The floods caused by the coastal El Niño phenomenon between January and March 2017 left 1.9 million people affected in northern Peru, nearly a third of them children. Thousands of families lost their houses and sources of income, leaving many children in need of urgent assistance.

Since the onset of the emergency, UNICEF has provided humanitarian assistance in the sectors of Water, Sanitation and Hygiene (WASH), Protection, Nutrition, Health and Education, reaching over 193,000 people in the most affected districts of Piura, Lambayeque and La Libertad.

By the end of 2017, with partners, UNICEF had installed WASH facilities and distributed hygiene kits and other WASH supplies, benefiting nearly 47,000 people, including more than 20,000 children. In rural areas, UNICEF helped repair 15 water systems serving about 33,000 people.

Exposure to disaster as well as the deterioration of living conditions can affect significantly children's psychosocial well-being. In Peru, UNICEF worked with partners to conduct socio-emotional support activities reaching 5,852 children across affected communities, at least 1,113 prioritized cases were referred to specialized mental health services. UNICEF also helped provide national identity cards to 38,939 children to ensure they have access to public services.

UNICEF-supported education activities, including temporary classrooms, school kits, after-school support and teacher training, reached 5,712 students. UNICEF also helped track 19,109 students to identify out-of-school children.

With a focus on pregnant women and children under the age of five, UNICEF scaled up its support to national authorities to ensure the provision of health and nutrition services in affected locations. UNICEF provided 90,000 sachets of therapeutic food to treat children at risk of malnutrition and 10,500 zinc tablets to treat severe diarrhoea in children under the age of five.
UNICEF PERU HUMANITARIAN SITUATION REPORT

DECEMBER 2017

Situation Overview & Humanitarian Needs

In 2017, Peru was severely affected by the coastal El Niño phenomenon, triggered by unusually high ocean temperatures along the northern coasts of the South Pacific. The phenomenon produced heavy rains, causing rivers to overflow and floods in surrounding areas, mainly in northern Peru.

The coastal El Niño phenomenon affected more than half of Peru’s coastal areas, including Tumbes, Piura, Lambayeque, La Libertad, Áncash, Lima and Ica regions; with Piura being the most affected. It also caused severe mud and landslides in Cajamarca, Ayacucho, Arequipa, Huancavelica, Junín and Loreto regions. Given that heavy rains are more frequent in these six regions, the damages were not as extreme as on the coast.

The floods affected a significant number of people, many of them lost their livelihoods. The affected population, located in urban and rural areas, lives in poverty and extreme poverty conditions, and therefore are even more vulnerable to these losses.

According to the National Civil Defence Institute (INDECI), as of 10 November 2017 the coastal El Niño phenomenon has affected 1.9 million people, with 30% of them living in Piura, 25% in La Libertad, 8% in Lambayeque, another 8% in Áncash, 4% in Lima and 4% in Tumbes. An estimated 628,244 children under the age of five. INDECI also reports that 65,950 houses have collapsed or are uninhabitable, 380,106 houses have been affected, 4,956 schools have collapsed or are uninhabitable, 3,700 schools have been affected, 347 health centres have collapsed or are uninhabitable and 1,156 health centres have been affected.

Estimated Affected Population
( Estimates calculated based on initial figures from the National Civil Defence Institute (INDECI), as of 10 Nov 2017)

<table>
<thead>
<tr>
<th>Category</th>
<th>Affected*</th>
<th>Severely Affected**</th>
<th>Total Affected</th>
<th>Total Males Affected</th>
<th>Total Females Affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Affected Population</td>
<td>1,643,390</td>
<td>284,321</td>
<td>1,927,721</td>
<td>965,933</td>
<td>965,788</td>
</tr>
<tr>
<td>Children Affected (Under 18)</td>
<td>535,581</td>
<td>56,663</td>
<td>628,244</td>
<td>334,494</td>
<td>334,750</td>
</tr>
<tr>
<td>Children Under Five</td>
<td>275,843</td>
<td>30,423</td>
<td>306,266</td>
<td>102,927</td>
<td>193,339</td>
</tr>
<tr>
<td>Children Under Two</td>
<td>58,176</td>
<td>10,085</td>
<td>68,241</td>
<td>34,052</td>
<td>34,189</td>
</tr>
<tr>
<td>Pregnant women</td>
<td>30,567</td>
<td>5,289</td>
<td>35,856</td>
<td>0</td>
<td>35,856</td>
</tr>
</tbody>
</table>

* INDECI considers an ‘affected’ person to be someone who has suffered a disturbance in his or her surroundings due to a natural phenomenon and who may or may not require immediate support to eliminate or reduce the impact of this disturbance to return to normal activity.

