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Pakistan START Network

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Group Pakistan
May 11-12, 2021

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Brief Introduction of START Network

Start Network is made up of more than 50 Aid Agencies, across five continents and ranging from large international organizations to national NGOs.

Start Members in Pakistan – Incountry Hub

A Thriving Network of

- 18 INGOs
- 4 NGOs
- 100s of Local NGO Partners

Actively Engaged in:

- Disaster Emergency Preparedness Projects (DEPP)
- START Fund Rapid Response
- START Labs Drought Financing Facility (DRF)

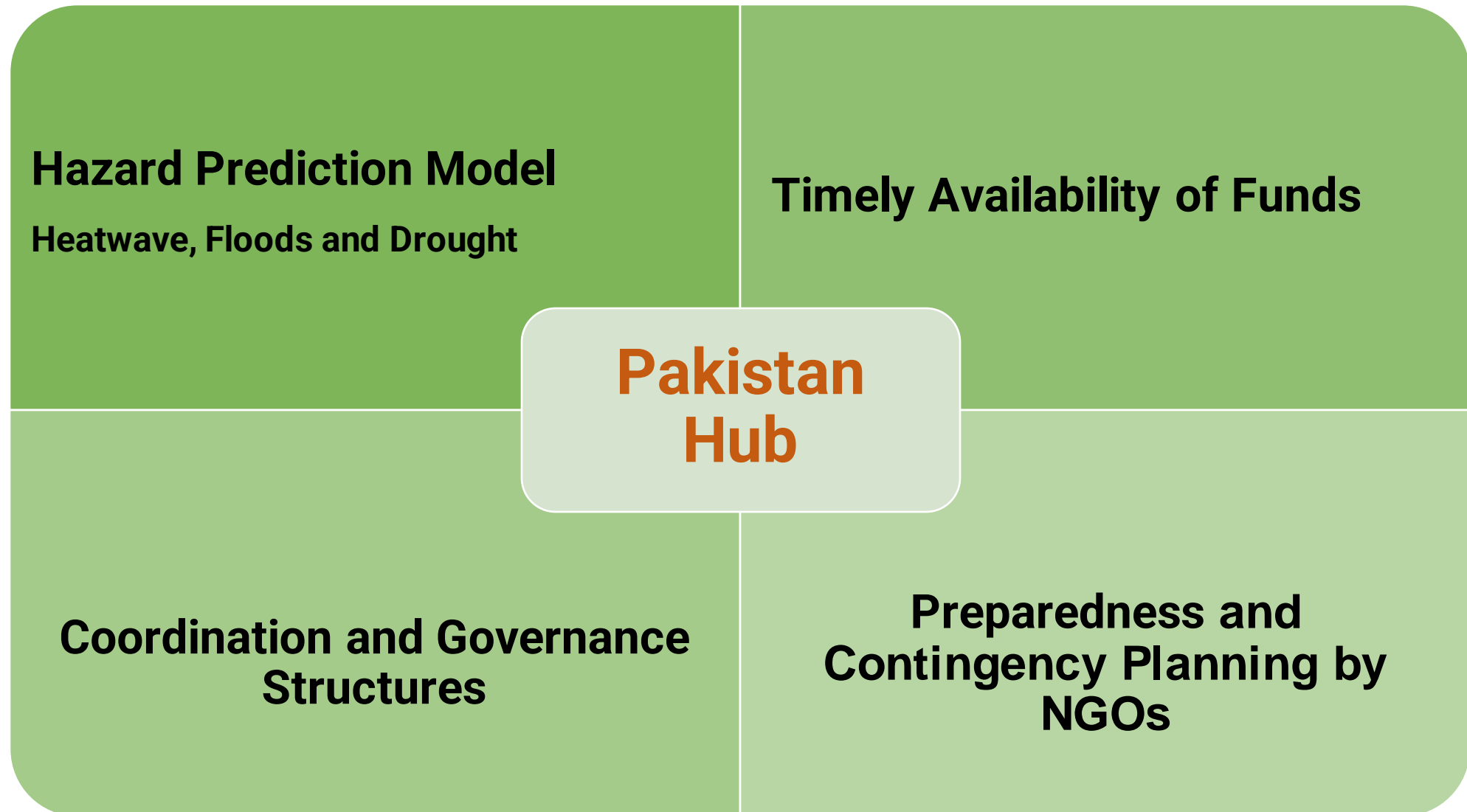
START Network Core Values

- Collective Innovation
- New Forms of Financing
- Localization

<https://startnetwork.org/>



Four Pillars of Risk Financing in Pakistan



Hazard Prediction Models

Heatwave, Floods and Drought

MULTI-HAZARD DISASTER RISK FINANCING SYSTEM

1. Heatwave (May-June)

- Max lead time 7 days
- Min lead time 4 days
- 500,000 Euro for 2021
- 6 cities (5 medium sized and 1 very big: Karachi)

