

# PLANNING GUIDE FOR DISASTERS

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**How To Communicate In Times of Crisis?**

February 2023

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# LITERATURE REVIEW

**DESPITE ALL THE DISASTERS WE'VE EXPERIENCED IN RECENT YEARS, MARKETERS HAVE HAD TO CONTINUE SUPPORTING BRANDS' MARKETING EFFORTS DURING THESE DEVASTATING EVENTS.**

**BUT...**

# HOW?

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**SO, HOW CAN MARKETERS HANDLE THEIR BRAND'S COMMUNICATION IN SUCH SENSITIVE AND DISRUPTIVE TIMES WHEN PEOPLE ARE PRIMED FOR INDIFFERENCE AT WORST AND ANGER AT BEST?**

# SOME AGREED VIEWS:

When we examine the global sources and the best and worst marketing cases that have been implemented so far; **we can say that there are some common opinions about disaster communication and marketing.**

**START BY PUTTING**

**YOUR MARKETING**

**CAMPAIGNS ON HOLD.**

***“During a crisis, your story, your highs and lows will get out into the world. Followers will engage and likely bring new stories along with them. So, make sure to stop any pre-scheduled paid or social media.”***

- John Penny, CEO and Founder, BlackDog Advertising



# SURELY,

**WE ARE AWARE THAT IN THE AGE OF INCREASING SOCIAL AWARENESS, CONSTANT COMMUNICATION AND INFORMATION SHARING, BRANDS NO LONGER HAVE THE OPTION TO REMAIN NEUTRAL OR SILENT.**

# **BUT!**

**BUT BEFORE YOU GET IN TOUCH BE AWARE OF THE TRAGEDY PEOPLE ARE EXPERIENCING AND THEIR CHANGING NEEDS FROM ONE DAY TO THE NEXT.**

**EMPHATY AND HUMANITY**

**RULE THE DAY!**

***“The first rule of communication during a crisis is empathy. But empathy shouldn't be used as a simple marketing tool. Brands need to consistently reflect that they understand what customers are going through.”***

- Lis Anderson, Founder and Director, Ambitious PR Consultancy

**LET'S NOT CONFUSING**

**THE CRISIS WITH THE**

**OPPORTUNITY!**

***“One of the worst things a brand can do is take advantage of a crisis to further its agenda.”***

- Lis Anderson, Founder and Director, Ambitious PR Consultancy

# IF WE GO OVER THE TRAGEDY FORMULA...

# THE TRAGEDY FORMULA

**When a natural disaster strikes, one of the first things to happen is the 24- 48 hours news cycle clogs the airwaves with stories of total misery and destruction.**



**In the 72 hours that follow, the stories of human grit and perseverance fill the spaces in an attempt to frame the situation as “all better” and “life is good.”**

*\*Hunt Interaction, How To Market Your Products And Services During A Natural Disaster, 2018*



# **BUT!**

**THERE ARE DIFFERENT BOUNDARIES FOR MARKETING DURING OR JUST AFTER A NATURAL DISASTER THAT DON'T APPLY TO OTHER SITUATIONS.**

***“THROW YOUR BUYER’S  
JOURNEY OUT THE WINDOW  
AND LOOK AT MASLOW’S  
HIERARCHY OF NEEDS.”***

- Sunny Hunt, CEO and Founder, Hunt Interaction



# EXPECT RADICAL CHANGES

A good rule of thumb according to Sunny Hunt;

*"If you're selling to people directly or peripherally affected by a natural disaster and your product or service doesn't fall into the "Psychological Needs" and "Safety Needs" part of the pyramid, it's probably best to sit out this marketing opportunity."*

**PRODUCE SOLUTIONS FOR  
YOUR BUSINESS PLAN.**

***“BRANDS SHOULD BE STRATEGIC  
BY CONSIDERING THEIR AREAS OF  
EXPERTISE AND PRODUCTS AND  
SERVICES THEY PROVIDE.”***

- ML Next, Understanding Today's Consumers to Solve the Problems of Tomorrow, 2021



