

CENTRAL FUND FOR INFLUENZA ACTION PROGRAMME¹ QUARTERLY PROGRESS UPDATE

(for posting on the CFIA web site)

March 31, 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):	WHO, UNICEF, FAO, OIE, OCHA				
Programme Number:	CFIA-A-4				
Programme Title:	Targeted Communications for travellers, the travel industry, and tourist destinations				
Total Approved Programme Budget:	US\$ 400,000				
Location:	Madrid, Spain				
MC Approval Date:	12 July 2007				
Programme Duration:	12 months	Starting Date:	August 2007	Completion Date:	Extended to April 2010
Funds Committed:	US\$ 5,103.00			Percentage of Approved:	1.27%
Funds Disbursed:	US\$ 367,345.56			Percentage of Approved:	91.84%
Expected Programme Duration:	32 months	Forecast Final Date:	April 2010	Delay (Months):	20 months

Outcomes:	Achievements/Results:	Percentage of planned:
Organizational set-up	Recruitment of staff completed and operational by Feb 2008	100%
Defining partner links	Campaign inception report developed in March 2008; Strategic/tactical plan finalized June 2008; extension of partner networks to ensure best global reach.	100%
Developing and setting up a campaign framework	Campaign inception report developed March 2008. Strategic/tactical plan finalized June 2008. Full roll-out of the campaign started in January 2009 to multiply the effects of the campaign among key industry stakeholders, UNWTO Member States, TERN members, as well as end-users. The communication campaign consists	100%

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

	of emotional components to address specific needs of end-users as well as cognitive information to meet special requirements of the top industry multipliers including TERN members.	
Defining local and national media contacts	Completed	100%
Multiplying outreach	Private sector networks continue to be used extensively to overcome the challenges brought about by the current influenza pandemic and most recently reinforced by the Haiti earthquake.	100%
Multiplying partner links and external network contacts	Internal and interagency network communications remain active. TERN is constantly used as an effective multiplier of core messages that provided a two-way communication platform between the Travel and Tourism Industry and WHO. As a result, since the declaration of the influenza A(H1N1), members of the TERN network has expanded. The group's monthly, bimonthly and sometimes weekly teleconferencing provide an insight into the needs, views and concerns of the industry and help in building partnership and coordination among the different stakeholders in the sector.	95%
Deploy instruments	<p>Deployment of instruments is fully under way and started at the end of 2008. Due to the nature of the project, any delay was mainly hampering the full execution of this indicator.</p> <p>Promotional materials were developed to promote the SOS.travel portal among the industry and the general public. These included posters with slogans relaying the main objectives of the website: dealing with pandemic threats, making better decisions and fostering sustainable tourism development; Illustrative leaflets on SOS.travel, TERN alerting system and whatabout.travel web publishing tools; and six promotional videos that are currently in their final stage of development. The videos were targeted towards both the industry and the end-users. They focus on the SOS.travel website in addition to promoting responsible tourism under the current pandemic situation.</p> <p>A special explanatory guide was designed for Member States to help them use the SOS.travel portal for their communication efforts in times of crisis.</p>	100%
Qualitative achievements against outcomes and results:		

UNWTO has continued to actively provide regular targeted communications with core travel and tourism associations and its Tourism Emergency Response Network related to the current situation of Avian and Human Influenza, guidelines and best practices.

The communication campaign is fully underway with efforts made to reach out to Member States, key industry stakeholders and end-users with both emotional messages and cognitive information.

With the outbreak of Influenza A(H1N1), all activities relating to the promotion of SOS.travel were, whenever contractually possible, stopped as the awareness of the platform was raised automatically to high levels. All efforts were immediately geared towards the tremendously increased targeted communications work taking place through the platform with end users, Member States and the TERN network.

In response to the Influenza A(H1N1) outbreak, UNWTO actively provided regular targeted communications with the Influenza Focal Points in its Member States and with core travel and tourism associations and its Tourism Emergency Response Network (TERN). These communications provided regular situation updates, guidelines and best practices. UNWTO coordinated regular teleconference meetings among TERN, the International Civil Aviation Organization (ICAO) and the World Health Organization (WHO), which is the leading UN-agency in response to the current pandemic. These meetings provided a platform for a two-way communication between the Travel and Tourism Industry and WHO that provided and insight into the needs, views and concerns of the industry.

The regular coordination and communication effort in which UNWTO was involved at the Member State level - through the Influenza Focal Point structure – and at the industry level – through TERN – helped in formulating core and consistent messages stressing the importance of staying vigilant while avoiding overreactions or adopting unnecessary measures in terms of travel and trade restrictions between the industry, the different stakeholders and the general public.

During the interactive training and simulation exercise at UNWTO's headquarters in May, a group of selected officials from 20 Member States was extensively trained on instruments and strategies related to the SOS.travel platform and TERN. Special focus was given on the outbreak of influenza A(H1N1) and the specific coordination and communication needs arising from it.

During this reporting period, the system continued to be tested and improved. Plans and coordination mechanism were used gradually in a multiple hazard approach which served well for regional and global incidents and were used during the Haiti earthquake and most recently the volcano ash cloud, which both impacted the travel and tourism sector.