

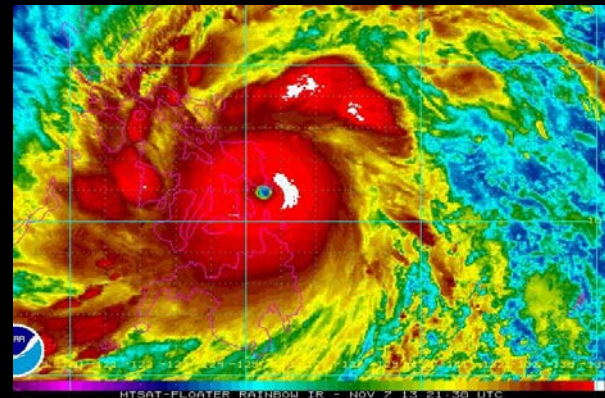
A black and white photograph of Marie Chantal L. Claravall, a World Health Organization communications officer, pointing at a whiteboard in a meeting room. She is wearing a dark jacket with the WHO logo and a beaded necklace. Other people are visible in the background, also looking at the whiteboard. The whiteboard contains various diagrams and notes related to social media and natural disasters.

Social Media in Natural Disasters: Lessons from Typhon Haiyan

Marie Chantal L. Claravall
Communications Officer
World Health Organization

Overview

- Typhoon Haiyan
- ITU & WHO in Typhoon Haiyan
- Social Media in the Philippines
- WHO Social Media in the Philippines
- Health at the Heart of Healing Campaign & Engagement
- Lessons Learned



Typhoon Haiyan

- Locally known as 'Yolanda'
- Over 6000 dead and 16 million people affected
- Sea surges up to 5 metres high, sustained winds of 250 km/h



