



DANA conducted by the Chilean Red Cross. Source: Chilean Red Cross

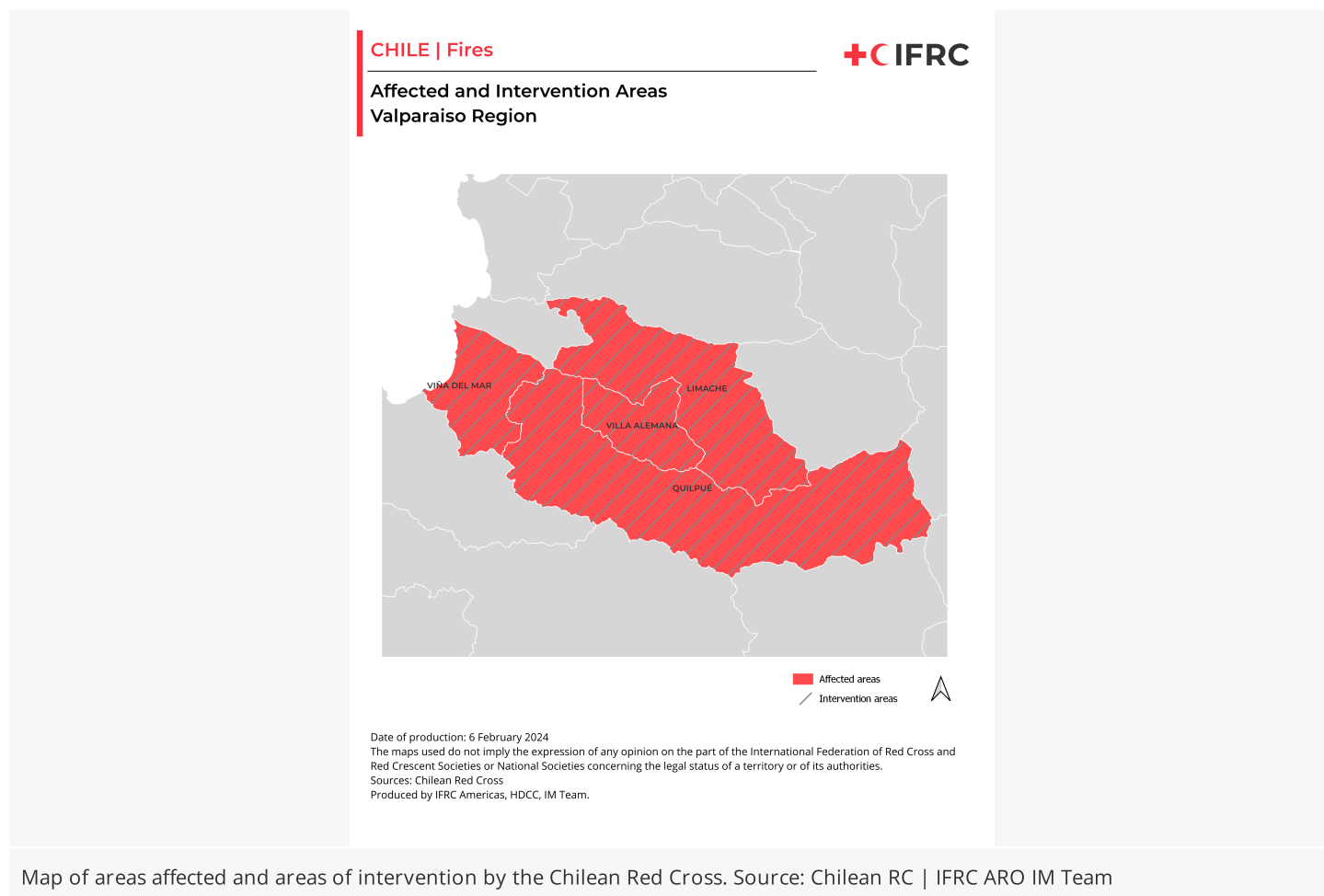
Appeal: <b>MDRCL017</b>	Country: <b>Chile</b>	Hazard: <b>Fire</b>	Type of DREF: <b>Response</b>
Crisis Category: <b>Yellow</b>	Event Onset: <b>Sudden</b>	DREF Allocation: <b>CHF 496,982</b>	
Glide Number: <b>-</b>	People Affected: <b>39,528 people</b>	People Targeted: <b>9,885 people</b>	
Operation Start Date: <b>2024-02-10</b>	Operation Timeframe: <b>4 months</b>	Operation End Date: <b>30-06-2024</b>	DREF Published: <b>10-02-2024</b>
Targeted Areas: <b>Valparaíso</b>			



# Description of the Event

## Date of event

2024-02-02



## What happened, where and when?

Since February 2, several outbreaks of forest fires have started in the Valparaíso Region, specifically in sectors of the municipalities of Villa Alemana, Quilpué, and Viña del Mar, which, due to their proximity to urban areas, have destroyed homes and critical infrastructure such as communications antennas, road closures, and power outages. Due to the conditions of the terrain and the improvised urbanization of the area, the firefighting teams found themselves in the complication of not having sufficient water supply, which also directly affected the survivors of the disaster, as it also interrupted sanitary services.

On the night of February 2, the President of Chile declared a "State of Catastrophe" for the provinces of Valparaíso and Marga Marga, in the Valparaíso Region, areas where the affected municipalities of Villa Alemana, Quilpué, Limache, and Viña del Mar are located. This state of catastrophe allows for the rapid distribution of resources by the state in the affected areas (1).

During February 3, fire containment efforts continued towards urban areas, but in the early hours of Saturday morning, the towns of Pompeya and El Olivar suffered the loss of approximately 1,000 homes, 95% of the buildings, with an official count of 19 deaths and nearly 250 missing persons. Due to the wind, temperature, and humidity conditions, the fires remained active throughout the day, with sectors such as Peñuelas, where the fire was reactivated and advanced towards the road that connects Valparaíso-Viña del Mar with the capital, Santiago de Chile.

On the evening of February 5, the country confronted numerous active fire incidents, with some already under control. Preliminary government figures indicate that a total of 52,166 hectares have been burned nationwide, resulting in varying degrees of damage to 14,823 residences. Moreover, the fires have affected 39,528 individuals and tragically claimed 123 lives.

At the close of this plan, all fire outbreaks were extinguished, but despite this, the authorities are still monitoring the situation because there is a high probability that new ones will appear.



Damage assessment. Viña del Mar. Source: Chilean Red Cross.



First aid attention to responders - Viña del Mar. Source: Chilean Red Cross.

## Scope and Scale

Regarding the ongoing emergency, as of February 4, the nation was contending with multiple active fire incidents, some of which had already been contained. Across the country, a total of 52,166 hectares have been engulfed in flames, with 14,679 hectares affected in the Valparaíso Region alone. Among these affected areas are several urban regions where thousands of homes have been destroyed. The overview of forest fires nationwide as of February 4th is as follows: 165 active forest fires, 19 fires under observation, 40 fires being fought, 112 fires under control, and 4 extinguished. Until February 4, 47 Emergency Alert System (SAE) messages were activated, which reached people's cell phones in the affected areas, instructing them to evacuate their homes in the event of an advancing fire.