# UTILIZE YOUR CA- PABILITY

According to Understanding Today's Consumers to Solve the Problems of Tomorrow Report of ML Next;

*"Rather than trying to offer a little bit of help in a lot of different ways, brands should be strategic by considering their areas of expertise and the products and services they provide.*

***Capabilities are unique to each business and can be utilized in new and innovative ways. Targeted deployment of these capabilities will be more effective in aiding recovery efforts and fostering authentic emotional connections with consumers."***

**THINK & SUPPORT**

**IN LONG TERM.**



# KEEP UP THE MO- MENTUM

The post-emergency time is an open-ended period in which reconstruction and recovery plans are put into action.

**Therefore, the financial support of brands and institutions becomes even more critical in this period.**



***“ALL ORGANIZATIONS CAN USE THIS ‘POST- EMERGENCY’ TIME TO ASSESS THE IMPACT OF THEIR EFFORTS AND SUPPORT LONG-TERM, ALWAYS-ON CSR EFFORTS.”***

-- ML Next, Understanding Today's Consumers to Solve the Problems of Tomorrow, 2021

# BEST AND WORST CASES



# BEST CASES

# Turning Beer into Water

## And supporting communities in desperate need

When the US was hit by devastating natural disasters in 2017, from the Gulf Coast to California, the country's biggest brewer, Anheuser-Busch wanted to help. So they did what any ordinary brewer wouldn't have. They stopped brewing beer.

Instead, they repurposed an entire brewery to produce emergency drinking water – canning and shipping it across the country to affected communities.

Then we used the power of social, not merely to tell the country what they were doing, but where, when and how devastated communities could access the clean drinking water they desperately needed, prompting organic social and earned media coverage.

### RESULTS

1,316 stories on traditional platforms

1.24 billion impressions

620,000+ social media conversations

Highest-ever follower growth on branded social channels

Communities supported in Houston, Florida, Puerto Rico and California

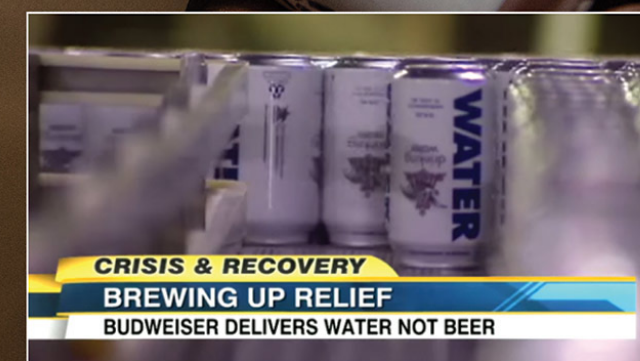
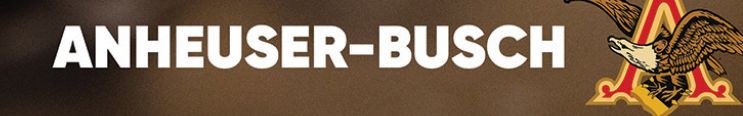
# ANHEUSER-BUSCH

Brands can differentiate the areas of use of their products and services in times of disaster.

One of the best examples of this belongs to Anheuser Busch. Anheuser-Busch, a beer brand, filled beer bottles with water after Hurricane Harvey in America and distributed it to disaster victims.



*"This is a celebration. And it's a celebration of the workers of America helping their fellow workers."*  
Alex Acosta, US Secretary of Labor.