** INDECI considers a ‘severely affected’ person an affected person who has suffered harm or damage to his or her health or belongings, especially to their dwelling and who does not have the capacity to recover his or her belongings and property and therefore receives refuge and humanitarian aid.

On 21 March 2017, a United Nations Disaster Assessment and Coordination (UNDAC) team was deployed to support coordination with humanitarian partners and government counterparts and evaluate humanitarian needs in the most affected regions. This evaluation identified needs in the following areas: coordination and management of housing and shelters; water, sanitation and hygiene; food security and nutrition; protection; education; early recovery; and livelihoods.

Water, sanitation and hygiene (WASH) was prioritized, focusing on provision of services and prevention of the spread of vector-borne diseases, ensuring the health of the affected population, particularly children, pregnant women, people with disabilities and older adults. An estimated 320,000 people were identified as in need of WASH assistance, 239,000 people in health, 92,000 in protection, 53,000 in education and 100,000 in nutrition and food security.

Affected areas were highly vulnerable to the spread of diseases. Increases in the number of cases of dengue, chikungunya, Zika, leptospirosis and other diseases were reported. According to the Ministry of Health’s Department of Epidemiology, 75,895 cases of dengue were recorded (27,057 confirmed and 48,838 probable) in 2017. Piura is the region with the highest number of cases (48,688 probable and confirmed cases), followed by La Libertad (6,471 probable and confirmed cases) and Tumbes (5,402 probable and confirmed cases). The number of dengue cases in regions severely affected by the coastal El Niño phenomenon peaked between the end of January and the beginning of May.

Given the situation of risk, considering the circulation of dengue, Zika and chikungunya, the presence and persistence of the vector, high levels of migration and limited operational capacity of health services due to the disaster, the Ministry of Health declared a health emergency in the regions of Tumbes, Piura, Lambayeque, La Libertad, Áncash and Ica for a period of 90 days, ending on 15
November 2017. The health emergency was extended from 16 November to 31 December 2017 to continue delivering health interventions.

The Government of Peru declared a state of national emergency in 11 regions and one constitutional province to facilitate implementation of immediate and necessary response and recovery actions, as well as exceptional measures. Starting on 25 December 2017, the state of emergency was extended for the fifth time in Piura for another 45 days. Government agencies carried out separate assessments of the damage caused by the coastal El Niño phenomenon. The National Institute of Statistics and Informatics (INEI) conducted a census of the affected population and homes to identify the damage in regions declared in a state of emergency. The Commission for the Formalization of Informal Property (COFOPRI) conducted its own assessment and found that at least 38,000 properties had collapsed or were uninhabitable in the affected regions in April 2017, the national government created the Authority for Reconstruction with Changes, the mission of this government body is to lead the design, implementation and supervision of a comprehensive plan for the rehabilitation, replacement, reconstruction and construction of public infrastructure affected by the coastal El Niño phenomenon. The Comprehensive Reconstruction Plan with Changes identifies initiatives to be implemented, as well as entities responsible for its implementation, maintenance and operation.

On 31 August 2017, the Ministry of Development and Social Inclusion launched a supplementary voucher programme reaching 605,708 people with a single voucher of 200 PEN (approx. US$ 61). Beneficiaries were identified through other ongoing social programmes in the affected locations, most of them living in Piura.

In August 2017, the Ministry of Housing, Construction and Sanitation established procedures to grant a family housing subsidy for the construction on owned land, targeting families whose houses had collapsed or were uninhabitable due to flooding or associated risks. The subsidy amount goes up to 22,072 PEN (approx. US$ 7,000). An additional monthly rental assistance (500 PEN – approx. US$ 150) is being distributed to families whose homes have collapsed or are uninhabitable, targeting people living in temporary shelters, marginalized territories and coastal areas.