Social Media in the Philippines

JAN
2014

PHILIPPINES: SNAPSHOT



105,720,644

TOTAL POPULATION



49%

URBAN

51%

RURAL

37,602,976

INTERNET USERS



36%

INTERNET PENETRATION

34,000,000

ACTIVE FACEBOOK USERS



32%

FACEBOOK PENETRATION

106,987,098

ACTIVE MOBILE SUBSCRIPTIONS



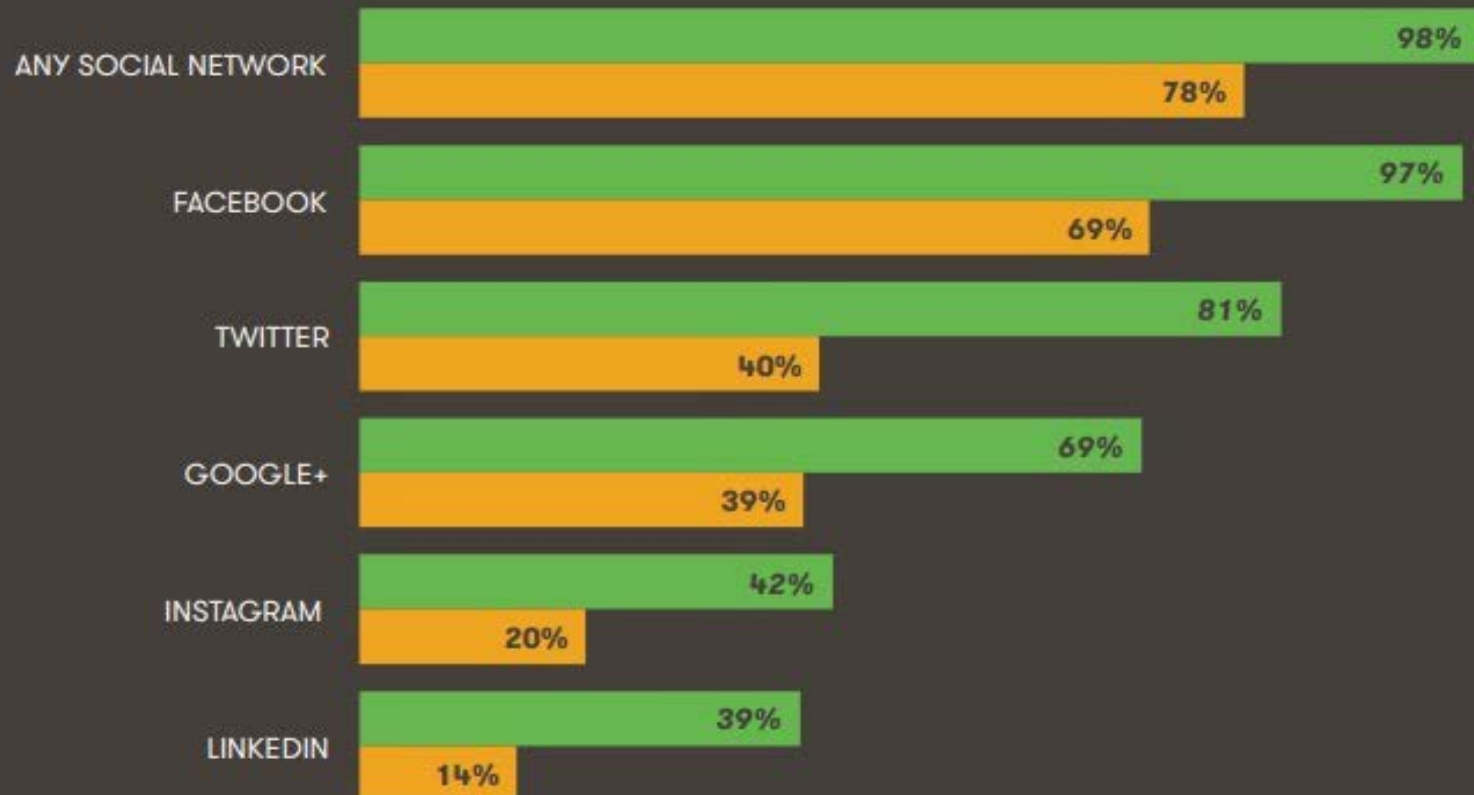
101%

MOBILE SUBSCRIPTION PENETRATION

Social Media in the Philippines

**JAN
2014**

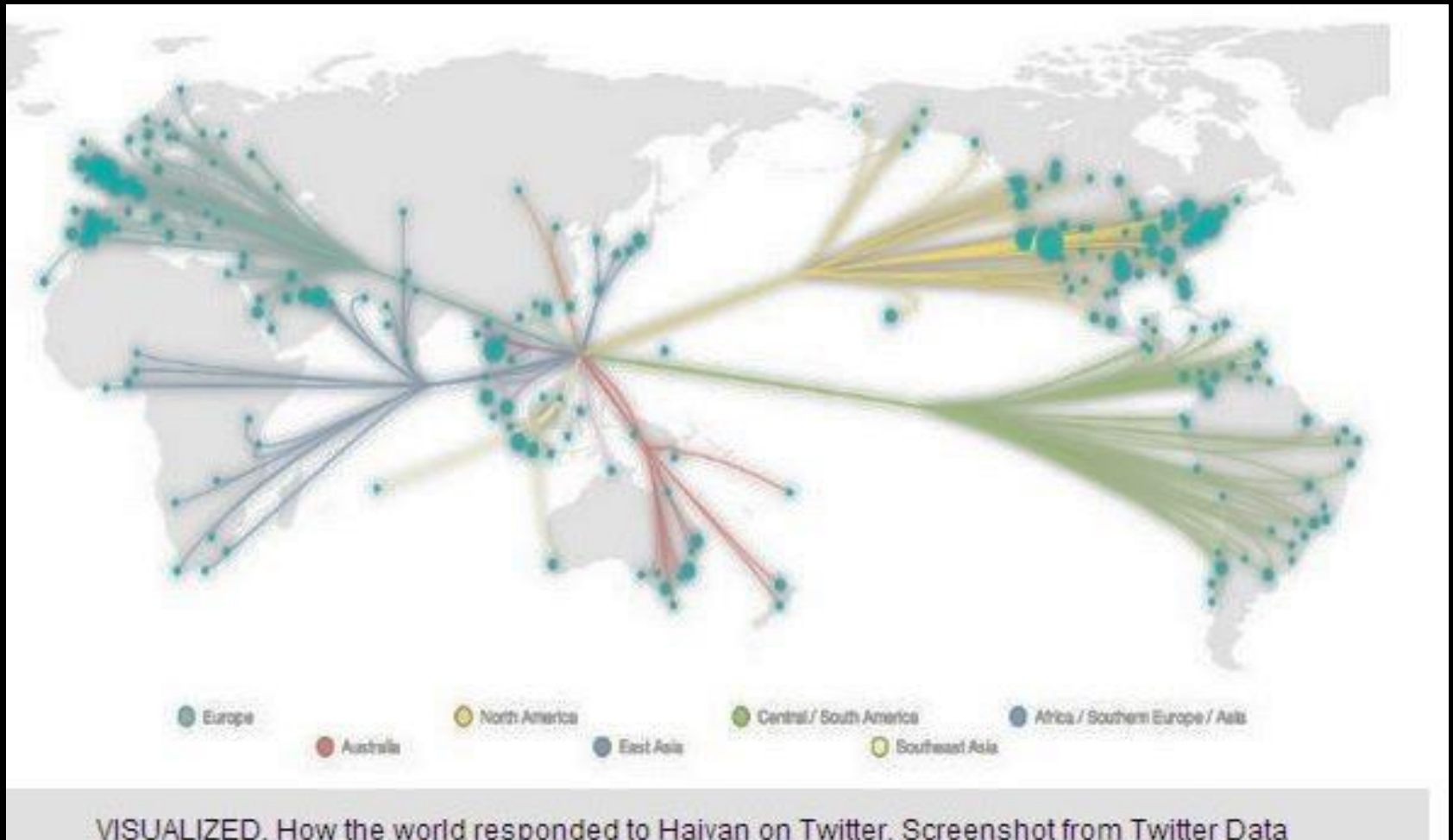
PHILIPPINES: SOCIAL MEDIA USE



ITU & WHO in Typhoon Haiyan

- On 20 November 2013, the UN International Telecommunications Union (ITU) supported the WHO country office in the Philippines with satellite phones equipped with GPS to facilitate Haiyan search and rescue efforts
- ITU also provided Inmarsat Broadband Global Area Network terminals, and a Qualcomm CDMA base station to establish internet connectivity in affected areas
- With over 14 million affected, the country office found that it was imperative to establish social media channels as internet connectivity was restored
- By 27 November 2013, the WHO Office of the Philippines created a social media team and established a Facebook page

#YolandaPH



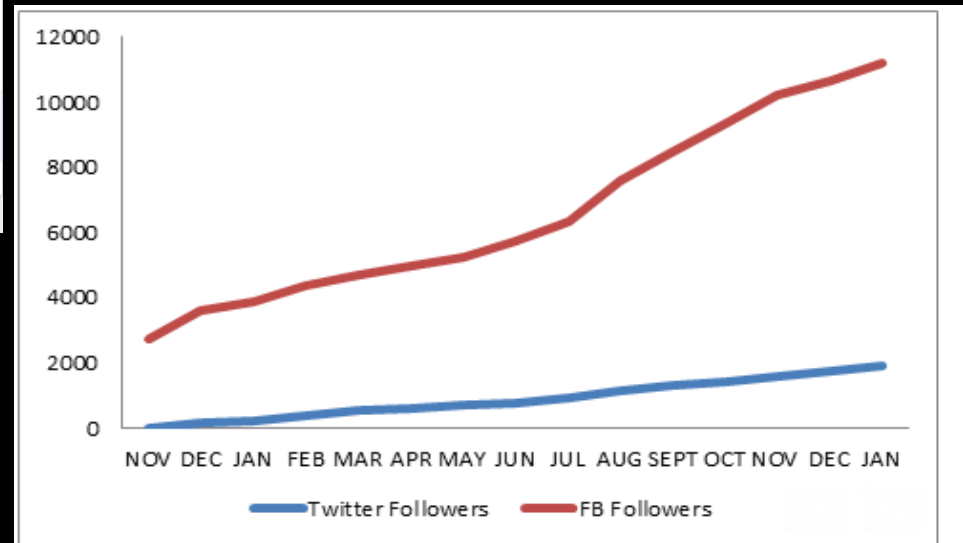
WHO, Social Media, and #YolandaPH

Facebook (November 27, 2014)

