory or of its authorities.

(Los mapas utilizados no implican la expresión de ninguna opinión por parte de la Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja o las Sociedades Nacionales sobre las condiciones jurídicas de un territorio o de sus autoridades.)

Sources: GADM, LINDOCHA ROLAC and the Ecuadorian Red Cross (Fuentes: GADM, LINDOCHA ROLAC y Cruz Roja Ecuatoriana)



The following section provides details on the development and progress achieved during this reporting period for each of the areas of intervention:

Search and Rescue

Outcome 1. Mortality and morbidity are reduced through search and rescue activities

Output 1.1 Search and rescue activities are developed in the emergency area.

This outcome was reached with search and rescue activities conducted in the Esmeraldas and Manabí provinces during the first two weeks of the operation. The International Movement was responsible for locating 19 people. Search and rescue operations were supported by volunteers from the following National Societies:

National Society	Volunteers
Ecuadorian Red Cross	68
Colombian Red Cross Society	73
Mexican Red Cross	22
Salvadorian Red Cross Society	3

Health and Care

Outcome 2. The health risks of the emergency on the affected population are reduced through the provision of curative and preventive health services and psychosocial support.

Output 2.1 Adverse effects of the earthquake on the health of a population of 100,000 are limited through the provision of primary and secondary health care.

Output 2.2 Psychosocial support is provided to beneficiaries and staff/volunteers.

As the previous operations updates have provided information on early emergency response actions in health and care, this operations update focuses on the progress made during this reporting period.

The following table details the pre-hospital health care provided in the Manabí and Esmeraldas provinces:

Province	Canton	People reached		
		Adults	Children	Transfer
Manabí	Manta	32	19	44
	Pedernales	158	143	29
	Portoviejo	9	1	
	Sucre	13		
Esmeraldas	Atacames	17		1
	Esmeraldas	20	12	
	Muisne	174	32	15
	Quinindé	1		
	Same	5		
Total		429	207	89

Since the start of the operation, the ERC-led operation has provided pre-hospital health care to 4,877 people and transferred 262 people to more equipped medical facilities.

With regards to primary health care, the Regional Response Unit (RRU) in Health, established by the Canadian Red Cross with seconded staff from the Colombian Red Cross Society and Mexican Red Cross, located in Pedernales canton in the Manabí province combined with ERC health teams continue to provide medical attention in the affected regions. During this reporting period, the RRU began the hand-over actions to the National Society and further advanced the already-established coordination with the Ministry of Public Health (MSP). Although the RRU team members from the Canadian Red Cross will soon depart, the work of the mobile health clinic and health post in Jama canton will continue its emergency and early recovery health actions.

The following table details the combined progress made in emergency health care during this reporting period:

Province	Canton	People reached
Manabí	Jama	104
	Jaramijo	168
	Pedernales	9679
	Portoviejo	397
	Rocafuerte	254
	Sucre	5
	Tosagua	368
Total		10,975

A total of 15,638 people have been reached with primary health care since the start of this operation. Seventy percent of this progress has been made this reporting period.

In addition to medical health care, the National Society has launched its health promotion activities. During this reporting period, 48 children and 864 adults have been reached with health promotion activities, as detailed below:

Province	Canton	People reached	
		Adults	Children
Manabí	Jaramijo	36	
	Pedernales	260	
	Portoviejo	302	

	Rocafuerte	33	
	San Vicente	107	11
	Sucre	76	37
	Tosagua	50	
	Subtotal	864	48
	Total	912	

This operation has reached a cumulative of 3,561 people with health promotion activities.

The Ecuadorian Red Cross psychosocial support team, composed of volunteers and technical staff, continue to provide this needed support to affected adults and children in the Manabí and Esmeraldas province, as well as humanitarian aid workers including those in the International Movement. The following table details the people reached with psychosocial support actions between 14 May and 17 June:

Province	Canton	People reached	
		Adults	Children
Manabí	Calceta	24	322
	Canoa		60
	Chone	110	142
	Jama	69	696
	Jipijapa	17	5
	Manta	816	3715
	Pedernales	309	1333
	Portoviejo	682	451
	Rocafuerte	72	8
	San Vicente		17
	Santa Ana	26	15
	Sucre		1023
Esmeraldas	Atacames	9	508
	Esmeraldas	32	56
	Muisne	165	38
	Quinindé	14	
	Same	1	
	Subtotal	2212	7865
	Total	10,077	

At the end of this reporting period, **within the framework of this operation, 16,705 people (adults and children) have been reached with psychosocial support.** Of these, 60 per cent have been reached during the second month of the operation.



