

CENTRAL FUND FOR INFLUENZA ACTION PROGRAMME¹ QUARTERLY PROGRESS UPDATE

(for posting on the CFIA web site)

September 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\$ 19,675.15			Percentage of Approved:	12.96%
Funds Disbursed:	US\$ 8,715.56			Percentage of Approved:	5.74%
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	20%

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

	<p>standards, and thus allowing in the future a smooth and automatized information flow.</p> <p>The standards have been presented and discussed with Member States from Latin America and the Presidency of the MERCOSUR, which is currently held by Brazil.</p>	
<p>Providing information, guidance and common messaging</p>	<p>Additional information templates on pandemic and other health events have been provided through WhatAbout.travel. Modifications are underway to allow countries to communicate with TERN members, Member States and the general public.</p> <p>Based on the Pandemic communications experience, UNWTO prepared industry specific and easy-to-use guidance material on health event of relevance to the travel and tourism sector to be reported under the IHR. These are currently with WHO for feedback.</p> <p>As part of the lessons learned process and in order to ensure a good sustained integration of travel and tourism into the national emergency structures and procedures, UNWTO joins the combine efforts of UNSIC, USAID, WFP and others in the <i>toward a safer world</i> initiative.</p>	<p>20%</p>
<p>Ensuring consistency to reduce economic, health and social impact on tourism sector</p>	<p>Regular information and consultation with Member States Influenza Focal Points and TERN.</p> <p>Member States' tourism administrations and industry consultations via teleconference on the current pandemic measures and feedback on WHO communications.</p> <p>WHO, UNSIC, OCHA supported UNWTO's regional seminar for the Americas with targeted presentations on the pandemic and business continuity planning, the lessons learned and the IHR, which took place in Brasilia, Brazil from 23-24 September, 2010.</p>	<p>20%</p>
<p>Balancing the information needs to avoid complacency and overreaction</p>	<p>Information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector.</p>	<p>10%</p>
<p>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.

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.

The current aim of the activities is to ensure that the achievements regarding Pandemic planning, organization and coordination are sustained and the public-private sector cooperation continues despite the fortunate mild health impact on the Pandemic (H1N1) 2009.