2. Floods (May -Sept)

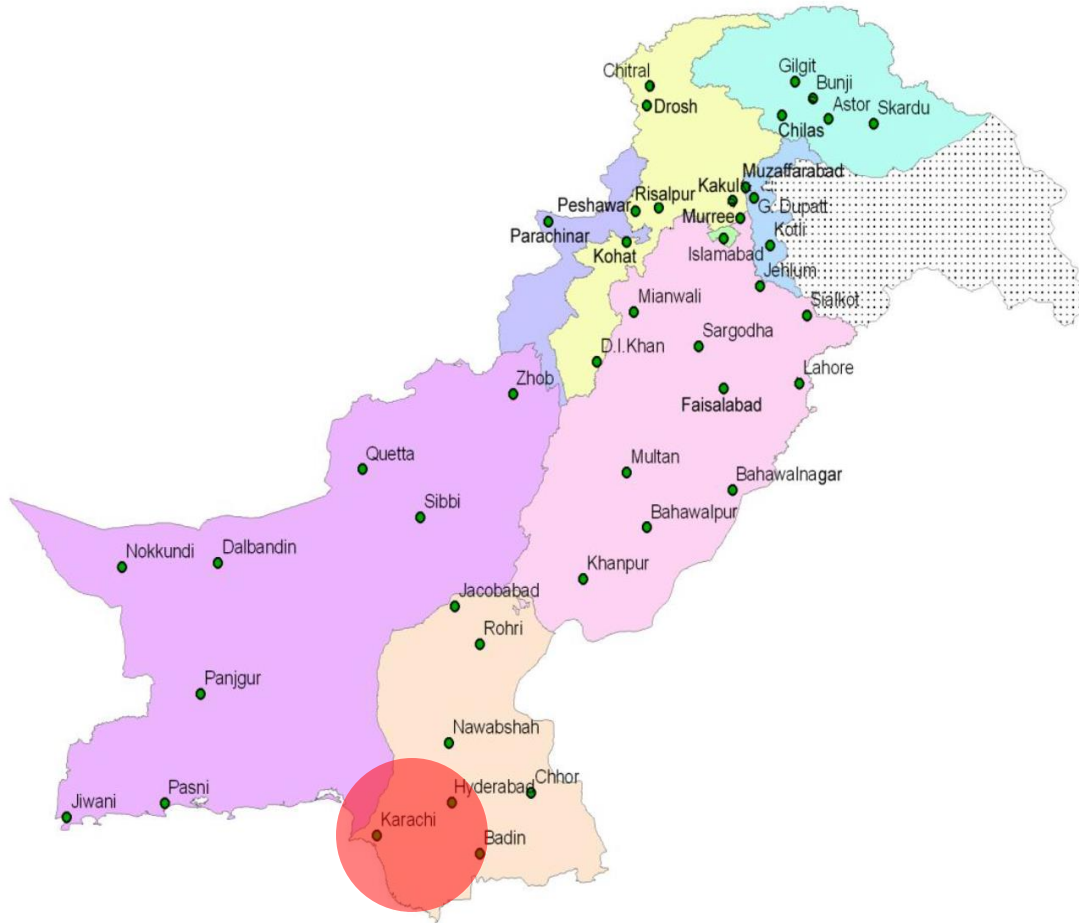
- Developed by JBA Consultants
- 2021 Model will be operational
- Approx 800,000 Euro for 2021
- Model Area - Indus basin (Sindh and Punjab)

3. Drought (Nov onwards)

- Developed by Reading University UK
- Approx 300,000 Euro for 2021
- 2020 operational (winter wheat) Nov 2020
- Coverage Sindh and Punjab