Water, Sanitation and Hygiene Promotion

Outcome 3. The risk of waterborne and water-related diseases has been reduced through the provision of safe water and adequate sanitation and hygiene promotion.

Output 3.1 20,000 families receive safe drinking water.

Output 3.2 20,000 families participate in hygiene promotion and sanitation activities.

As part of the substantial progress made in the distribution of non-food items during this reporting period, ERC volunteers, other International Movement components and the IFRC have identified and registered the most vulnerable households and communities for the distribution of water and health related non-food items.

As listed in the graphic “Humanitarian Aid” above, **during the first two months of the emergency response**, the following humanitarian aid has been distributed in the Manabí and Esmeraldas provinces:

- **13,278 jerry cans**
- **8,920 hygiene kits**
- **10,441 long-lasting insecticide treated mosquito nets**

The speed of distributions has significantly increased during this reporting period. With regards to mosquito nets, 80 per cent of the figure above was distributed during this period and 54 per cent of the hygiene kits also follow this pattern.

The National Society has been implementing hygiene promotion actions to complement the provision of safe drinking water. These actions range from informational talks on the proper handling of water, the removal of vector-breeding grounds and fumigation, through the establishment of healthy hygiene practices. The following table provides details on the “healthy habits” campaign that ERC volunteers have been implementing in the earthquake-affected areas during the reporting period:

Province	Canton	Families reached
Manabí	Jama	1367
	Pedernales	4224
Esmeraldas	Muisne	1476
Total		7,067

During this period, the ERC has obtained 87 percent of the total number of 8,095 people reached with the “healthy habits” campaign.



Shelter

Outcome 4. The shelter response of humanitarian actors is strengthened through enhanced leadership, coordination and accountability (Shelter Coordination)

Output 4.1 Timely, predictable, and widely accessible shelter coordination services are provided to humanitarian shelter actors

Output 4.2 Shelter coordination services in Ecuador provide a platform to integrate Disaster Risk reduction into the shelter response of humanitarian actors.

The IFRC co-leads the shelter cluster with the Ecuadorian Ministry for Urban Development and Housing (MIDUVI), the State counterpart in shelter and settlement issues. Twenty-four organizations are currently taking part in the Cluster. The new Shelter Cluster team coordinator has officially taken over duties from the coordinator present in the first month following the earthquake. Sectorial coordination meetings in shelter at the national level are co-chaired by the vice-minister of MIDUVI; at the field level, meetings are held jointly with the camp coordination and camp management cluster.

During this reporting period, the government announced a shelter assistance plan in affected areas: the building of homes valued at 10,000 US dollars with co-payment of 1,000 US dollars for those registered in RUD in urban areas on State-owned land and in rural areas on individual property. A third option supports reconstruction for those in RUD for up to 4,000 US dollars, with co-payment of up to 10 per cent, in urban and rural areas. Additional arrangements have been made for families who will acquire new homes and those with a member of the household living with a physical disability. The Shelter Cluster, co-led by MIDUVI and IFRC, have offered their support to disseminate information to the affected population so they can make informed decisions.

This cluster, unifying the work of its member non-governmental organization, has advocated for complementary options that include temporary shelters as an alternative to tents; technical support for construction; temporary/ emergency shelter options in peri-urban and rural areas; support local industry and manual labourers with alternative designs with local materials; provide guidance and technical support on land tenancy issues; and aid—with local university-skills—in urban planning. These options have been presented in a formal proposal to State authorities.

Strategic advocacy on behalf of the cluster will continue as the emergency phase comes to an end and the early reconstruction phase starts.

