



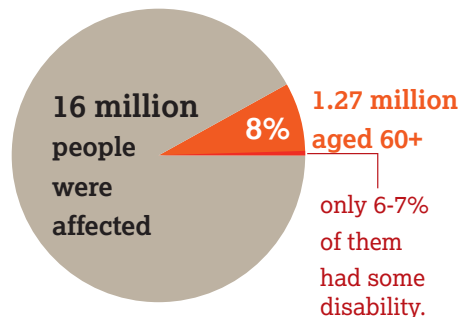
HelpAge  
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## 5 keys to successful Typhoon Haiyan Emergency Response

**Typhoon Haiyan**, locally known as **Yolanda**, was one of the strongest typhoons ever recorded, with wind speeds reaching up to 315 kilometres per hour. The typhoon struck the central region of the Philippines on 8 November 2013.



The Typhoon Haiyan response, delivered by an NGO – INGO partnership, sets a high standard for partnerships for humanitarian response to disasters. It provided a solution to the current situation and prepares communities for future needs. This successful response programme was developed and implemented through older people's organisations (OPOs). They have been the backbone of the community rebuilding efforts. These organisations are now a permanent community structure in 110 Barangays and very proud managers of the activities they deliver.

We believe that this is a distinctive approach to emergency response as it empowers national organisations and communities, highlighting sustainable ways to prepare for future disasters.

## 1. Equal partnership

The Coalition of Services of the Elderly (COSE) and HelpAge International integrated COSE's local knowledge and cultural understanding with HelpAge International's expertise and funding network. A close collaboration on planning and implementation led to high levels of engagement from local governments and older people's organisations (OPOs).

## 2. Older people as a resource

Older people were the key resource to the programme's design. Situation assessment, psycho-social support, manning helpdesks in displaced camps and monitoring projects were led or carried out with the OPOs.

## 3. Innovative approach towards a sustainable future

Many activities were initiated under the project:

- **Mobile Health Care Service** was established to deliver health check-ups and free medicines to the older people in remote areas. This activity may be taken over by the government to ensure continuity.
- Training on crop diversification was provided to older farmers by OPOs through the creation of **communal gardens**. These gardens are a success story of communities working together to improve their financial and nutritional circumstances.
- **Build Back Better** was a training programme on new disaster-resistant construction techniques provided for local carpenters to help rebuild older people's homes destroyed by the typhoon. These carpenters are now a local resource that is being used by other home builders, many of whom are older persons.





Many activities initiated under COSE and HelpAge International response focused on long-term outcomes and building towards a sustainable future. Through joint rapid assessment of the situation, we were able to accurately determine the needs of the older people at a community level. Our monitoring systems provided opportunities for programme activities to be adjusted or altered when necessary.

#### **4. Collaboration with stakeholders**

Constructive relationships have been established with stakeholders, including the government, civil society organisations and the private sector to provide a comprehensive, speedy and well-coordinated response for entire communities. This collaboration can be activated in the event of future emergency situations.

#### **5. Capacity building**


Throughout the programme, we strengthened capacities at all levels including local government, private sector, older people and their organisations. Through practice and training a better understanding on the potentials and needs of older people in their communities has been developed. The experience gained through the programme will enable older people to handle any future emergency with confidence alongside well-prepared organisations and skilled government officers at all levels.



## *“Response with connectedness”*




**The Coalition of Services of the Elderly (COSE)** bases its mission on the tradition of respecting older people and supporting communitybased programmes. COSE helps older people to continue living in and contributing to their communities.

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**HelpAge International** helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy lives.

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