School-age children and adolescents in affected locations did not start the school year on time due to damages to school infrastructure. Alternative spaces were arranged such as tents or prefabricated classrooms, while the damages were assessed and repaired. Classes officially resumed on 17 April 2017.

People living in shelters were the main concern. According to official figures, at the highest peak of the emergency, at least 34,288 people were living in shelters across Peru, including an estimated 13,370 children. This population was distributed in 205 shelter communities (3,342 tents) located in eight regions, most of them in Piura. Over time, the number of people living in shelters decreased, but a significant number remained. As of August 2017, there were 13,101 people living in shelters, including an estimated 5,839 children.

Humanitarian Leadership and Coordination

The Government of Peru has led the emergency response, rehabilitation and reconstruction efforts. INDECI, together with the Prime Minister’s Office, has coordinated efforts at the national and sub-national levels. Regional governments have also taken actions within their areas of responsibility to support and respond to the needs of the affected population.

Below is a summary of measures taken by the government and UNICEF:

Government

- The national government led the response through national coordination mechanisms, delegating responsibility for the emergency response in affected regions to various ministries. These ministries deployed technical teams to the field. The national government allocated approximately US$ 760 million for the emergency response and distributed these funds to regional governments, local governments and ministries. The Peruvian Armed Forces oversaw the logistics of the humanitarian assistance.
- The Ministry of Women and Vulnerable Populations focused its response efforts on psycho-emotional support and recovery of affected families, reunification of separated families, and prevention and response to violence. The ministry implemented a play-based strategy for children (Juguemos Sonrie in Spanish) and set up Women’s Emergency Centres in Piura to respond to cases of violence, and to provide social and emotional support.
- The Ministry of Housing, Construction and Sanitation focused its response efforts on rehabilitating water and drainage systems and providing water through tanker trucks. The ministry installed 500 portable toilets in 134 shelter communities in Piura, reaching 12,000 seriously affected people.
- The Ministry of Environment supported local governments’ waste collection efforts in 128 shelter communities, in six affected regions.

---

6 Autoridad para la Reconstrucción con Cambios, established through Law No. 30556, published on 25 April 2017.
7 Ministerial Resolution No. 304-2017-VIVIENDA, amending Ministerial Resolution No. 390-2017-VIVIENDA.
Following the declaration of a health emergency due to the spread of vector-borne diseases, the Ministry’s immediate response focused on re-establishing health services in affected areas and implementing, in coordination with regional health departments, an urgent sanitation plan in affected areas.

The Ministry of Education delayed the start of the school year to 17 April 2017 (approx. one-month delay) in affected districts, while ensuring recovery of lost class time.

The Ministry of Development and Social Inclusion, working with affected regional governments, coordinated a national strategy to support shelter management.

The Ministry of Health, Ministry of Women and Vulnerable Populations, and Ministry of Education worked together to ensure complementarity of their interventions for the inclusion of a psycho-emotional component in the emergency response.

The National Emergency Operations Centre (COEN) supervised the information flow between government sectors through regular meetings with the President, ministers and the head of INDECI, under the coordination of the Prime Minister’s Office.

UNICEF set up community shelters and implemented a food assistance plan.

UNICEF

- UNICEF worked with governments at national, regional and local levels, providing technical assistance and implementing emergency response actions to ensure that children’s rights were protected and respected in the emergency context. With funds mobilized through the national humanitarian network, UNICEF focused its efforts on WASH, education, protection, and health and nutrition in Piura, La Libertad and Lambayeque.
- UNICEF deployed national and international experts with a high level of technical expertise in WASH, education, protection, and nutrition, Communication for Development (C4D), monitoring and evaluation and emergency coordination to rollout the response plan.
- UNICEF led the WASH, protection and education clusters, working to ensure the complementary of actions and the use of shared methodologies. UNICEF was also an active member of the health, food security and nutrition and recovery clusters. UNICEF had a permanent presence at the National Emergency Operations Centre.
- UNICEF worked with the following implementing partners: Action Against Hunger, Cooperazione Internazionale, Plan International and Save the Children.