Heatwave Model Trigger



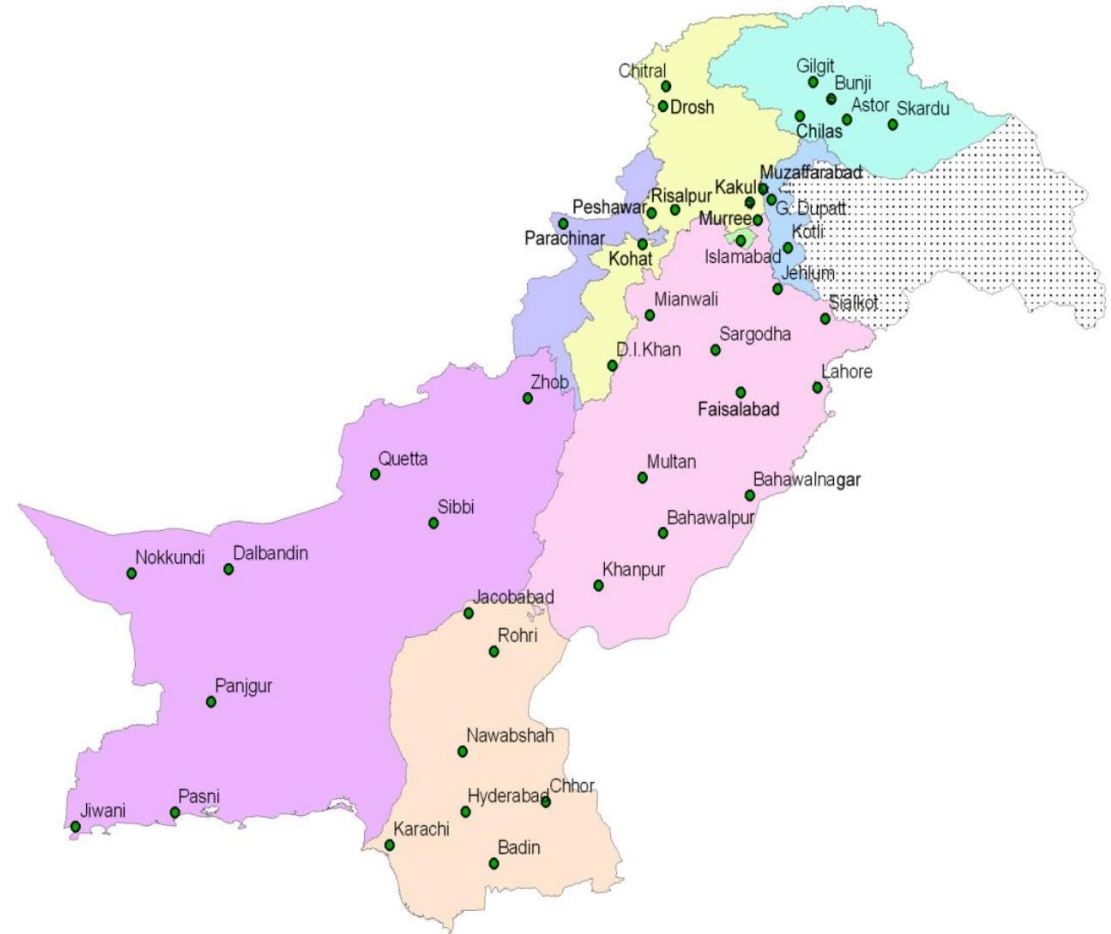
- On 20 May 2020, the heatwave model Triggered in Karachi. Over any 10 day forecast period, (but not in the next 3 days)
- Maximum day temperature $\geq 42^{\circ}\text{C}$ AND night temperatures not dropping below $\geq 30^{\circ}\text{C}$ for 2 consecutive days or more
- Funds released to pre-selected NGO
- Activities included awareness raising, preventive messages on heatstroke through printed, SMS, radio, and social media.
- The opportunity was also utilized to inform communities on ways to stay safe during COVID-19.
- Activities continued throughout the high-risk period and the remainder of the heatwave season, covered (4.5 million) Population in six districts of Karachi

Heatwave Anticipatory Response in Karachi Pakistan (May 21, 2020 – July 04, 2020)

Funded by : START NETWORK in
Collaboration with ACF-International

Implemented by: HANDS Pakistan

HANDS was founded by Prof. A.G. Billoo in 1979. It has evolved in 41 years as one of the largest Non-Profit Organizations of the country. we have integrated development approach and disaster management expertise. HANDS has a network of 35 branches across country and has access to more than 29 million populations, more than 21,000 villages in 54 districts in Pakistan.



Proposal for Heatwave Anticipatory Response submissions, and approvals

- Proposals for Heatwave Anticipatory Response in Karachi Pakistan were submitted in May. It was six weeks project and duration was from May 21, 2020– July 04, 2020
- HANDS Pakistan implemented the project with START NETWORK in Collaboration with ACF-International, Minister of Foreign Affairs Netherlands and Provincial Disaster Management Authority (PDMA)- Sindh

Heatwave Anticipatory Response- Implementation Procedure

- Introductory Meetings with Provincial Disaster Management Authority (PDMA)- Sindh
- No Objection certificate (NOC) requisition from PDMA
- Hiring of vendors for information dissemination through Social Media, SMS and FM
- Weekly reporting tools
- Daily routine Monitoring specifically for FM radio and Social Media
- Weekly reports
- Final report

Project Activities

Process: Heatwave Prevention Messages

Target Population: 1 million

Population Covered: 4.5 million

Districts covered: Six districts of Karachi

Disseminated heatwave preventive messages through FM radio. Overall covered 4,525,000 (4.5 million)



4 Digital Videos Developed and disseminated through Social Media including HANDS official Facebook and YouTube.



50 thousands Digital Messages (SMS) dispersed per day.