In particular, the most affected areas in the Valparaíso Region include:

- Las Tablas - Peñuelas fire (Viña del Mar): 8,500 hectares consumed, the largest of the season.
- Lo Moscoso fire (Quilpué): 1,300 hectares consumed, the second largest.

Estimations regarding fatalities and other damages are pending confirmation as government teams endeavor to access the impacted zones. The latest update, as of February 6, includes:

- 131 reported deaths, with 33 individuals identified by the Forensic Medical Service (SML, by its initials in Spanish) and medical teams conducting 79 autopsies.
- 39,528 people were affected (31,703 in Viña del Mar and 7,825 in Quilpué, Valparaíso Region).
- Evacuation of 3 homes for the elderly.
- In terms of infrastructure, approximately 14,823 residences experienced varying degrees of fire damage, ranging from minor to complete destruction (12,122 in Viña del Mar and 2,701 in Quilpué).
- In terms of transportation, public transportation has been disrupted, with Viña Bus company losing 28 buses, and suspension of EFE rail transport due to damage in the El Salto sector.
- In terms of communications, 121 telephone antennas are out of service.
- In terms of electric power, during the emergency, there have been several outages, but to date, there are 4 areas that remain without power supply, affecting a total of 50,468 customers.
- In terms of access to water services, water cuts continue in the hills of Viña del Mar. Specifically, Villa Hermosa, Villa Independencia, Achupallas, and Reñaca Alto remain without water due to damage to the pipes, as reported by Esval. However, Esval announced that there will be 120 water supplies and 33 water tanks. The Ministry of Public Works, together with sanitation companies, established 128 public taps.

The Constitutional State of Catastrophe is maintained for the provinces of Viña del Mar and Marga Marga. It is important to point out that the state of catastrophe has been announced without an end date (by decree it can be extended for 12 months without the need to request renewal to the national congress).

Historically, the central zone of the country as well as the southern and central zones have been exposed to forest fires in the past.

Central South Zone - In late 2022, a fire in Viña del Mar resulted in 491 families affected, 2 fatalities, and 371 houses destroyed. The

following months were devastating. In February 2023, forest fires spread for 3 weeks through the regions of Ñuble, BioBío, and Araucanía, devastating more than 300,000 hectares and showing a critical increase in the number of fires leaving more than 1,500 homes affected.

South Zone - In 2017, in the Maule Region, a fire affected 100 houses in the community of Santa Olga, a commune of Constitucion, and destroyed more than 75,000 hectares of land, affecting the livelihoods of the communities.

Central zone - In 2014, in the Valparaíso Region, a fire in the upper area of the city resulted in 2,900 homes destroyed, 12,500 people affected, and 15 deaths. The affected communities were highly vulnerable and therefore the repair and recovery of their livelihoods and homes took more than 5 years.

## Source Information

Source Name	Source Link
1. CDP - 2024 Chile Wildfires	<a href="https://disasterphilanthropy.org/disasters/2024-chile-wildfires/">https://disasterphilanthropy.org/disasters/2024-chile-wildfires/</a>
2. La tercera ola - Declaratoria de Emergencia en Chile	<a href="http://tinyurl.com/DeclaratoriaDeEmergenciaChile">http://tinyurl.com/DeclaratoriaDeEmergenciaChile</a>
3. CNN - Wildfires that are turning neighborhoods to ash are likely Chile's deadliest on record, UN agency says	<a href="https://edition.cnn.com/2024/02/06/climate/chile-wildfires-deadliest-climate-intl/index.html">https://edition.cnn.com/2024/02/06/climate/chile-wildfires-deadliest-climate-intl/index.html</a>
4. The Guardian - 'Like a war zone': Chile wildfire death toll reaches 123 amid race to clear rubble	<a href="https://www.theguardian.com/world/2024/feb/05/chile-fires-death-toll">https://www.theguardian.com/world/2024/feb/05/chile-fires-death-toll</a>

## Previous Operations

Has a similar event affected the same area(s) in the last 3 years?	Yes
Did it affect the same population group?	No
Did the National Society respond?	-
Did the National Society request funding form DREF for that event(s)	-
If yes, please specify which operation	-

If you have answered yes to all questions above, justify why the use of DREF for a recurrent event, or how this event should not be considered recurrent:

-

**Lessons learned:**

Although the current event unfolds in one of the geographic areas of intervention from the last IFRC-DREF operation implemented in 2023 due to a similar event, it's important to highlight that the population groups affected at this time differ from the previous emergency. The scale of devastation in this instance is notably higher as preliminary assessments estimate over 123 fatalities in addition to the 39,000 people and 14,000 homes affected in Viña del Mar and Quilpué, compared to the 8,967 people and 1,150 houses reported to have been affected by the previous emergency (1).

The previous intervention, as well as other operations implemented by the National Society (NS) in response to other emergencies, brings with them valuable lessons learned that will be considered during the development and implementation of the current IFRC-DREF Plan of Action, focusing especially on aspects related to the monitoring of the operation, procurement timing, and financial reporting.

The lessons learned are being used strategically to mitigate similar challenges in the current operation, addressing, among other





aspects:

- Consolidating collaboration and coordination with government entities and other volunteer institutions to avoid duplication of resources during the emergency.
- Establish effective mechanisms to coordinate psychosocial support with both the affected groups and the volunteers involved.
- Implement the cash transfer program sufficiently in advance to facilitate accurate monitoring of the use of funds by beneficiaries, requesting extensions if necessary to ensure proper execution.
- Improve monitoring mechanisms through exit surveys using the Quality Assessment and Accountability (QA/QA) approach.
- Based on the observation of the previous IFRC-DREF operation, which showed a predominance of assistance to older adults in health services and underrepresentation of interventions targeting children, the present IFRC-DREF Plan of Action has been designed considering the specific needs of both demographic groups and will be adjusted accordingly according to the needs identified.
- Follow-up visits will be conducted by the International Federation of Red Cross and Red Crescent Societies (IFRC) to provide timely support and operational and administrative guidance to the present operation.

Finally, the progress and growth experienced by the National Society over the past year is noteworthy, as is the valuable experience accumulated from the various IFRC-DREF operations carried out.

Source:

(1) Map depicting areas affected by the ongoing fires, including burned regions and residential areas, compared to intervention areas from previous IFRC-DREF Operation in response to forest fires in 2023.