Humanitarian Strategy

In line with interagency priorities and in compliance with UNICEF’s Core Commitments for Children in Humanitarian Action, UNICEF and partners established a support strategy based on two main areas of work:

1. Implementation of urgent measures to help affected children and families, focusing on the most affected regions of Peru in the following areas:
   - **Protection:** Includes prevention, detection and response to violence and exploitation, psycho-emotional support and facilitating provision of identity documents.
   - **Water:** Includes potable water tanks, water storage, domestic (home) water storage and quality assurance.
   - **Sanitation:** Includes portable toilets, sanitation facilities and waste management.
   - **Hygiene:** Includes provision of cleaning kits, hygiene kits and promotion of healthy practices through Communication for Development (C4D) activities.
   - **Health and Nutrition:** includes nutritional monitoring, supplementary food supplies and nutritional supplements, and primary healthcare, with a focus on pregnant women and children under the age of five.
   - **Education:** includes the re-establishment of flexible and relevant educational services and an education in emergencies programme.

2. Provision of technical assistance and support to the Ministry of Women and Vulnerable Populations, the Ministry of Health, the Ministry of Education, and other relevant ministries to strengthen their coordination and response capacity, with the goal of ensuring humanitarian assistance reaches children, adolescents and families in the affected areas. At the same time,
UNICEF carried out promotion and communication work to guarantee that resources allocated by the government reach affected children, who are the most vulnerable population group.

Summary Analysis of Programme response (March – December 2017)

Water, sanitation and hygiene (WASH)

- UNICEF co-led the WASH cluster at the national and regional (Piura and Lambayeque) levels with the Ministry of Housing, Construction and Sanitation and the Regional Department of Housing, Construction and Sanitation, respectively. While still leading the National cluster, UNICEF eventually transferred leadership of the regional groups to the relevant regional departments. UNICEF maintained close coordination with relevant counterparts to establish procedures for the emergency response, ensuring, complementary actions and the wellbeing of affected children and families.
- UNICEF provided technical assistance to Piura’s Regional Department of Health to develop a coordinated response, including WASH-related actions, follow-up and monitoring to ensure adequate implementation of minimum standards.
- UNICEF helped provide: i) water in sufficient quantities for consumption, personal hygiene and food preparation; ii) safe and adequate sanitation in shelters; iii) an intensive community-based strategy to promote good hygiene and vector control practices, along with the distribution of hygiene kits; and iv) a waste management system in shelters.
- UNICEF, in close coordination with local governments and community-based organizations, helped repair 15 water systems and strengthened the capacities of the sanitation management community committees (JASS) in Chulucanas, Morropón, La Matanza, Las Lomas, Salitra, El Tallán, Catacaos and Cura Mori districts, benefiting 32,977 people.
- In Catacaos and Cura Mori districts, UNICEF installed 146 hand-washing stations and 300 latrines, distributed 5,249 safe water kits and ceramic filters, and provided 7,819 hygiene and vector control kits, benefiting 46,852 affected people, including 20,167 children and adolescents.
- UNICEF supported community-based awareness-raising activities in affected districts of Piura to promote hygiene and vector control, benefiting 28,402 people. UNICEF also installed 120 waste collection containers and distributed 3,800 waste bags in the shelters, benefiting 7,815 people.
- In Lambayeque, UNICEF worked with the Ministry of Housing, Construction and Sanitation and regional authorities to strengthen the capacity of local public servants, mayors, technical staff, members of the sanitation management community committees (JASS) and health workers, focusing on WASH management and available funding mechanisms for WASH initiatives. This training helped public servants in developing, planning and evaluating WASH-related public investment projects that are already under development in their areas.
- UNICEF, working with the Ministry of Housing, Construction and Sanitation, designed an emergency water supply network for shelters located in Cura Mori District. In the following weeks, a network of 69 community water points will be installed to serve 6,630 people. In addition, UNICEF implemented two temporary wind and solar-powered lighting systems in shelters. The goal is to light the streets, four public food centres, three administrative offices and 87 latrines, benefiting 3,500 people.
- UNICEF helped organize a national WASH workshop on lessons learned from the emergency response, which took place on 21-23 November 2017. The workshop was inaugurated by the Minister of Housing, Construction and Sanitation and UNICEF and included participants from non-governmental organizations, public institutions, civil society and representatives from affected regional governments. As a result of the workshop, the national WASH cluster developed a roadmap that defines benchmarks for future emergency response actions.