Mostly widely used social media network in the Philippines

2000+ organic likes on the first day of establishments

Effective way of disseminating stories from the ground and interacting with the public who want to help



Social Media and Information

TYPHOON HAIYAN (YOLANDA)

HEALTH PRIORITIES 6 MONTHS ON
HEALTH AT THE HEART OF HEALING



582
PUBLIC HEALTH
FACILITIES

to repair or rebuild



improve
**SANITATION AND
HYGIENE**

HEALTH CARE WASTE
to be properly disposed



220,000
PREGNANT
WOMEN



147,000
BREASTFEEDING
MOTHERS

**VECTOR
BORNE
DISEASES**



to be prevented



**MENTAL
HEALTH**

Health professionals to be
trained in psychosocial support

70,000
NEWBORN
BABIES



needing care



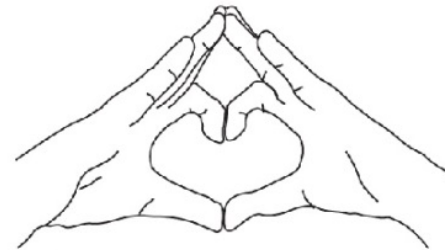
Health at the Heart of Healing



Health at the Heart of Healing
#HealthHeartHealing

Health at the Heart of Healing

- Social Media Campaign which bring offline engagement to the online sphere
- Highlights health as the key to response and recovery
- People who participated then had their pictures in a collage which we placed in Haiyan affected areas as a form of psychosocial support



Health at the Heart of Healing
#HealthHeartHealing



The response was immediate and welcomed by everyone from all walks of life...

