

CENTRAL FUND FOR INFLUENZA ACTION PROGRAMME¹ QUARTERLY PROGRESS UPDATE

(for posting on the CFIA web site)

June 30, 2010

Participating UN or Non-UN Organization:	UNWTO		UNCAPAHI Objective(s) covered:	5. Public information and communication to support behaviour change 6. Continuity under pandemic conditions	
Implementing Partner(s):	OCHA, WHO and UNICEF				
Programme Number:	CFIA/A-21				
Programme Title:	Targeted communications for travellers, the travel industry and tourist destinations – phase II				
Total Approved Programme Budget:	US\$ 151,809.85				
Location:	Madrid, Spain				
MC Approval Date:	30 April 2010				
Programme Duration:	12 months	Starting Date:	30 April 2010	Completion Date:	30 April 2011
Funds Committed:	US\$ 6,305.78			Percentage of Approved:	4.15%
Funds Disbursed:	US\$ 2,455.44			Percentage of Approved:	1.62%
Expected Programme Duration:	12 months	Forecast Final Date:	30 April 2011	Delay (Months):	0 months

Outcomes:	Achievements/Results:	Percentage of planned:
Maintenance of dedicated two-way communications networks	The Tourism Emergency Response Network (TERN) platform underwent modifications. A strategic partnership with the main industry associations through the DRV (German Travel Association) is in preparations. Aim is to complement the direct information flow with information of UNWTO, WHO and the definition of standards for the interfaces. As those standards comprise two of the globally most important tour operators, those standards will likely become industry	10%

¹ The term “programme” is used for projects, programmes and joint programmes.

	standards, and thus allowing in the future a smooth and automatized information flow.	
Providing information, guidance and common messaging	Additional information templates on pandemic and other health events have been provided through the system of SOS.travel and WhatAbout.travel. Modifications are underway to allow countries to communicate with TERN members, Member States and the general public.	10%
Ensuring consistency to reduce economic, health and social impact on tourism sector	Regular information and consultation with Member States Influenza Focal Points and TERN.	10%
Balancing the information needs to avoid complacency and overreaction	Information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector.	10%
Qualitative achievements against outcomes and results:		
<p>As the travel and tourism sector has been hardly hit in 2009, and countries reported high economic losses especially within their travel and tourism sector, the current focus is on balanced information. Timely, targeted and coordinated communications continue to prove to be a crucial instrument to minimize the impacts of the pandemic, maintain travellers' confidence in destinations, encourage responsible travel and support WHO's and the national health and tourism authorities' efforts.</p> <p>During this reporting period, activities were geared to support interagency network communications, as well as the Tourism Emergency Response Network (TERN) Communications platform to support the objectives of WHO procedures and national implementations of the IHR. Information and consultation with Member States Influenza Focal Points and TERN takes place on a regular basis.</p> <p>UNWTO was interviewed by the IHR Review Committee on activities related to the application of the IHR and overall activities during the pandemic and lessons learned.</p>		