Protection

- UNICEF led the protection cluster with the Ministry of Women and Vulnerable Populations (co-lead agency UNFPA). The group identified three areas for immediate response: 1) Provide psychosocial support services, especially to children and women, who are living in shelters or other temporary spaces and children out of school; 2) Ensure the implementation of mechanisms to prevent, identify, refer and follow up on child cases of violence, sexual abuse, gender-based violence, exploitation and trafficking; and 3) Ensure the immediate deployment of mechanisms to provide children, caregivers and other population groups with special needs (older adults and people with disabilities) new identity cards that were lost in the floods. The establishment of the protection cluster in Piura facilitated coordinated work between different institutions involved in the humanitarian response and helped shed light on protection issues, putting them on the local political agenda.
- UNICEF provided technical assistance to the Ministry of Women and Vulnerable Populations to strengthen work between the social protection system and the humanitarian response. The aim was to ensure that child protection, including protection from violence, was part of the response, particularly in shelters. UNICEF supported work between the ministries of Health, Education, and Women and Vulnerable Populations, along with non-governmental organizations, to define a joint strategy for psychological and emotional support, with a focus on children displaced or affected by the emergency.
- UNICEF established six child-friendly spaces serving at least 3,820 children and adolescents in Piura. UNICEF also provided psychosocial services to 3,259 people living in shelters in Piura, including 2,032 children (995 girls and 1,037 boys), 110 people over the age of 18 and 1,127 adults with families.
- UNICEF supported mobile registration activities led by the National Registry of Identification and Civil Status (RENIEC) in Piura and Lambayeque, providing logistical support and human resources, with a focus on children and adolescents. In Piura, 33,939 children were registered for a national identity document. In Lambayeque, 5,000 children and 3,000 adults were registered.
• UNICEF supported protection mechanisms in ten shelters in Catacaos and Cura Mori districts by setting up community-based committees with a focus on protection, gender and rights. UNICEF helped disseminate information about protection service pathways to 8,413 people, including 6,054 children (2,691 girls and 3,363 boys).
• With UNICEF’s support, Piura’s Regional Department of Health staffed the Community Mental health Centre of Catacaos with 20 health professionals equipped to provide psychological support to children and adolescents. Health workers evaluated 4,858 children and adolescents (2,376 girls and 2,482 boys) and assisted 1,113 cases of children with mental health needs (related to domestic violence, depression, anxiety, acute stress, dropping out of school, behavioural and adaptation challenges).
• UNICEF strengthened the knowledge and capacity of 98 leaders, 29 public servants and 12 local authorities in best practices related to managing shelters, Sphere standards, protecting vulnerable populations and establishing protection mechanisms. The participants replicated the training, reaching 1,688 families (7,310 people) in Cura Mori and Catacaos districts.
• With UNICEF’s support, Piura’s Municipal Defense Office for Children and Adolescents (DEMUNA) has registered 22 cases of violence (physical, psychological and sexual); 39 claims for food and 48 cases of rights violations (education, health, identity and child labour). Also supported by UNICEF, the Women’s Emergency Centre responded to 469 cases of violence in affected communities.