The Shelter cluster publicly disseminates its work and coordinates through a webpage. More information on the Shelter cluster is available on this page at: <http://sheltercluster.org/response/ecuador-earthquake-2016>

Outcome 5. The immediate shelter and settlement needs of the target population are met (Emergency Phase)

Output 5.1 Essential household items are provided to the target population

Output 5.2. Target population is provided with emergency shelter assistance

This is one of the most important areas of progress during this reporting period. As of 17 June, ERC volunteers with IFRC and other International Movement components have distributed in the provinces of Manabí and Esmeraldas:

- 11,665 kitchen kits
- 4,649 cleaning kits
- 4,346 tool kits
- 25,240 blankets
- 11,761 tarpaulins
- 1,073 household kits
- 252 baby kits

Distributions have also included 325 tents, which were donated on a bilateral basis by Iranian Red Crescent.

Outcome 6 The target population has safe and adequate shelter (Recovery Phase)

Output 6.1 Shelter that meets agreed standards is provided to at least 500 families

Output 6.2 Orientation/awareness raising sessions on safer shelter provided to target communities

This outcome is planned for the recovery phase. As such, no progress will be reported until that phase begins.



Livelihoods and Food Security

Outcome 7 Livelihoods are protected, restored and strengthened and the negative coping strategies among the affected population are reduced

Output 7.1 Detailed assessment on the impact on livelihoods

Output 7.2 A Cash Transfer Programme is implemented for 5,000 families for 3 months in order to protect the household economic security and livelihoods

Output 7.3 Restore and strengthen the livelihoods of 5,000 families affected by the disaster

The livelihoods team completed its assessments in rural communities and urban areas to identify the impact on livelihoods, the feasibility of implementing a CTP and conduct a rapid market evaluation of the *guadua* cane, which is commonly used to build houses in the affected zone.

This assessment was conducted in line with the IFRC strategic objectives for livelihoods and in coordination with the ERC humanitarian work already focused in certain affected areas. These actions particularly include National Society actions in psychosocial support, health care and promotion, water and sanitation during the first two months of the operation and in line with established ERC strategies in livelihoods and cash transfer, risk reduction and shelter.

Based on the assessments, the following communities will be targeted for livelihoods support:

	Province	Canton	Community	Number of households
Manabí	Jama	El Matal	229	
		Cabuya	105	
	Pedernales	Coaque	600	
	San Vicente	Camarones	85	
Esmeraldas		Chamanga	1190	
		Salima	400	
	Muisne	Guanurdal	60	
Total				2,669

These planned actions in livelihoods, as many of the projected outcomes in this operation, are dependent on donor resources.

Outcome 8. Immediate food needs of the disaster-affected population are met

Output 8.1 Appropriate food rations are distributed to vulnerable households

Output 8.2 Food kits are provided to households to 20,000 families for 2 months

As reported in previous operations updates, the ERC organized a food and water donation campaign in Ecuador. These food products allowed the National Society to assemble and distribute food kits and bottled water.

The National Society has distributed 10,729 food kits, one per family, in the affected provinces of Manabí and Esmeraldas.

These distributions were supported by the use of the Open Data Kit (ODK) tool. ERC volunteers, with IFRC support, registered affected households in the Manabí and Esmeraldas provinces. The data gathered will be continue to be useful for future humanitarian aid in the target areas.



Restoring Family Links

Outcome 9. Family links are restored whenever people are separated from or without news of their loved ones as a result of the disaster

Output 9.1 Attention in cases of restoring family links.

As mentioned in previous operations updates, the primary actions in this activity were conducted during the first ten days of the operation by the National Society with support from the ICRC and with complementary actions registered by the Colombian Red Cross Society. Following that period, the ERC continues to respond to requests and cross-checking lists to resolve cases, which has involved communication with the National Police, Public Prosecutor's Office, and relevant ministries.

As of 16 June 2016, **within this operation and with combined Movement action, 1,006 RFL cases were received of which 723 have been resolved and 283 remain open.** The ERC has registered 563 RFL cases, of which 368 have been resolved and 195 remain open.



National Society Organizational Capacity Building and Institutional Preparedness

Outcome 10. National Society's level of preparedness for future disasters and capacity to deliver sustainable programming and services are strengthened.