Link: <http://tinyurl.com/MapChileFires2023vs2024>

# Current National Society Actions

## Start date of National Society actions

2024-02-02

Health	<p>First aid and mental health interventions have been carried out, as well as psychosocial support, with the participation of volunteers from various affiliates in the three most affected municipalities. The Viña del Mar branch has been active since the beginning of the emergency, providing assistance in shelters and collaborating with firefighters. It is also planning evaluations in affected areas for future interventions. The Quilpué and Villa Alemana branches have also deployed volunteers in shelters and affected areas to provide first aid and psychosocial support. Other branches in the region have collaborated in logistical and volunteer work, contributing to the distribution of aid and the provision of health services. To date, 776 first aid, mental health, and eye care interventions have been carried out.</p> <p>In addition, reinforced mental health telephone lines have been implemented and psychologists have been made available to assist volunteers and people affected by the emergency.</p>
Protection, Gender And Inclusion	<p>The NS have worked in coordination with the technical areas of youth/volunteering to carry out actions in safe spaces with children, and are working on a technical risk analysis for the approach and actions with children and adolescents.</p> <p>The Restoring Family Links (RFL) program has deployed technical personnel to the Valparaíso area to begin to gather information and evaluate the needs of the persons who got separated from their families or have missing relatives and requests of families of people who went missing during the emergency, as well as to provide call and messaging services for the persons who have no means to communicate with their families. In addition, a telephone number is active for family members to request to search for missing relatives. 22 tracing requests have been collected so far (3 closed). Meetings with authorities with relevant roles in the collection and centralization of the reports of disappearance and recovery and identification of human remains were also held, to identify areas of coordination.</p>



<b>Coordination</b>	<p>The Chilean Red Cross works in coordination with the national, regional, and local government (National Disaster Prevention and Response Service (SENAPRED, by its initials in Spanish), Health Service, and municipal shelters) and organizations that articulate humanitarian aid (Movidos por Chile, Red de Ayuda Humanitaria, and SENAPRED) and is available for coordinated actions in all sectors.</p> <p>The Chilean Red Cross also coordinates internally at the local, regional, and national levels with coordination of actions and activation of collection centers for the reception of humanitarian, medical, and water aid, and also works in the operational coordination of response and needs assessment teams, and coordinates the technical work table established in the national response plan.</p>
<b>National Society Readiness</b>	<p>The Chilean Red Cross has a national team composed of the areas of Risk Management, Health, Youth, Finance, Social Welfare, and Communications.</p> <p>The following programs are active: Mental Health and Psychosocial Support (MHPSS), Protection, Gender, and Inclusion (PGI), RFL, First Aid, Medical Emergency System (SEM, by its initials in Spanish), Security, EIEM (national intervention team), Educational Units, Community Work, Anticipatory and disaster intervention.</p> <p>The National Society currently has approximately 3,000 volunteers throughout the country, with the regions of Valparaíso, Libertador Bernardo O'Higgins, Biobío, Ñuble, and Araucanía having the most experienced volunteers in emergencies related to forest/structural fires.</p> <p>Headquarters has remained alert to the progress of the emergency through its national monitoring team and also has a crisis room where technical tables and national coordination meetings are held.</p> <p>Headquarters has the following resources available for the emergency:</p> <ul style="list-style-type: none"> <li>- 1x telecommunications vehicle.</li> <li>- 1x national collection center.</li> <li>- 2x 4x4 trucks.</li> <li>- 2x basic ambulances.</li> <li>- 1x cargo truck.</li> <li>- 1x Generator + inflatable tent.</li> <li>- Water treatment plant.</li> <li>- Deployment tent.</li> </ul>
<b>Assessment</b>	<p>Since the beginning of the emergency, both Headquarters and the Valparaíso Regional Committee and its branches have been monitoring the progress of the emergency, being in the evening hours of Friday, February 2, that the branches and their regional committee began with the deployment of teams in the command posts and interagency coordination for emergency response.</p> <p>Teams of volunteers were deployed in various shelters and at strategic points to provide first aid, psychological first aid, and psychosocial support, as well as to assess the needs of the affected population and volunteers.</p> <p>On Sunday, February 4, the evaluation team, made up of the National Director of Risk Management, the National Director of Health, the National Director of Youth, the National Coordinator of Disaster Intervention, and the RFL Central Zone Coordinator, were deployed to the Valparaíso Region, where the emergency situation and the needs of the institution for the response were confirmed on the ground and through meetings with regional actors and the Viña del Mar branch.</p> <p>A quick RFL needs assessment has also started, confirming that there are areas where the communication network and electricity have been cut or are unstable (contributing to the separation among family members). Initial information has also been collected about the collection of reports of disappearance by the authorities. Although it has confirmed</p>



	<p>the presence of RFL needs, deeper evaluation is needed to guide the next steps regarding both separation and disappearance of persons.</p>
<b>Resource Mobilization</b>	<p>16 branches in the country were activated as collection centers (Los Andes Branch, San Antonio Branch, Quillota Branch, Quilpué Branch, Quilpué Branch, Playa Ancha Branch, Cartagena Branch, La Florida Branch, Providencia Branch, Ñuñoa Branch, San Miguel Branch, Colina/Esmeralda Branch, Antofagasta Branch, El Loa Branch, Curicó Branch, La Cisterna Branch, Melipilla Branch).</p> <p>Humanitarian aid is collected in these branches, such as:</p> <ul style="list-style-type: none"> <li>- Non-perishable food</li> <li>- Bottled water</li> <li>- Hygiene and cleaning articles, diapers</li> <li>- First aid material</li> <li>- Pet food</li> </ul> <p>In addition, a fund-raising campaign was launched at Headquarters together with Banco Estado to help those affected by the fires.</p>
<b>Activation Of Contingency Plans</b>	<p>The Chilean Red Cross (CRC) activated its National Response Plan, which involves the deployment of local and regional resources and the coordination of assistance from Headquarters. According to the National Response Plan, all directorates and resources will remain under the coordination of the Risk Management Directorate until the end of the emergency. This directorate coordinates actions at the national and regional levels, providing technical, logistical, and financial support according to the requirements and degree of impact.</p>
<b>National Society EOC</b>	<p>On February 2, the Headquarters team began to monitor the advance of the fire in the Valparaíso region, subsequently convening the first CRC National Technical Roundtable, with the participation of key technical areas and the regional director of risk management to analyze the context and magnitude of the emergency.</p> <p>On February 3, the second technical roundtable was held, with the participation of various areas such as government, executive management, volunteers/youth, risk management, health, social welfare, IM, and communications, among others. In this meeting, the actions and needs of the Red Cross and other actors were updated, as well as the evolution of the emergency.</p> <p>Since the beginning of the emergency, the information management team has uploaded reports to the GO Platform, prepared national emergency bulletins, and compiled information on the actions of the branches. In addition, the Strategic Committee and the National and Regional Technical Committee have been convened as established in the National Response Plan.</p> <p>Working meetings and technical roundtables have been held with national authorities, and regional and local teams to evaluate the progress of the emergency, the level of impact, and the actions of each organization and government service involved.</p>

## IFRC Network Actions Related To The Current Event

<b>Secretariat</b>	<p>The International Federation of Red Cross and Red Crescent Societies (IFRC) has a country office in Argentina, whose role is to support and collaborate with the Southern Cone countries. This officer has maintained close communication and coordination with the Chilean Red Cross and the Disaster and Crisis Department of the IFRC's Americas regional office, based in Panama.</p> <p>Since the beginning of the emergency and the declaration of the red alert in various affected areas, constant communication has been maintained and technical assistance has been provided through the Country Cluster Delegation (CCD) for Southern Cone to facilitate the development of the Action Plan for the IFRC Disaster Response Emergency</p>
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	Fund (DREF). A member of the Delegation team is currently deployed in the field to support the preparation of this action plan and to launch the operation.
Participating National Societies	No PNS presence in the country

## ICRC Actions Related To The Current Event

The ICRC is providing technical support to the RFL Program team which includes guidance, on how to evaluate the needs and how to respond to the needs of families that have been affected due to the wildfires. This program focuses on coordinating with authorities to facilitate and support the clarification and whereabouts of missing persons as well as to facilitate through connectivity services that families can restore and maintain contact. Daily coordination meetings are being held and an ICRC colleague will be deployed to continue this technical support.