Education

• UNICEF led the education cluster with the Ministry of Education (co-lead agency UNESCO). The group defined three main areas of work: socio-emotional support, communication and temporary classroom standards.
• UNICEF worked closely with the Ministry of Education to ensure that all classrooms met minimum standards related to safe infrastructure, toilets, drinking water, teacher training, and teaching materials, and to adapt the study plan as needed. UNICEF also worked with the Ministry of Education and regional and local governments to ensure that schools were not being used as shelters. At the Ministry of Education’s request, UNICEF provided technical assistance to identify alternative teaching and learning approaches for families living in shelters and relocation sites.
• UNICEF ensured safe conditions and temporary learning spaces for children – with a focus on socio-emotional support and protection from violence – with the main goal of restoring the right to education and promoting protective environments for children.
• In coordination with the Ministry of Education, the Regional Government of Piura and other humanitarian partners, UNICEF implemented a regional plan for the rehabilitation of schools, helping around 5,000 children return to school. UNICEF also provided technical assistance to Education authorities to develop a response plan for tracking affected children from 80 schools and ensuring their return to school. A total of 19,309 students were tracked and 805 out-of-school children were identified – 409 were attending temporary classrooms in the shelters and 393 had been transferred to other schools. Three students could not be located.
• In six after-school spaces supported by UNICEF, 1,238 children (618 girls and 620 boys) received socio-emotional and academic support, in Catacaos and Cura Mori districts (Piura). UNICEF also distributed school kits to 1,836 children (828 girls and 1,008 boys). UNICEF worked to ensure school continuity and sustainability by repairing six temporary classrooms and building 19 new temporary classrooms in Piura. The spaces are equipped with handwashing stations and latrines to meet minimum hygiene standards, benefiting 496 children and adolescents.
• To ensure the sustainability of education in temporary classrooms, UNICEF supported an agreement between the National University of Piura and Cura Mori District for students in the final year of Education to teach in the temporary classrooms.
• UNICEF is working with UNESCO to support implementation of the Education Cannot Wait project, providing technical assistance and coordinating work to promote hygiene and hand-washing among students in schools.
• UNICEF has documented the education sector’s response to the 2017 coastal El Niño phenomenon.

Health and Nutrition

• UNICEF provided 6,000 packets of oral rehydration salts and 300 Mid-upper Arm Circumference (MUAC) tapes to the Ministry of Health for distribution in Piura, Lambayeque, La Libertad and Áncash. In April, 90,000 packets of ready-to-use therapeutic food (Plumpy’Nut) arrived in Peru to treat 2,000 children in, or at risk of, acute malnutrition, for 45 days. UNICEF also provided technical assistance to the Ministry of Health for its distribution and use, including training of health workers and authorities.
• UNICEF donated 10,500 zinc tablets to Piura’s Regional Department of Health to treat severe diarrhoea in children under the age of five, including 407 girls and 478 boys.
• UNICEF, in coordination with the Ministry of Health, designed and implemented the Nutrition Emergency Response Plan for Piura. This plan defined components related to malnutrition screening, best practices for feeding and how to distribute ready-to-use therapeutic food (Plumpy’Nut). With Piura’s Regional Department of Health, health workers responsible for monitoring the nutritional status of pregnant women, lactating mothers and malnourished children were trained. Using a clinical guide that promotes administration and provision of zinc to treat severe diarrhoea, capacities of 403 health centres were enhanced.
• UNICEF supported rapid government-led nutritional monitoring of mothers and children, procured and distributed ready-to-use therapeutic food (Plumpy’Nut) to prevent nutritional deterioration, and strengthened the government’s capacity for early detection and treatment of acute malnutrition. UNICEF supported the Ministry of Health to identify children with immediate health risks to provide adequate treatment or refer them to other services. In addition, families received information about life-saving health practices.
• UNICEF worked with the Ministry of Development and Social Inclusion to implement rapid monitoring of the nutritional state of children under 3 in affected areas through the national Cuna Más programme.
UNICEF helped build the capacity of health workers, community leaders and other key actors in community-based interventions to address preventable causes of child mortality.

UNICEF identified communal kitchens in shelters in Piura and distributed 43 cooking kits to help improve the preparation of food, and the diet of children under the age of five, pregnant women and lactating women. UNICEF also trained 1,293 mothers, who helped disseminate key information about nutrition for lactating mothers and children aged 6 to 36 months during an emergency, as well as hygiene best practices.

UNICEF-supported mobile health and nutrition teams monitored the health status of children under the age of five and their families, reaching 4,595 children (2,231 girls and 2,364 boys) of whom 3,098 (1,525 girls and 1,573 boys) received nutritional evaluation and their parents received health advice.