Provision of 70 Umbrella Shades with awareness messages to PDMA Sindh



Challenges

- This was first anticipatory response in history of DRF. Project was started on May 1, 2020 and on May 21, 2021 we got the trigger, we were not organized but still we managed to respond.
- Attitude of local organization in planning response activities – People do humanitarian response not anticipatory response.
- Ramzan and Eid holidays - when trigger met (i.e. 21st May 2020)
- Getting NOC from PDMA-Sindh in the time of Covid-19. out reach was low first wave
- Access to appropriate vendors selection due to lockdown
- Electricity issues (frequent power outage)

Pictures



Knowledge, Attitude and Practice (KAP) Survey-

Conducted by HANDS Pakistan
in
Collaboration with START NETWORK and
Welt hunger hilfe (WHH)
July-August, 2020

This survey is a result of fruitful collaboration between the START Network HANDS Pakistan and Welt Hunger Hilfe (WHH). Preliminary support for the actual project “Heatwave Anticipatory Response” was provided by Action against hunger (ACF), Minister of foreign affairs Netherland and Provincial Disaster Management Authority (PDMA)- Sindh.

This KAP survey monitored the first implementation of a risk financing heatwave trigger in Pakistan, in May 2020

Research Questions

- Which Channels are most effective for transmitting heatwave messages ?
- Have we impacted knowledge and practices of participants related to Heatwave?
- What are peoples attitudes to receiving further messages?
- Are people reporting symptoms due to extreme heat? If so, are any demographic groups more likely to report experiencing symptoms?

Research process and Sampling Design

- The survey was conducted by telephone. The study population was those who had received messages through SMS.
- A quantitative survey tool was co-developed by HANDS and the Start Network composed of 27 questions. The survey tool was tested on 50 respondents before being finalized.
- A simple random sample of 601 telephone numbers from the list of recipients was taken. Respondents who were not based in Karachi or who did not recall receiving any messages were filtered out.
- The surveys were recorded in hard copy and later entered into a secure excel file. The analysis was conducted in collaboration between HANDS and the Start Network.

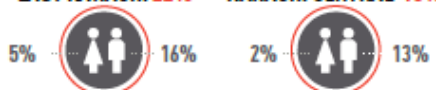
Socio- Demographics

INTERVIEWEE CHARACTERISTICS

GENDER



EAST KARACHI 22% KARACHI CENTRAL 15%



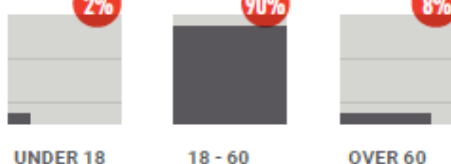
MALIR 18% SOUTH KARACHI 16%



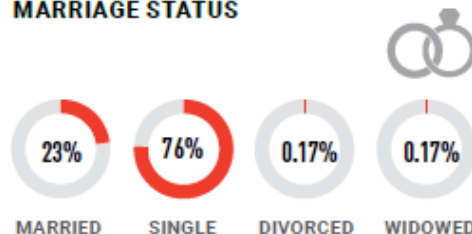
KORANGI 16% WEST KARACHI 13%



AGE



MARRIAGE STATUS



EDUCATION

12% NO EDUCATION
8% PRIMARY
14% MIDDLE
28% SECONDARY
16% UPPER SECONDARY
14% UNDERGRADUATE
8% POSTGRADUATE

19.1%
of respondents reported
using air conditioning
during the month of May.



601 respondents were randomly sampled from the list of recipients of the SMS messages

FINDINGS

- The survey aimed to identify the most effective channels for the heatwave messaging and understand the extent to which the intervention catalyzed changes in knowledge for behavior around heatwave. 60% people received messages through social media, 19% through FM Radio, 30% through television, 16% through a friend.
- The majority of both men and women are open to receiving further heatwave messages.
- 84% respondents somewhat or much more likely to follow instructions.
- 10% of all protective measures taken by participants, 35% respondents supported others to take on recommended measures.

Challenges

- COVID-19 and lock-down was the greatest challenges and all the survey was done by making phone calls.
- Permission from the government was difficult, coordinated with govt for the survey NOC
- No baseline was available in Health and Social Welfare departments for comparison of data.

Recommendations

- Preventive messages on heatwave should be broadcasted before the onset of the event.
- Social Media should be prioritized for dissemination of messages on heatwave prevention.
- FM radio effectiveness was low as it was likely impacted by covid-19. FM Radio is thought to be more accessible to low income groups who may not have access to social media.
- Participants should be encouraged to share the information on heat widely and supporting others to protect themselves
- School campaigns, theaters were recommended by the participants in future for heatwave prevention messages.
- Health facilities must have a database of heat stroke patients' information.

Thank You

