

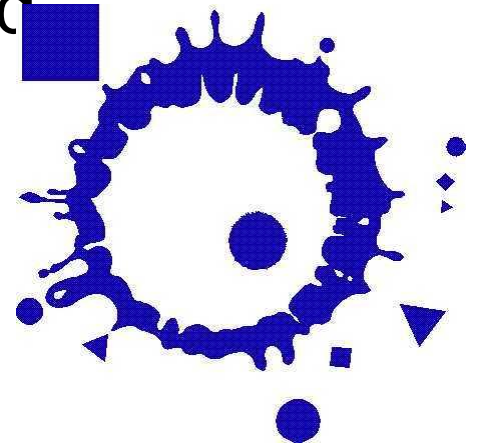


# Transcultural Discourse on Disaster Reduction

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# Globalization of Disaster

- Natural Disasters increased 400% in 20 yrs
- 2010 Statistics<sup>1</sup>:
  - 297,000 killed, 217 Million affected
  - US \$123.9 Billion in damages
- 2011 Statistics<sup>1</sup>:
  - 30,773 killed, 244 Million affected
  - US \$366.1 Billion in damages



1 – The Centre for Research on the Epidemiology of Disasters (CRED)

# World wide Impact



PAKISTAN - FLOODS



JAPAN –  
EARTHQUAKE/TSUNAMI



USA - TORNADO



CHINA - MUDSLIDES

# Disaster Relief System

- Reactive rather than proactive
- Socio-economic implications
  - Polarization of wealth
  - Social unrest
  - Access to “commonly used” resources
    - 60% have used a telephone
    - 20% have no electricity
    - 25% use internet

# Role of the Media

- Technology provides instant access
- Triggers our psychology on a symbolic level
- “News media both create and reflect – or profit from – contemporary mores.”<sup>1</sup>

1 – Alison Anderson, *Media, Culture, and the Environment* (New Brunswick, NJ: Rutgers University Press, 1997)

# Unequal Global Response

ANNUAL REPORT 2010

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## Haiti 12 January 2010 Earthquake



### Location

Epicentre – 16 miles south-west of Port-au-Prince

### Population

3 million people affected  
222,570 people killed  
300,572 people injured

### IFRC appeal target

314,329,971 Swiss francs

### Appeal target coverage (as of end 2010)

81%

### Haitian National Red Cross Society

1,000 staff and volunteers deployed

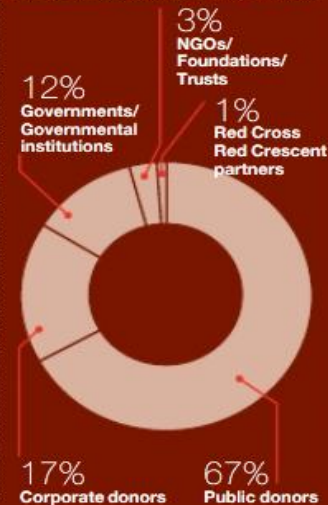
### ERUs deployed by IFRC

21 (+3 other response teams)

### Expected duration of IFRC operation

3 years

### Donor breakdown of IFRC appeal



## Pakistan 21 July 2010 Monsoon floods



### Location

The first casualties were reported in the northern province of Khyber Pakhtunkhwa. The total land under water was equivalent to an area the size of Tunisia.

### Population

20 million people affected  
1,985 people killed  
2,946 people injured

### IFRC appeal target

130,673,677 Swiss francs

### Appeal target coverage (as of end 2010)

60.4%

### Pakistan Red Crescent Society

1,434 volunteers deployed

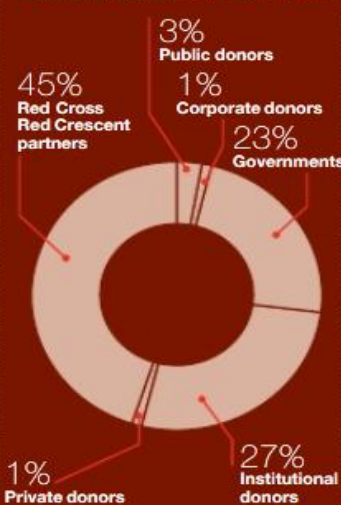
### ERUs deployed by IFRC

11

### Expected duration of IFRC operation

2 years

### Donor breakdown of IFRC appeal



# Proactive Disaster Reduction

“There is no such thing as a natural disaster. There are only natural hazards.”

- Global organizational focus
  - World Health Organization
  - United National International Strategy for Disaster Reduction
  - Red Cross/Red Crescent Societies
- Local Communities – front line for response and reduction



# Responsibility of Government

- Preparation for multiple types of disaster
- Cooperation with international responders
- Encouraging corporate partnerships
- Long-term commitment to reconstruction





# Regional & Local Efforts

- Local accountability and interoperability
- Community awareness and involvement!
- Economic Development
- Reconstruction
  - Grass roots participation
  - Solutions should prevent future vulnerabilities