## Other Actors Actions Related To The Current Event

Government has requested international assistance	No
National authorities	<p>The President of the Republic, decreed on Friday, February 2, a "State of Emergency of Catastrophe due to Forest Fires" in the provinces of Valparaíso and Marga Marga, to quickly allocate resources to the affected areas.</p> <p>In the early morning of Saturday, February 3, the Minister of the Interior, decreed a "Curfew" in the communes of Limache, Quilpué, Villa Alemana, and Viña del Mar, from 8:00 to 12:00 hrs, to allow the movement of response teams only. In the afternoon, a new curfew was announced from 21:00 hrs. on Saturday, 03 to 10:00 hrs. on Sunday, 04 February. Subsequently, a new curfew was issued from 18:00 hrs on Sunday, 04 to 10:00 hrs on Monday, 05 February.</p> <p>Carabineros de Chile enabled an online safe-conduct system for those who need to travel to or from the affected areas during restricted hours.</p> <p>The government will enable an "Electronic Family Pocket", a contribution destined to the purchase of household goods and reconstruction expenses for affected families. It will also activate the "National Reconstruction Fund" so that private individuals can make reconstruction contributions once the emergency is over.</p> <p>On February 3, the Ministry of Health declared a Health Alert for the Valparaíso region, which will facilitate the coordination of healthcare networks in the region and coordination between primary, secondary, and tertiary care. In this same sense, the transfer of patients from healthcare centers in the affected communes to other healthcare centers in the Region and the transfer of patients to the Metropolitan Region with the support of the Emergency Medical Care Service (SAMU by its initials in Spanish) of the Viña del Mar-Quillota Health Service (SSVQ by its initials in Spanish), and the Central Metropolitan Health Service (SSMC, by its initials in Spanish) has begun.</p>
UN or other actors	<p>UN Chile issued situation report #1 (1) indicating their response up to February 5, 2024, including:</p> <ul style="list-style-type: none"> <li>- UNHCR in coordination with the Municipality of Viña del Mar will deliver 200 Hygiene Kits.</li> <li>- PAHO/WHO will join the information gathering in the field with a focus on mental health, water, and sanitation, as well as the delivery of first aid backpacks.</li> <li>- IOM is arranging the distribution of water cans, non-perishable food, tents, tarpaulins, and hygiene products for the coming days.</li> </ul> <p>In addition, several other organizations are currently on the ground assisting in their respective areas of action:</p>





- Movidos por Chile: Has conducted coordination meetings with the institutions participating in the emergency and has coordinated the distribution of humanitarian aid through partner cooperating companies.
- Techo Chile: Has initiated the collection of cash donations to contribute to the restoration of affected homes, in addition to collecting humanitarian aid for the shelters established by the local authority.
- Desafío Levantemos Chile: Has started a fundraising campaign to help the affected families.
- INJUV: Has undertaken the coordination of spontaneous volunteers, forming teams for the removal of debris, providing them with Personal Protective Equipment (PPE), and administering tetanus vaccines as a preventive measure.
- Esva: It has declared the cessation of drinking water service charges to all affected people for two months. It has also declared the installation of water tanks (21 points).

Source:

(1) <https://reliefweb.int/report/chile/chile-incendios-forestales-2024-sistema-de-naciones-unidas-reporte-de-situacion-no-1>

### Are there major coordination mechanism in place?

From the first alert issued by the National Early Warning Center and the National Disaster Preparedness and Response Service (SENAPRED, by its initials in Spanish), the Response System (SINAPRED, by its initials in Spanish) is activated at the community, national, and regional levels. The Risk and Disaster Management Committees (COGRID, by its initials in Spanish) is activated to coordinate governmental response actions to the emergency. At the national level, this committee is led by the Minister of the Interior and National Security, the National Director of SENAPRED, the Armed Forces, the Chief of Staff, and various ministries such as Environment and Health, among others. In addition, the Undersecretary of the Interior and other relevant authorities participate. Regional COGRIDs are also activated, led by the Presidential Delegates, with the participation of regional authorities, governors, SENAPRED Regional Directors, Regional Ministerial Secretaries, military authorities, Carabineros Zone Chief, and Fire Chief. At the communal level, the communal COGRIDs are led by the mayors of the affected communes, with the participation of the head of the communal risk management department, representatives of Carabineros, Firefighters, and some non-governmental organizations such as ADRA, Red Cross, and Movidos por Chile, among others.

## Needs (Gaps) Identified



### Shelter Housing And Settlements

The devastating forest fires have left profound consequences, severely affecting a total of 14,823 homes in Viña del Mar, Quilpué, Villa Alemana, and Limache, figures that could increase as the days go by. The magnitude of the disaster is such that the economic impact cannot yet be accurately quantified, as the fire is still active, making it difficult to carry out the Basic Emergency Information Sheet (FIBE, by its initials in Spanish) survey, which provides crucial data on the needs and number of families affected. It is expected that this survey can be taken by the national government once all the outbreaks have been extinguished, sector by sector, as appropriate.

Families affected by the forest fires have suffered devastating material losses, from furniture to personal belongings essential for daily life. The destruction of these items not only affects their basic comfort but also makes it difficult to rebuild a livable home and represents an additional financial burden for families already hit by the tragedy.

Given this situation, it would be prudent to implement a multipurpose cash transfer program to provide immediate support to these families for the recovery of basic household goods. This program will not only alleviate the economic burden but will also allow access to essential resources to assist in reconstruction.

On the other hand, immediately after the fires are extinguished, families return to check their land to protect it and begin the process of cleaning and reconstruction of the sectors, whether, on their land or surrounding streets, they commonly spend the night in these spaces to avoid illegal access by other people (takeovers), and theft, so supporting the process of recovering their homes is important to recover their living spaces and protection of the families.

In response to this crisis, the government has set up 20 shelters distributed among the municipalities of Viña del Mar, Quilpué, Villa Alemana, and Concón, which have provided temporary shelter to approximately 5,000 people, mostly adults, satisfying their basic needs. These shelters are managed by local governments and municipalities, with the invaluable support of government institutions, NGOs, and the solidarity of the civilian population.



The State, through the Ministry of Housing, has announced measures to help affected families. Rental subsidies will be granted to these families and innovative technologies will be used to speed up the reconstruction process. However, to access these subsidies, families must be registered through the basic emergency file (FIBE). The rental voucher consists of an amount of \$367 thousand Chilean pesos (equivalent to US\$385 or 335 Swiss francs), intending to provide immediate economic relief.