Output 10.1 Having a clear evaluation of the organizational capacity weaknesses and challenges at national and branch level, especially in the affected areas

Output 10.2 Increased skillsets available for the National Society and its affected branches to respond to current and future disasters and deliver programmes and services.
Output 10.3 Increased material capacity is available for the National Society to respond to current and future disasters, deliver programmes and services
Output 10.4 Improved systems and processes in place for the National Society to respond to future disasters and deliver programmes and services
The National Society has a strong Planning Department in ERC national headquarters. Staff from this department continue to rotate to Manabí and Esmeraldas provinces to better understand the operation from that perspective as well as support planning in the field.
The IFRC is working with the National Society on a plan to strengthen its organizational capacities. As this reporting period came to an end, two ERC finance team members participated in an IFRC workshop on organizational development in Lima, Peru.
Continued work is planned for this outcome in the early recovery period.

 Disaster response preparedness; Early warning; Risk reduction
Outcome 11. The affected communities are prepared and resilient enough to respond to earthquake through proper coordination with local authorities.
Output 11.1 Families, communities and municipalities at risk of earthquakes have the required level of preparedness to respond to the emergency and reduce their risks.
This area is planned for the early recovery and reconstruction phases.

 Quality programming/ Areas Common to All Sectors
Outcome 12. Continuous assessment and analysis is used to inform the design and implementation of the operation.
Output 12.1 Rapid needs assessments are conducted and there is effective operative management and operational security.
Output 12.2 Detailed assessment is developed.
Output 12.3 Planned actions respond to the needs of the beneficiaries.
Output 12.4 The management of the operation is informed by a comprehensive monitoring and evaluation system
As mentioned in previous operation updates, rapid needs assessments were conducted in Manabí and Esmeraldas in the first month following the earthquake. ERC volunteers, with IFRC support, conducted assessments on physical and mental health care, food needs, rehabilitation of basic services, rehabilitation of local economies/production, hygiene and sanitation, and access to water points.
An initial plan of action was produced based on the preliminary reports from ERC volunteers and staff in the affected areas, information from other humanitarian actors and State institutions, and with support from the IFRC.
The IFRC continues to provide support in planning and reporting to this operation in the field and from IFRC offices in the Americas. Steps are being taken so that the ERC can locally hire staff to take on these tasks after the end of the emergency phase.

 Community engagement and accountability
Outcome 13. Target communities and families have access to life-saving information and the ability to influence and guide decisions, enabling them to adapt to, withstand and recover from external and internal shocks.
Output 13.1 Information as aid: Target communities have access to information that helps them improve their well-being and engage in recommended practices.
Output 13.2 Dialogue and community engagement: Target communities dialogue with aid providers and are able to influence decisions that affect them
Output 13.3 Data collection and analysis for programmatic decisions: Utilize systems of data and information management to analyze feedback, inform communication with communities approaches and revise programmes

regularly

During this operation the ERC communication department, with IFRC technical support, has successfully provided information at the national and international level on the National Society and International Movement's joint humanitarian work in the aftermath of the earthquake.

The following table provides the details of the communication activities undertaken since the start of the operation with the cumulative figures on progress:

Activity	Quantity
Tweets in Twitter	1154
Facebook posts	368
ERC webpage updates	262
People reached by ERC social networks	10,430,471
Photo coverage in Muisne, Manta, Pedernales, Santo Domingo and Quito	48
Videos produced	35
Interviews and press conferences	325
National and international press queries attended	52
Press releases	23
Flickr updates	242
Creation and uploads on Earthquake Operation webpage	9
Update ISSU (electronic publishing platform)	5

In the affected areas in Manabí and Esmeraldas provinces, efforts are underway to determine the best manner to provide public information to the affected communities. Particular emphasis will be made to provide information on the achievements of this operation in a manner that is accessible to all community members. The IFRC is working together with the ERC team to determine the strategies to be used in affected communities.

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For further information specifically related to this operation please contact:

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How we work

All IFRC 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 the **Humanitarian Charter and Minimum Standards in Humanitarian Response (Sphere)** in delivering assistance to the most vulnerable. The IFRC's vision is to inspire, **encourage, facilitate and promote at all times all forms of humanitarian activities** by National Societies, with a view to **preventing and alleviating human suffering**, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:



Save lives,
protect livelihoods,
and strengthen recovery
from disaster and crises.



Enable **healthy**
and **safe** living.



Promote **social inclusion**
and a culture of
non-violence and **peace.**
