Story Mapping for Humanitarian Crisis Response

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Humanitarian Crisis Response

- Types of Events
- Timeliness
- Effects of disaster are felt disproportionately
Direct Relief

• Who we are
  - Direct Relief is a humanitarian organization, active in more than 80 countries and all 50 U.S. states, improving the health and lives of people affected by poverty or emergencies.

• Our Mission
  - Improve the health and lives of people affected by poverty or emergency situations by mobilizing and providing essential medical resources needed for their care.
Direct Relief

• How do we accomplish our mission?
Humanitarian Crisis Response

- Widespread injuries occur simultaneously, overwhelming medical systems
- The urgent need for shelter, food, water, medicine for displaced persons takes precedence
- Attention must be given to displaced communities and their needs
Organizational Response

• Gather Information:
  - Where is this happening?
  - What communities are impacted?
  - How can we best support our partners & their patients?

• Provide Support
  - Get our partners what they need, when they need it

• Communicate
  - Internal program staff
  - Donors (Transparency of Aid)
  - Public (Provide event details through health lensed narrative)
Story Maps to the Rescue!
Organizational Response Communications

• Gather Information:
  - Spatial Data Access and Sharing

• Provide Support:
  - Which of our local partner network is in the best position to provide aid? What types of issues might they be seeing?

• Integrated Media Conveys Crisis Dynamics to:
  - Internal staff
  - Donors (Transparency of Aid)
  - Public (Provide event details through health lensed narrative)
Two Examples of Story Maps in Humanitarian Crisis Response

- Flooding in Louisiana, 2016
Two Examples of Story Maps in Humanitarian Crisis Response

- Hurricane Matthew in Haiti, 2016
Thank you!

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