In addition, the National Disaster Prevention and Response Service has 300 emergency housing units ready to be used in case of need. These measures seek to mitigate the suffering of the affected families and facilitate their recovery process during this tragedy.



## Health

In terms of mental health, the psycho-emotional impact on the people affected, their families and the residents of the affected communities has been extraordinary, comparable to the events of February 27, 2010. This is due to the large amount of material losses, the massive displacement of affected people, and the increasing number of deaths, factors that have had a strong impact on the mental health of the population of the Valparaíso Region and the staff and volunteers of the National Society.

In terms of physical health, the main needs include burns of different degrees, debris removal injuries, eye injuries due to exposure to ashes, and respiratory problems caused by smoke and ash inhalation, resulting from the rapid spread of the flames due to the weather conditions in the area. Due to the large number of people affected, health needs have reached an unprecedented level for a forest fire, with an exponential increase in the number of people affected as the days pass since the beginning of the emergency.

Concerning access to health services, there have been no reports of major damage to the public or private primary, secondary, or tertiary healthcare systems. Critical patients have been transferred from key hospitals to other healthcare centers, and no center has presented a saturation of care beyond the first 24 hours of the emergency. Concerning access to medicines, the delivery of chronic treatments for patients who require them has been assured, and pharmacies have operated without inconvenience.

Finally, health risks include the possibility of gastrointestinal diseases due to contaminated water and lack of sanitation facilities for proper personal hygiene, lung diseases due to smoke inhalation and burns in the respiratory tract, as well as the risk of tetanus and rabies due to the handling of debris and exposure to wild animals.

The Chilean government has intensified its actions to address the wildfire emergency in Viña del Mar. In response to the tragedy in Valparaíso, the Ministry of Health has asked volunteers from all institutions involved in rescue and mitigation work to be vaccinated against tetanus. This measure seeks to guarantee the safety and health of those who are carrying out field activities within the communes of Viña del Mar, Quilpué, and Villa Alemana, considering the risks associated with exposure to contaminants and potentially hazardous materials. This request reflects the government's priority to protect both the population affected by the fires and those involved in response operations, underscoring the importance of comprehensive and coordinated emergency management.



## Water, Sanitation And Hygiene

Access to drinking water has been affected due to the action of the flames and the cuts programmed by the Sanitary Company of the Valparaíso Region (ESVAL, by its initials in Spanish) to facilitate firefighting efforts. This situation has limited the availability of water for hygiene activities, such as hand, body, and dental washing, as well as for human consumption.

The lack of adequate water points for hygiene after handling exacerbates this risk. Added to this is the scarcity or minimal presence of public restrooms, with some places having only two restrooms for every 200 people, which has led the population to improvise restrooms with minimal sanitation standards.

In addition, the company ESVAL has announced a series of measures for the benefit of those affected. These measures include the suppression of water bill charges for two months and the installation of water tanks at specific points in the affected areas, both in the province of Valparaíso (Viña del Mar) and in the province of Marga Marga (Limache, Quilpué, Villa Alemana). The installation of these tanks began on February 5 and their presence will be maintained until the network is restored, with the possibility of extending the period as necessary. In addition, water trucks are being distributed to the affected areas to supply water to the population.

A new cut in the supply of drinking water has been programmed in 6 sectors of the commune of Quilpué, for the renovation of the network. This cut will be executed between February 7 and 8.

In addition, the total loss of the affected people's belongings has generated a shortage in access to basic toiletries and feminine hygiene products, for which the government has established the distribution of hygiene kits disaggregated by gender, hygiene kits for infants and



children. A total of 31,500 kits will be deployed in the coming days. The State of Chile has set up seven collection centers in the Valparaíso region and one in the 4th region for the reception of basic necessities, including bottled water, which will be distributed in various affected localities as well as in shelters.

Although some of the water, sanitation, and hygiene (WASH) needs have been addressed, it is essential to close the existing gaps in this area to prevent possible health emergencies. In this regard, it is crucial to ensure that adequate measures are in place to effectively address these needs and avoid risks of gastrointestinal infections and other health problems related to lack of adequate hygiene. One of these measures can be to provide communities with sanitation talks, promoting hygiene, hand washing, and safe water.



## Protection, Gender And Inclusion

Since the beginning of the emergency, it has been crucial to reestablish communication with affected families, as thousands of people were displaced and many are still lacking means of communication due to the cuts or instability of communication networks (phone, internet) and electricity (which is needed to recharge cellphones and other devices used for communication among families). Recently, the activation of telephone antennas has been authorized to facilitate access to information and the resumption of family ties. However, it does not cover all areas in the extent affected region. A broader and deeper assessment of the capacity of the affected persons to contact their relatives (including for requesting for support when needed) is needed. The access to the affected areas, health services, and shelters where those affected are located, and the provision of connectivity services through telephone calls and messaging, are still required.

Aside from the need to restore or maintain family contact, there are needs related to the location of missing persons, which is related to the search among people who might have passed away, evacuated for medical reasons, or sheltered. The tragic loss of 122 lives - so far with only 32 bodies identified - has left many people unable to contact their loved ones. This situation is compounded by the presence of an unknown number of missing and deceased persons, whose identification is still pending. The current priority is to establish the location of people, whether in shelters, with relatives, or on the list of the deceased, to provide reassurance and support to those searching for their loved ones during this tragedy. A better understanding of the issue (dimensions, how the authorities are responding, what are the needs of the families and how the NS can have an added value) must be integrated into a deeper needs assessment.

It has also been identified that it is crucial to address educational needs with a special focus on children's right to education. Specific programs must be implemented to guarantee continuity of education, even during crisis situations, ensuring that children affected by the fires have access to safe educational opportunities tailored to their circumstances. This implies the creation of safe/friendly environments, the provision of learning materials, and ensuring the creation of protected environments for children.

It also visualizes the need to generate a safe space for people, where they can develop dialogue and support groups among the affected communities, to maintain social cohesion and the social fabric of the community, this space would also provide protection services, such as RFL services, psychosocial support such as active listening and referral of cases with specific needs and information as a help, with support from the Community Engagement and Accountability (CEA) team.

The Ministry of Education has implemented a significant response to the emergency in the region of Valparaíso, through the habilitation of 14 educational establishments. Of these, 11 are operating as shelters for people or animals, one is acting as a support center for brigade members, and another as a collection center. However, the loss of the Villa Independencia School in Viña del Mar, which had an enrollment of 258 students and experienced total damage due to the forest fires, has been reported.



## Community Engagement And Accountability

In the context of the Chilean Red Cross response to the wildfire emergency, essential needs have been identified that underscore the critical importance of community participation and accountability. The creation of effective communication channels becomes crucial to keep the community informed about the evolution of the fires and relevant safety measures. In addition, community training plays a key role in improving awareness of fire prevention and evacuation protocols.

