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News Release
NEWS RELEASE

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AMERICAN RED CROSS RELEASES COMPREHENSIVE TSUNAMI RELIEF PLAN

Estimates \$400 Million Will Be Needed To Focus On Five Major Areas

Editorial note: Please be aware that the American Red Cross has video footage available. Please call (202) 303-5551.

WASHINGTON, January 7, 2005 – To provide the most effective aid possible in the wake of the Tsunami, the American Red Cross, at this time, estimates that it will require approximately \$400 million providing emergency relief and also responding to long-term needs that will emerge over months and even years to come.

The immediate American Red Cross focus is on getting lifesaving help to millions affected by the tsunamis. This includes distributing culturally appropriate food like rice, canned fish and lentils to millions of people. Safe water and sanitation is a priority, and the American Red Cross will be rehabilitating water and sanitation systems to ensure that people have clean water and waste disposal systems.

The American Red Cross two-phased assistance plan calls for specialized relief immediately and over the long term in these five areas:

- **Food and safe water**
- **Healthcare and disease prevention**
- **Immediate family supplies**
- **Mental health counseling**
- **Disaster preparedness and prevention measures**

“The American Red Cross is standing with the world community to bring desperately needed emergency assistance to our neighbors in need,” said Marty Evans, President and CEO of the American Red Cross. “We also are going to be using our unique resources in international disaster response to meet the countless long-term requirements that these disaster victims will face.”

The American Red Cross is already implementing this plan, working in coordination with the International Federation of Red Cross and Red Crescent Societies and other important partners.

The American Red Cross will also work in the crucial area of disease prevention, vaccinating and protecting millions against measles, polio and malaria, while also helping provide mental health support for those suffering emotional trauma. Crucial relief supplies like tents, hygiene kits and cooking utensils will also be distributed as part of the American Red Cross response. The American Red Cross will also help affected countries with prevention measures to reduce the loss of life and property from future natural disasters.

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Evans said the American Red Cross recognizes the real logistical challenges in providing relief half a world away. During times of international disasters, the American Red Cross has significant traditional expertise in bringing highly specialized relief to victims across the world, and this response will be enhanced through coordinated partnerships with other responding agencies.

“We will continue to provide the most effective aid we can, and we will be absolutely transparent with how the donated dollars are spent,” Evans said. “America expects the American Red Cross to let them know when we’ve raised enough funds and trusts us to use their donations for longer-term needs of tsunami victims – and we are fully committed to upholding their trust. Should we need additional resources to help the tsunami victims, we have no doubt the generous American public will step up and provide us with those funds.”

The American public, along with corporations and foundations, have already pledged \$150 million to the American Red Cross relief efforts in Asia. When American Red Cross contributions reach \$400 million, the American public will be notified.

Governed by volunteers and supported by community donations, the American Red Cross is a nationwide network of nearly 900 field units dedicated to saving lives and helping people prevent, prepare for and respond to emergencies. Led by 1 million volunteers and 36,000 employees, the Red Cross annually mobilizes relief to families affected by more than 70,000 disasters, trains almost 12 million people in lifesaving skills and keeps U.S. military families connected worldwide. The Red Cross is the largest supplier of blood and blood products to more than 3,000 hospitals across the nation and also assists victims of international disasters and conflicts at locations worldwide. Marsha J. Evans is the President and CEO of the American Red Cross.

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FACT SHEET, American Red Cross Tsunami Relief Plan

The American Red Cross estimates that it will spend approximately \$400 million providing relief to those affected by the December 26 tsunami in Asia and Africa. This two-phased plan calls for immediate emergency relief and long-term response over the months and years to come.

IMMEDIATE RESPONSE STAGE:

For the immediate assistance stage, the American Red Cross will focus on four main areas: food distribution, vaccination and health, relief supplies and water and sanitation. A description of each area follows:

- **Food Distribution**
The American Red Cross plans to coordinate with other organizations including the United Nation's World Food Program to purchase and distribute culturally appropriate food like rice, noodles, lentils and canned fish for more than 2 million people in Sri Lanka, Indonesia and the Maldives for six months.
- **Emergency Water and Sanitation**
Using our highly trained specialists, the American Red Cross will provide mass numbers of disaster victims with safe drinking water, water for sanitation purposes and safe waste disposal systems.
- **Vaccination and Healthcare**
The threat of disease is significant, and the American Red Cross will work in partnership with organizations like UNICEF and the World Health Organization in a massive measles immunization and health intervention campaign for as many as 22 million children in affected countries. This could also include distributing polio vaccines and malaria protections along with Vitamin A.
- **Relief Supplies**
Over the next six months, the American Red Cross will distribute emergency supplies like tents, cooking supplies, hygiene kits and more to the millions who need help.

LONG-TERM RESPONSE STAGE:

Based on a long history of providing relief to catastrophic international disasters, the American Red Cross recognizes that assisting over the long term is a vital part of helping disaster-plagued areas. During this multi-year stage, the focus will be providing food and preventing disease, along with working to better prepare communities for future disasters.

- **Providing Food and Preventing Disease**
Beyond the initial stages, the overall recovery of affected countries depends on long-ranging guidance and assistance in many areas. This includes setting up and rehabilitating water and sanitation systems, providing mental health counseling for survivors, operating additional food programs as needed and working to ensure community health.
- **Prevention Measures in Countries**
The American Red Cross will work to train and inform affected communities in prevention methods in order to reduce the loss of life, livelihoods and property from future natural disasters and build capacity in family reunification.

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