PACIFIC UNSOLICITED BILATERAL DONATION (UBD) PROJECT

February 2018 Project Update

As part of ongoing preparedness activities, the Logistics Cluster is continuing work with partners in the Pacific region on raising public awareness about why cash is the best way to assist after disaster.

In February 2018 Tropical Cyclone Gita made landfall across the South Pacific. Below is a snapshot on how messaging is being communicated across during response efforts.

#CashIsBest

Why After a Disaster, Cash is Best

- It's Fast, Flexible Assistance
- To Buy Exactly What's Needed
- And It Doesn't Compete for Storage Space

Keep up to date on the latest articles, graphics and videos across social media.

New Zealand Council for International Development published this page on how to help. Read more!

IN THE NEWS

Extensive media coverage this month saw articles in IRIN, Herald Sun, TVNZ, Newshub & more!

“The problem of unsolicited donations often flies under the radar, but it’s a crucial issue for disaster responders throughout the globe.”

Read the IRIN article.

WANT TO KNOW MORE?

We’ve put together this 2017 project snapshot. Read it here!