The active participation of the community in the planning and execution of response actions is essential to ensure a comprehensive and effective response. It is also essential to implement feedback mechanisms to evaluate the effectiveness of interventions and adjust them as necessary. Cultural adaptation and psychosocial care emerge as important needs in the specific context of wildfires, highlighting the importance of addressing the emotional and cultural impact on affected communities.

In this scenario, coordination with other organizations appears as a key strategy to maximize the effectiveness of the response and ensure an equitable distribution of available resources. These needs highlight that community participation and accountability are fundamental elements for a comprehensive and effective response to a wildfire emergency.



# Operational Strategy

## Overall objective of the operation

Through this IFRC-DREF Plan of Action, the Chilean Red Cross aims to assist 9,885 people (1,977 families) affected by the forest fires in the municipalities of Viña del Mar and Quilpué, through the implementation of activities under mental health and psychosocial support, first aid, and cash assistance in the communities of Reñaca Alto, Villa Independencia, Población El Olivar, Villa Dulce, Canal Chacao, Camino troncal, and Población Pompeya during 4 months.

## Operation strategy rationale

The proposed intervention will be carried out in accordance with the ongoing Damage and Needs Assessment (DANA) and impact data provided by government authorities. As such, the operational strategy is formulated based on official reports that align with the needs of the affected population and the DREF request is grounded in the significant scale of the emergency generated by forest fires in Chile.

The Chilean Red Cross recognizes the critical importance of addressing the extensive impact on affected households, families, and deceased individuals, necessitating a comprehensive response. As such, the summary of the intervention by sector is as follows:

### HEALTH:

At least 3,000 people reached through first aid and mental health care and psychosocial support services.

Health actions are aimed mainly at people staying in shelters, residents in affected areas and emergency teams deployed in the field. Furthermore, mental health and psychosocial support actions (MHPSS) are geared towards providing assistance to families grappling with the loss of homes and loved ones due to the emergency.

### WASH:

Through WASH actions, the National Society strive to ensure the population's access to safe water and provide essential resources for proper water management, thereby reducing the risk of gastrointestinal diseases and fulfilling the community's hygiene requirements.

Sanitation and hygiene sensitizations will be conducted for 3,000 people (600 families), developing relevant and appropriate educational content, develop accessible and interactive sensitization sessions, and work to train community leaders to promote sustainability and maintain open channels of communication to support continued community action to improve sanitation and hygiene.

### MULTIPURPOSE CASH:

The National Society endeavor to assist families through a Cash and Voucher assistance (CVA) program. In this context, considering that the needs of no one individual or household are the same, being given the choice of what to purchase plays a vital role in preserving people's dignity. Besides, cash distributions would allow to get to people quickly.

The multipurpose cash transfer program aims to reach 870 families (4,350 people) affected by the emergency. To calculate the amount, two criterias were considered: the basic family food basket costing \$65,046 CLP (59.45 CHF) and the minimum monthly income of \$460,000 CLP (420.46 CHF). In addition to this, the costs associated with the mobilization of people and the possible expenses associated with the purchase of their belongings (transfers) were considered, which amount to CLP \$21,980 (CHF 20.09). Consequently, considering the cost of living in Chile and the figures given above, a subsidy per family of CHF 400 has been calculated. However, it should be noted that a feasibility and market study will be conducted at the start of the operation to confirm this amount as well as the method of distribution.

Basic food basket: <http://tinyurl.com/CanastaBasicaFamiliarChile>

Minimum monthly income: <https://www.dt.gob.cl/portal/1628/w3-article-60141.html>

The aid provided by the State is aimed at families who have suffered slight to moderate damage to their homes. This aid will be distributed through the Banco Estado's rut account. The requirements for accessing this aid are to have the FIBE form and to have a bank account. However, as has happened in previous emergencies, this allowance has limitations. There is always a part of the population that has not been surveyed, and there is still a gap in aid for irregular migrants. This is due to the absence of current state mechanisms to assist these people, which perpetuates their marginalized situation due to legal loopholes in this area.

The government of Chile will implement assistance measures in response to the fires, as done in the past including recovery bonds around USD 750 and USD 1,500, shelter bonds around USD 360, and emergency e-pocket around USD 1,800 exclusively for reconstruction materials. In addition, other organizations such as TECHO will be providing shelter assistance to families. The National Society will cross-reference data with the government and other organizations to ensure that there is no duplication of response and efforts.

### PROTECTION, GENDER AND INCLUSION:





A Dignity and participation center will be put into operation in order to implement and develop interventions within the framework of this operation, providing first aid, psychosocial support, RFL (mobile connectivity points: Wi-Fi, phone calls and phone battery recharge station as well as documentation of tracing requests) and community meeting services, starting with the collection of information in focus groups to assess the most appropriate location, and also working on safe spaces for children, all with the aim of meeting the needs.

It is expected that this space will be available for at least 9,885 people (1,977 families).

#### COMMUNITY ENGAGEMENT AND ACCOUNTABILITY:

Community activities will be included, such as focus groups with different age groups, gender and disability, as well as close contact with community leaders to tailor programs and actions to the specific needs of each affected community. For the Damage and Needs Assessment, questions on perceived needs and information preferences will be added to organize future informative actions. For the Cash Transfer Program, a WhatsApp line managed by dedicated volunteers will be established and a space will be created on the web and social networks to inform about the program. Regarding information about Red Cross actions, briefings will be held and selected and non-selected people will be contacted by phone to explain the reasons, in addition to training volunteers for effective communication. During the operation in general, a hotline will be set up to receive opinions and complaints, focus groups and interviews will be conducted to monitor actions and observation missions will be organized to extract lessons learned, thus contributing to a more effective operation adapted to the needs of the affected communities.

## Targeting Strategy

### Who will be targeted through this operation?

This operation will target communities affected by the forest fires in Chile, prioritizing assistance to those populations that have suffered material losses, forced displacement, separation or disappearance and other direct impacts as a result of the emergency. It is intended to assist 9,885 people (1,960 families) affected by the forest fires in the communes of Viña del Mar and Quilpué through mental health and psychosocial support, first aid, RFL services, cash assistance in the communities of Reñaca Alto, Villa Independencia, Población El Olivar, Villa Dulce, Canal Chacao, Camino Troncal, and Población Pompeya, during 4 months. The criteria for the selection of the target population will be established considering various factors, to identify and attend to the most vulnerable and needy people.

After conducting a thorough assessment of various critical factors, the Chilean Red Cross decided to target 9,885 individuals, constituting 30% of those impacted by the emergency. Notably, the unpredictable and devastating characteristics of forest fires necessitate a strategic allocation of available resources, which are typically constrained during crises. Establishing a 30% target enables effective management of personnel, equipment, and supplies, ensuring a well-rounded and sustainable response without prematurely depleting essential resources.

On the other hand, by assisting 30% of the total number of people affected, the Chilean Red Cross aims to concentrate efforts on the most urgent areas and needs. This strategy aims to maximize the efficacy of aid and aid in safeguarding lives at immediate risk. Furthermore, this approach facilitates adaptation to the specific scale of the disaster, ensuring a proportionate and efficient response.