UNICEF trained and provided technical assistance to health workers to evaluate and treat children under the age of five with, or at risk of, acute malnutrition with Plumpy’Nut at health centres in Piura, Lambayeque and La Libertad. In Piura, 700 girls and 648 boys received treatment and recovered nutritionally. A further 305 children in Lambayeque and 271 children in La Libertad received treatment.

Social Policy

UNICEF provided technical assistance to authorities regarding public investment projects in water and sanitation in 12 district municipalities in Piura.

Through workshops, UNICEF strengthened capacities for the development of sanitation-related public investment projects in alignment with the guidelines of the new public investment system “Invierte.pe”.

In coordination with the national government, UNICEF and partners have transferred sanitation designs and technical specifications to the Ministry of Housing, Construction and Sanitation, which has committed to build 176 latrines to replace chemical toilets in shelters.

UNICEF participated in discussions to design the national plan for Reconstruction with Changes, providing feedback to ensure children’s rights were taken into account in the areas of WASH, health and nutrition, protection and education.

Through different forums like the National Humanitarian Network, UNICEF participated in the process to identify lessons learned that led to positive changes in the national system of disaster risk management. For example, INDECI will now include data disaggregated by age, gender and disability status, as well as livelihood information in their rapid assessment system (SINPAD).

Communication for Development (C4D)

The UNICEF-developed C4D strategy for the emergency response was validated with the Communications Directorate of the Presidency of the Cabinet and the Ministries of Education, Health, Development and Social Inclusion and Women and Vulnerable Populations. The strategy focused on identifying protective practices, coordinating intersectoral communication to define key messages, practices and protective environments, and promoting community participation.

Lessons learned from implementation of the strategy included the importance of reaching an early consensus on basic content for each sector, which streamlines organization and saves time during the response. Also, the experience demonstrated that putting the family at the centre and examining all protective behaviours in education, health, protection etc. can provide strategic guidance to all sectors involved in the response. Transferring the practices and knowledge generated from the implementation of humanitarian actions to the organized population and government proved to be central to the transition phase between response and reconstruction, to build capacity and support sustainability.

UNICEF developed and printed a C4D flipchart of 22 protective practices to support the response in health, nutrition, water and sanitation, vector-borne diseases, early childhood development and protection. The document includes a matrix of desired protective behaviours and key messages for affected children and families, as well as the desired environment to realize these behaviours. It was a useful framework to guide and focus communication efforts among public institutions, civil society organizations, non-governmental organizations, volunteers and other actors. Based on the C4D flipchart document, graphics were developed and shared on social media to highlight key behaviours that affected children and families should adopt in order to stay safe and healthy.

Four local radio stations in Piura broadcast radio spots produced by UNICEF regarding violence prevention, water, sanitation and hygiene practices, among other issues. UNICEF also worked with local government and community leaders to disseminate similar messages in rural communities through four loudspeakers (“Radio Cañas”) installed in those communities.

UNICEF worked closely with Piura’s regional government to design and disseminate key messages related to WASH, education, protection, and health and nutrition.

UNICEF produced a package of 22 messages focused on health, protection, education and WASH in collaboration with Peruvian artists Marco Zunino, Sonaly Tuesta, André Silva and Mayra Couto. These messages were broadcast on local radio, such as Cutivalú, and radio in shelters.

UNICEF, working closely with implementing partners, produced flipcharts and posters as part of a hygiene promotion campaign in shelters, as well as rural and peri-urban areas of Villa Vicus in Piura.

Resource Mobilization

Three Central Emergency Response Fund (CERF) projects were implemented by UNICEF, with interventions in WASH, health, nutrition and education and protection sectors, for a total of US$ 2.3 million.

The Office of Foreign Disaster Assistance/USAID granted US$ 0.8 for WASH interventions in Piura. An additional US$ 151,000 were received to strengthen WASH sector coordination and capacity at the national and sub-national level.
UNICEF received US$ 0.4 million from the European Commission – Directorate-General for EU Civil Protection and Humanitarian Aid Operations (ECHO) for humanitarian interventions in the WASH and shelter sectors.

The Government of Canada provided US$ 0.3 million for WASH, nutrition and protection (identity) interventions.