- WHO staff
- National Media
- Local Celebrities
- Overseas Filipino Workers
- Donors





Launching of the first collage placed in Eastern Samar, one of the hardest hit regions

Lessons Learnt

Social Networking Services should not be confined to Social Media Channels

Social Media can give information to communities at the click of a button therefore mitigating logistical burdens at the onset of the response

Social Media can facilitate engagement with key stakeholder

Social Media can be a medium to push politically sensitive policies

With the right managers, social media can reach offline as much as it reaches offline

Social Media content is only as good as the technical teams that social media managers work with

feeding babies in emergencies

what are the dangers?



infant formula

Lack of access to safe and clean water to prepare the infant formula and wash the feeding bottles.

Infant formula itself is not sterile and may be contaminated.

Feeding bottles are hard to sterilize with limited or no available cleaning utensils, water, fuel and other equipments.

Insufficient knowledge on proper use and preparation risks over or under diluting infant formula.

Infant formula does not contain protective properties such as antibodies found in breastmilk.

Poor sanitation increases risk of contamination of infant formula during preparation.

Supplies of infant formula are often not sustainable.

Powdered milk is often used for feeding infants under 6 months, which increases risks for diarrhoea.



breastmilk

No dangers, really.

Babies aged up to 6 months need only breastmilk.
Exclusively breastfed babies are the healthiest.

#RubyPH

This infographic is supported by World Health Organization
Source: WHO, National Nutrition Council

How to get your child vaccinated

Checklist

- Book your child for a vaccination appointment
- Bring your child's birth certificate
- Bring your child's previous vaccination records
- Bring your child's previous medical records
- Bring your child's previous immunisation card
- Bring your child's previous immunisation card
- Bring your child's previous immunisation card

Where to get your child vaccinated

- General Practitioner (GP)
- Community Health Centre
- Pharmacy
- Local Council
- Local Health Authority
- Local Health Authority
- Local Health Authority

For more information, visit www.health.govt.nz

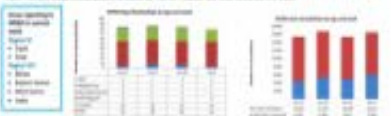
Health.govt.nz

[illegible]Post-Symposium Webinar: Week 11 | Epidemiological Week No. 8 | 1st to 8th February 2020

• The mean, 17-month duration reported in 46,481 total consultations is slightly different from that of Figure 3 and the 16,454 study population. Different outcomes for 17% of non-consultations, were using 2012 conditions reported in the current study are used.

• Median case duration to be reported from diagnosis date in terms of the suspected measles cases with a death had been reported on 16 January 2014. Among the cases under 1 years of age, 80% were not reported. It includes minor clinical changes in all age groups in the region.

Overall, the number of facilities reporting decreased in the current week, with 18 facilities reporting this week (up 61% over the previous week), and 10 facilities reporting this week (up 100% over the previous week). However, total consultations remained the same, with 11,400 consultations reported this week (up 100% over the previous week).



Reprints/permissions by permission:
 Multiple & Wharton's Business Journals Inc. ISSN 1063-4269/01/0000-0000. Period. Ind. Group 01-0000. Item No. 1000.

© 2010 Blackwell Publishing Ltd *Journal of Internal Medicine* 267: 103–110



Reducing Personal Carbon Footprints in Organizations

- **Key findings**
 - In Indonesia, people do not perceive that the risk of water-borne diseases is high
 - In the Philippines, 80% of respondents agree to drink only bottled water and use sanitary latrine facilities
- **Global health impact of dengue**
- **Four sub-themes for high-impact**
- **Between health of children and other emerging**
 - Dengue is a global health problem, with 1 billion people at risk
- **Millennium Goals and WHO targets for 2015**
 - WHO target: reduce dengue burden by 50% by 2020
 - MDG target: halve the proportion of people living in slums by 2020
- **Impact of dengue burden on the environment**
 - In the Philippines, dengue is a major public health problem
 - In the Philippines, high incidence of dengue is associated with urbanization, climate change, and other factors
- **Health and environment in the Philippines**
 - In the Philippines, dengue is a major public health problem
 - In the Philippines, dengue is a major public health problem

Keywords: *workplace spirituality, spirituality, spirituality in the workplace, spirituality in the workplace, spirituality in the workplace*

- What actions will need to be taken to ensure that the system is secure and that the data is protected?
- What actions will need to be taken to ensure that the system is secure and that the data is protected?
- What actions will need to be taken to ensure that the system is secure and that the data is protected?

The journal is published by Blackwell Science Ltd, 9600 Garsington Road, Oxford OX4 2DQ, UK and 350 Main Street, Malden, MA 02148, USA.



Disaster-stricken people suffering from mental health issues are estimated to increase from 10% to 15%.

We provide on-site first aid, listening and counseling.

**HEALTH
HEART
HEALING**

Caption of 1994a coefficients of base with case I' and I'' 