In the IFRC-DREF Operation launched in 2023 to address forest fires, the National Society assisted 63% of the affected individuals. However, in the current IFRC-DREF operation, the focus is on aiding 30% of those affected. Initially, this might appear to be a reduction. Nonetheless, in the former scenario, 63% equated to aiding 5,649 individuals out of a total of 8,967 affected, whereas in the present case, the NS aims to reach 9,882 individuals out of a total of 39,528 affected so far.

### Explain the selection criteria for the targeted population

- Direct Impact of the Emergency: Priority will be given to individuals and communities that have suffered significant loss of housing (total or mostly severe damage) and livelihoods due to wildfires. The degree of affection will be assessed to determine the urgency of assistance.
- Unmet Basic Needs: Those groups and individuals facing difficulties in accessing basic resources such as food, potable water, shelter, medical care, and RFL services will be identified. Assistance will be prioritized towards those whose living conditions are most precarious. Persons with protection needs, especially those related to the family separation of the disappearance of relatives will be also prioritized.
- Vulnerable Populations or with protection needs: Special consideration will be given to family groups with children under 5 years of age, the elderly, pregnant women, people with disabilities, and single-parent families, as well as migrants. Efforts will be made to address the specific needs of these groups to ensure an inclusive and equitable response.
- Limited Resilience: The capacity of communities to recover on their own will be assessed, prioritizing those facing the greatest obstacles to rebuilding and restoring their livelihoods. Additional support will be sought for those communities with limited resilience.

The selection criteria for the CVA program will be as follows:



- Exclusion from State Aid: Priority will be given to individuals who are not receiving or are not eligible to receive state aid.
- Total loss of housing: Priority will be given to individuals whose homes have been completely destroyed by the fire.
- Socioeconomic vulnerability: The level of income, access to resources, and other socioeconomic factors will be considered to identify the most needy families within the fire-affected community.
- Migration status: Migrants and refugees who may have been excluded from state aid due to their migration status will be included, ensuring their inclusion and protection in the cash transfer program.
- Specific needs: Priority will be given to those with specific needs, such as individuals with disabilities, the elderly, single-parent families, and other vulnerable groups.

These criteria will be applied equitably and fairly, ensuring that assistance reaches those who need it most and that disparities are effectively addressed in this humanitarian operation. Transparency and community participation will also be central to the selection process to ensure a fair response focused on the real needs of the affected populations.

## Total Targeted Population

Women	4,227	Rural	60%
Girls (under 18)	1,689	Urban	40%
Men	2,671	People with disabilities (estimated)	10%
Boys (under 18)	1,298		
Total targeted population	9,885		

## Risk and Security Considerations

Please indicate about potential operation risk for this operations and mitigation actions

Risk	Mitigation action
Exposure to hazardous conditions during operation.	<ul style="list-style-type: none"> <li>- Mandatory use of masks with particulate filters to protect personnel's respiratory tract.</li> <li>- Training on the safe handling of tools and equipment to minimize the risk of burns.</li> <li>- Provide adequate personal protective equipment, such as kid gloves, long-sleeved shirts, thick pants, and safety shoes.</li> <li>- Do not intervene in areas with active outbreaks:</li> <li>- Establish clearly defined safety zones and communicate them to personnel to avoid direct exposure to fire.</li> <li>- Training in the safe handling of debris and tools to reduce the risk of injury.</li> <li>- Promote regular hydration and establish specific breaks to allow personnel to rest and rehydrate adequately.</li> </ul>
Impact on the mental health of staff and volunteers within the operation.	<ul style="list-style-type: none"> <li>- Conduct post-operative debriefing activities to address potential emotional trauma.</li> <li>- Provide ongoing psychosocial support by mental health professionals for those in need.</li> </ul>
Fires are prolonged over time, making it difficult to gather information from the affected communities.	<ul style="list-style-type: none"> <li>- Implement alternative communication systems, such as single-frequency radios or emergency messaging systems, to ensure effective communication in areas with poor cell phone or internet coverage.</li> <li>- Deploy mobile rapid assessment teams equipped with data capture devices that can gather first-hand information on damage and needs in affected communities.</li> </ul>



	<ul style="list-style-type: none"> <li>- Coordinate closely with local authorities, community leaders, and volunteer organizations to facilitate information gathering and ensure a timely and effective response to identified needs</li> </ul>
Access to fire-affected areas is complex due to soil conditions, ravines and hills.	<ul style="list-style-type: none"> <li>- Assessment and preparation of access routes: Conduct a thorough assessment of ground conditions and prepare safe access routes for responders.</li> <li>- Use of mapping and monitoring technology: Employ satellite mapping technology and drones to identify safe routes and assess potential risks before entering affected areas.</li> </ul>

### Please indicate any security and safety concerns for this operation

In the context of the operation to address the wildfires in Chile, several safety and security issues must be carefully addressed to ensure the effectiveness of the humanitarian response. Some of the potential issues include:

1. Ongoing Fire Risks: The operation is being conducted in an environment affected by active wildfires, which may pose an ongoing risk to the safety and security of response personnel and affected communities. Robust safety measures and effective evacuation protocols must be implemented to protect teams in the field.
2. Restricted Access to Affected Areas: The intensity and spread of fires can result in areas that are difficult to access, complicating the timely delivery of assistance. The safety of personnel on the ground may be compromised due to challenging topography, the presence of active flames, and the possible presence of hazardous materials.
3. Population displacement: Displacement of entire communities due to wildfires can lead to tensions and conflicts in places of refuge, requiring careful management to avoid violent situations and ensure the protection of the displaced.
4. Risk of Looting: The loss of homes and property can increase the risk of criminal activities such as looting. The security of affected areas and the protection of the property of displaced persons are important concerns.
5. Vulnerability of Specific Groups: Vulnerable groups, such as women, children, and the elderly, may face additional risks in emergency situations, such as exploitation, abuse, and gender-based violence. Specific measures should be implemented to protect these groups.
6. Impact on Mental Health: Wildfires and loss of housing can have a significant impact on the mental health of affected people. A sensitive response is needed to address the psychosocial aspects and ensure the emotional well-being of the affected population.

Addressing these safety and security issues requires thorough planning, coordination with local authorities, security agencies, and other stakeholders, as well as the implementation of specific preventive measures and response protocols.

Has the child safeguarding risk analysis assessment been completed?

No

## Planned Intervention



### Multi Purpose Cash

**Budget:** CHF 372,750

**Targeted Persons:** 4,350

### Indicators

Title	Target
Market and Feasibility Study conducted	1

Number of families reached with multipurpose cash transfer program	870
Percentage of households receiving cash transfers who are satisfied with the amount and the timeliness of the assistance provided	80

## Priority Actions

- Feasibility and market study.
- Induction of volunteers for the development of the cash transfer program.
- Design and distribution of the cash transfer program.
- Satisfaction survey of assisted persons.
- Monitoring and evaluation of the cash transfer program.