The Government of Russia signed an agreement with UNICEF to provide US$ 0.4 million to promote the rights of children and adolescents by improving access to water, sanitation and hygiene services.

UNICEF promoted online and telephone fundraising campaigns reaching out to individuals. Funds were also raised from the sales of a musical album produced by the Peruvian singer-songwriter Gian Marco, distributed through iTunes and Google Play, supermarkets and banks. Local media and national committees in countries with significant Peruvian communities (Italy, United States, Spain, Mexico, Argentina, Brazil, Ecuador, Paraguay and Chile) also disseminated the album. As a part of the #PorTiPeruHoy campaign, UNICEF produced a video on replacing national identity documents of children and adolescents in Piura, reaching 95,000 video plays, and a newsletter, reaching more than 12,000 people.

Human Resources

UNICEF drew from the Rapid Response Roster to support emergency coordination in WASH, education, protection and communication activities.

Staff was dedicated to support the response at the local and national levels, including coordination and monitoring actions in the field. Over the course of the response, there was a total of 22 international and 15 local recruitments.

Media and External Communication

UNICEF produced press releases, videos, human interest stories, radio spots, communication campaigns, photos, among other materials, covering a range of issues including emotional recovery, rehabilitation of water systems, workshops for sanitation management community committees, installation of latrines, distribution of hygiene kits, nutrition, among others.

The emergency-related communication materials highlighted the challenges faced by children and adolescents. Materials were shared on social media and broadcast on TV channels (incl. Latina, América, Panamericana, ATV, Canal N and RPP) and were instrumental to support fundraising initiatives.

UNICEF produced radio campaigns to promote best practices in an emergency context, focusing on issues related to water and sanitation, hygiene and hand washing, waste elimination and treatment, returning to school, violence prevention and dengue prevention. The radio spots also promoted protective practices for families living in shelters.

UNICEF managed the #PorTiPeruHoy initiative with well-known Peruvian singer Gian Marco. The initiative aimed to raise funds with the participation of more than 25 national and 35 international artists, including, Laura Pausini, Diego Torres, Ricardo Montaner, Juan Luis Guerra and Gloria Estefan, among others. UNICEF produced emergency newsletters to promote the initiative on social media. A photo exhibition was held at Gian Marco’s concerts in Lima, highlighting the situation of the affected children.

UNICEF ambassador Sergio Ramos’s visit to Piura contributed to raising the visibility of UNICEF’s emergency response efforts through wide national and international media coverage (TV, radio, web and print), including an exclusive interview in the Sunday edition of Peru’s El Comercio newspaper.

In coordination with the National Confederation of Private Business Institutions (CONFIEP), an interview highlighting UNICEF’s response to the emergency was published, targeting the private sector audience.

Two workshops for journalists were done in Piura to improve their approach to protective practices and children’s rights.

A social mobilization and local fundraising campaign was produced under the headline ‘#QueremosQueVuelvaElNiño’. The campaign was a digital success, reaching 146,309,882 hits, 173,804 interactions and 1,913,832 video plays.

UNICEF provided communications technical assistance to implementing partners – Action Against Hunger, COOPI, Save the Children and Plan International – to align messaging related to protective practices.

Supply and Logistics

Supply needs were identified in coordination with national and regional authorities. UNICEF procured 90,000 sachets of Plumpy’Nut, 1,598 nets, 800 repellents, 43 kitchen kits and 4 nebulizers for a total amount of US$ 125,418. Likewise, 100 per cent of the supplies prepositioned for emergencies valued at US$ 4,242 were immediately handed to the regional health departments in Piura and La Libertad.

Security

UNICEF Peru continues to take preventive measures to reduce the risks associated with field visits and for staff based in Piura.

Who to contact for further information:

Maria Luisa Fornara
Representative
Peru Country Office
Tel: 51 - 986629702
Fax: 511 - 4470370
Email: mlfornara@unicef.org

Olga Isaza
Deputy Representative
Peru Country Office
Tel: 51 - 997573214
Fax: 511 - 4470370
Email: oisaza@unicef.org

Marilu Wiegold
Communication Officer
Peru Country Office
Tel: 51 - 974633403
Fax: 511 - 4470370
Email: mwiegold@unicef.org