

RESPONSE GUIDE TO GLOBAL CRISES IN OCTOBER 2009

HELPING PEOPLE IN CRISIS ALONG THE PACIFIC RIM



INTENDED IMPACT:

Heart to Heart International is mobilizing for a multinational crisis response to address the medical needs of more than 100,000 people affected by natural disasters along the Pacific Rim.

SITUATION ANALYSIS:

TYPHOONS: Over a 12-hour span on Sept. 26, Typhoon Ketsana dumped 30 days worth of rain on northern Philippines, flooding heavily populated areas, displacing 1.8 million people, injuring thousands, and causing the drowning deaths of nearly 300. The Category-4 tropical storm then crossed the South China Sea and flooded parts of Vietnam and Cambodia. Another powerful storm, Typhoon Parma (Category-4) is predicted to hit the northern tip of the Philippines. Though much of the island will be spared the fury of the storm, heavy rainfall is expected in regions already flooded by Ketsana. Typhoon Parma is expected to intensify over the South China Sea before hitting Vietnam and Cambodia.

TSUNAMI: On Sept. 30, a major underwater earthquake (magnitude-7) off the coast of Samoa caused a tsunami to strike the Samoan and Tongan islands. The 20-foot tidal wave resulted in heavy property damage, injured thousands and killed nearly 150 people. On Oct. 2, another major earthquake (magnitude-6) near Tonga caused additional damage and slowed the influx of aid to the region.

EARTHQUAKES: A major earthquake (magnitude-7.6) struck near the heavily populated city of Padang on the Indonesian island of Sumatra, causing heavy property damage, affecting 4.3 million people, injuring thousands and resulting in more than 1,000 deaths (and counting). A second major quake (magnitude-6.8) hit the region on Oct. 1 and displaced more people. Experts believe additional aftershocks and tremors are likely for several days.

HUMANITARIAN ACTION:

With so many people affected by these natural disasters, Heart to Heart International is focusing on preventing the spread of disease among people in temporary shelters or exposed environments and on increasing access to basic medical services within the overwhelmed infrastructures of affected regions. We intend to help more than 100,000 people through the following initiatives:

Ready Relief Box™ This “portable pharmacy” provide healthcare workers with critical medicines and supplies (such as antibiotics, GI medications, topical ointments, rehydration salts, vitamins, first-aid supplies, etc.) to treat up to 500 people per box. Ideal for transporting to remote or hard-to-reach areas, the Ready Relief Box can increase the capacity of local hospitals and clinics to treat injuries associated with each of the recent disasters.

GOAL: Deliver 100 Ready Relief Boxes (enough medicines and supplies to treat up to 50,000 people)



Medical Surge Module Designed for rapid deployment, each Medical Surge Module provides 10 healthcare workers with enough medical supplies for 2,000 patient encounters. The module contains Personal Protection Equipment (masks, goggles, exam gloves and gowns) for the medical professionals, as well as trauma dressings, diagnostic instruments, prophylaxis supplies, blankets and patient coverings. It is perfect for hospitals, clinics and medical outposts experiencing heavy intake of patients.

GOAL: Deliver 25 Medical Surge Modules (enough to treat 50,000 people)

Personal Hygiene Kit Each kit is designed to provide individual hygiene care for up to two weeks. The kit contains soap, shampoo, toothpaste/brush, comb, hand sanitizer, bandages, washcloth, and hand towel.

GOAL: Deliver 2,500 hygiene kits

Demand-Driven GIK Heart to Heart is also opening up its inventory of medical aid (currently valued at \$35 million in average wholesale price) and engaging its procurement staff to fill unmet medical needs. Supplemental shipments of medical aid to the affected regions are likely, so we are preparing for this secondary response.



BACKGROUND ON THE RESPONDERS

Heart to Heart International is an IRS-approved 501(c)(3) nonprofit organization which focuses on improving global health through humanitarian initiatives that connect people and resources to a world in need.

Heart to Heart has a longstanding relationship with the American Academy of Family Physicians (AAFP) Foundation, which supports such joint initiatives as “Physicians With Heart” and crisis responses in the United States and overseas.

The American Academy of Family Physicians Foundation advances the values of Family Medicine by promoting humanitarian, educational and scientific initiatives that improve the health of all people.

You can support this crisis response along the Pacific Rim by giving to the AAFP Foundation Disaster Relief at www.aafpfoundation.org/dontatetoday