## Health

**Budget:** CHF 4,261

**Targeted Persons:** 3,000

## Indicators

Title	Target
Number of persons assisted through first aid	3,000
Number of persons assisted through psychosocial support services	3,000

## Priority Actions

- First aid assistance throughout the operation.
- Psychosocial support activities for people affected by the emergency throughout the operation.



## Water, Sanitation And Hygiene

**Budget:** CHF 3,195

**Targeted Persons:** 3,000

## Indicators

Title	Target
Number of people reached through sanitation and hygiene awareness.	3,000

## Priority Actions

- Community activities and distribution of educational materials in affected areas on the importance of drinking water, sanitation, and hygiene.
- Volunteer induction workshop on water, sanitation, and hygiene.



## Protection, Gender And Inclusion

**Budget:** CHF 5,325





**Targeted Persons:** 9,885

## Indicators

Title	Target
Number of people reached through the Dignity and participation center activities	9,885
Reestablishment of Family Links services provided	500

## Priority Actions

- Conduct a Dignity and participation center
- Conduct awareness campaigns in vulnerable communities, prioritizing the active participation of women, children, and adolescents.
- Ensure support for people seeking to reconnect with their families, with a special focus on the protection of women, children, older adults, and people with disabilities.
- Workshop on protection and restoring contact between family members.
- Establishment of connectivity points – offer phone calls, battery charge, and Wi-Fi



## Community Engagement And Accountability

**Budget:** CHF 2,130

**Targeted Persons:** 7,908

## Indicators

Title	Target
% of respondents who report receiving useful and practical information through different trusted channels (digital and non-digital) and non-digital)	80
% of affected people surveyed who report that humanitarian assistance is provided in a safe, accessible, accountable and participatory manner.	80

## Priority Actions

- Focus groups.
- Post-distribution follow-up on delivery.
- Dissemination of essential information through contextualized messages.
- Development of a Quality Assessment and Accountability (QA/QA) strategy for the Cash Assistance program, including printed materials, information points, etc.



## Secretariat Services

**Budget:** CHF 57,670

**Targeted Persons:** -

## Indicators

Title	Target
Number of deployments	1



Number of monitoring missions	7
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## Priority Actions

- Surge Personnel Deployment:  
1x Operations Manager  
1x Finance Officer.
- Monitoring visits.



## National Society Strengthening

**Budget:** CHF 51,653

**Targeted Persons:** -

## Indicators

Title	Target
Number of lessons learned workshop	1
Number of insured volunteers	200
Number of staff hired	3

## Priority Actions

- Hiring of staff:  
2x DREF operation field coordinators (1x national and 1x local)  
1x Financial and administrative
- Lessons learned workshop.
- Emergency communications training

# About Support Services

## How many staff and volunteers will be involved in this operation. Briefly describe their role.

Volunteers and paid staff have been mobilized to respond directly to the emergency. Additional volunteers from nearby regions will be deployed to relieve local volunteers, reducing the impact on their mental health. Various volunteer teams with specific emergency support skills, such as IM/PMER, logistics, and health, will also be activated for a comprehensive and efficient response.

A total of 200 volunteers are expected to be involved in this operation, each equipped with insurance and necessary personal protection equipment.

Furthermore, the National Society will hire key personnel to provide direct support during the operation, including:

- 1x National Field Coordinator,
- 1x Local Field Coordinator,
- 1x Administration/Finance Officer,

## Will surge personnel be deployed? Please provide the role profile needed.

SURGE support is needed for this operation, the profiles to be recruited include:

- 1 x Operation Manager
- 1 x Finance Officer



The deployment of two surge profiles, an operations manager and a finance officer, will be necessary to support the Chilean Red Cross by the International Federation of Red Cross and Red Crescent Societies (IFRC) in this wildfire operation, the second-largest after the 2010 earthquake.

The operations coordinator will play a crucial role in managing and coordinating all activities related to the wildfire response, establishing an efficient management structure, coordinating with all involved parties, and ensuring operations are conducted in line with Red Cross objectives. Additionally, the presence of a finance officer will be essential to properly manage the financial resources allocated to the operation, ensuring transparency in fund usage, coordinating with donors, and ensuring compliance with financial and accounting requirements.

Furthermore, the remaining needs for on-site support are expected to be addressed through specific visits by IFRC staff. These visits will be scheduled according to the changing needs and priorities of the operation and may include specialists in various areas such as strategic partnerships and resource mobilization (SPRM), Communications, Logistics, Health, Water and sanitation, and protection, among others. These visits will ensure that the Chilean Red Cross receives the necessary technical and operational support to effectively and satisfactorily respond to the wildfire emergency.

## **If there is procurement, will it be done by National Society or IFRC?**

All acquisitions related to this operation will follow the standard procurement procedures of the IFRC and the National Society's financial procedures. Additionally, adherence to Sphere Standards for the purchase of household items and procurement of home items will be ensured. The National Society and the CCD for the Southern Cone will coordinate with the Regional Logistics Unit of the Americas (RLU) for any major acquisitions or replenishments. The National Society can conduct centralized procurement through its logistics staff at headquarters, ensuring the efficient provision of necessary supplies to respond to this emergency.

## **How will this operation be monitored?**

Reporting on the operation will be conducted following the minimum reporting standards of the IFRC. A final report will be published within three months after the completion of the operation, which will include the results of lessons learned. The CCD for the Southern Cone will assign a specific Project Manager to support the National Society in this process.

Additionally, the IFRC's Finance team will provide the necessary support and guidance to the National Society's operations team to ensure compliance with IFRC policies and procedures during the execution of activities planned under the DREF framework.

## **Please briefly explain the National Societies communication strategy for this operation**

Since day one, the Communications Department has been promoting the Red Cross effort, informing the public about potential weather-related risks, and supporting fundraising efforts. This is accomplished through press releases, media interviews, social media posts, and other activities. A fundraising campaign has been launched to encourage citizens and the private sector to help the families affected by the fire.

At the institutional level, the Department has developed operational guidelines for branches and committees, key messages and recommendations for spokespersons, and media management. The communication network of the Chilean Red Cross has been and will continue to be active in providing relevant information about the emergency.

To properly disseminate the impact of the IFRC-DREF operation, current and future needs include strengthening the capacity of Spanish- and English-speaking spokespersons, improving the capacity to collect and produce audio-visual material, and enhancing emergency communication skills at the branch level.



# Budget Overview



## DREF OPERATION

MDRCL017 - Chilean Red Cross  
Chile: Fires

Operating Budget

Planned Operations	387.660
Shelter and Basic Household Items	0
Livelihoods	0
Multi-purpose Cash	372.750
Health	4.260
Water, Sanitation & Hygiene	3.195
Protection, Gender and Inclusion	5.325
Education	0
Migration	0
Risk Reduction, Climate Adaptation and Recovery	0
Community Engagement and Accountability	2.130
Environmental Sustainability	0
Enabling Approaches	109.322
Coordination and Partnerships	0
Secretariat Services	57.670
National Society Strengthening	51.653
TOTAL BUDGET	496.982

*all amounts in Swiss Francs (CHF)*





# Contact Information

For further information, specifically related to this operation please contact:

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[Click here for the reference](#)