# E-BAY

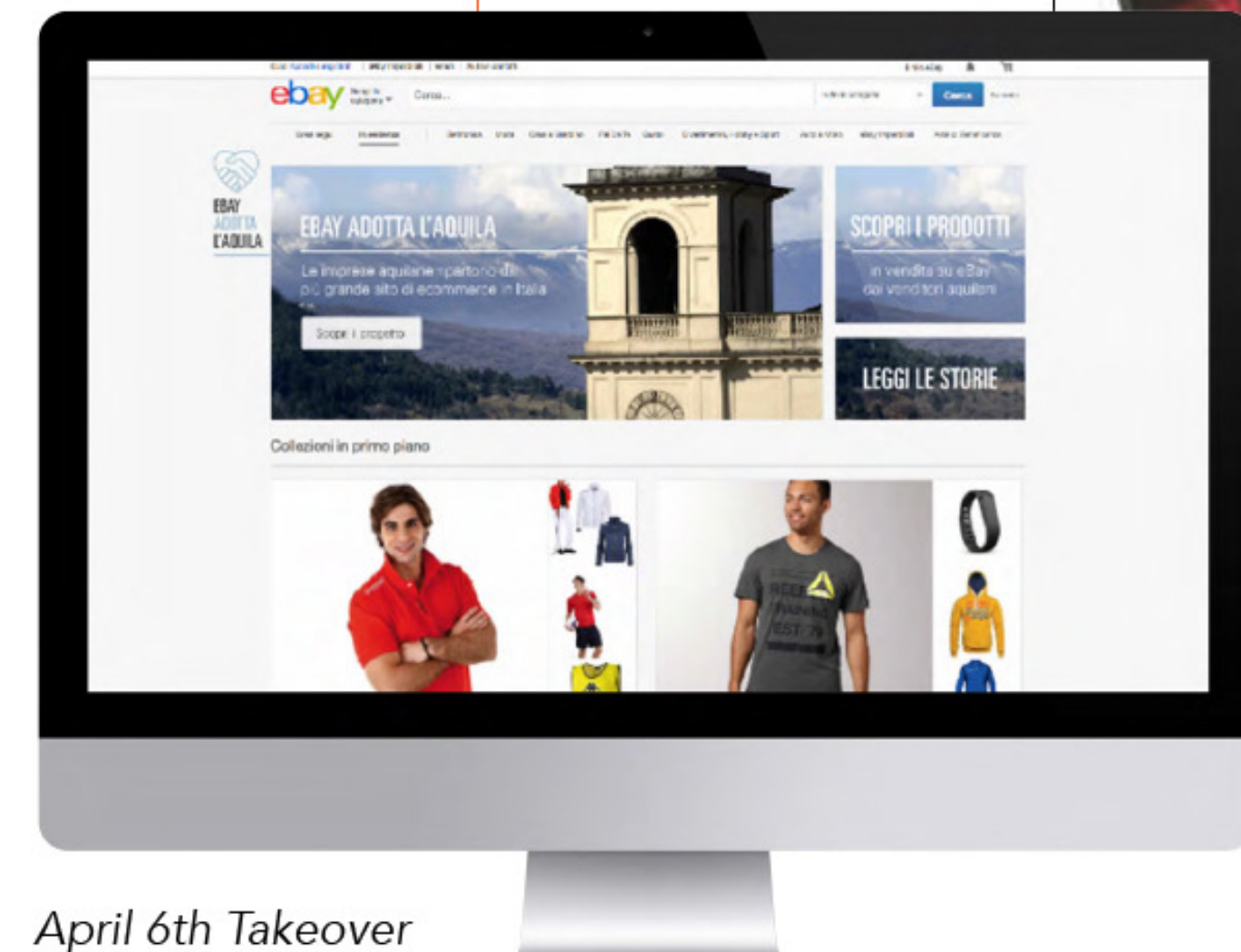
In 2009 a devastating earthquake hit L'Aquila, a city in central Italy, crushing an entire community and local economy.

For instance, in 2015, 236 businesses were forced to close E-Bay, the e-commerce brand, adopted a few struggling businesses in a destroyed town in Italy and increased its sales by sharing each store's story.



Tweet by Paul Todd, SVP of eBay

L'AQUILA ADOPTED BY ALL EBAY CHANNELS



April 6th Takeover



Newsletter

# ARIEL & RED CROSS

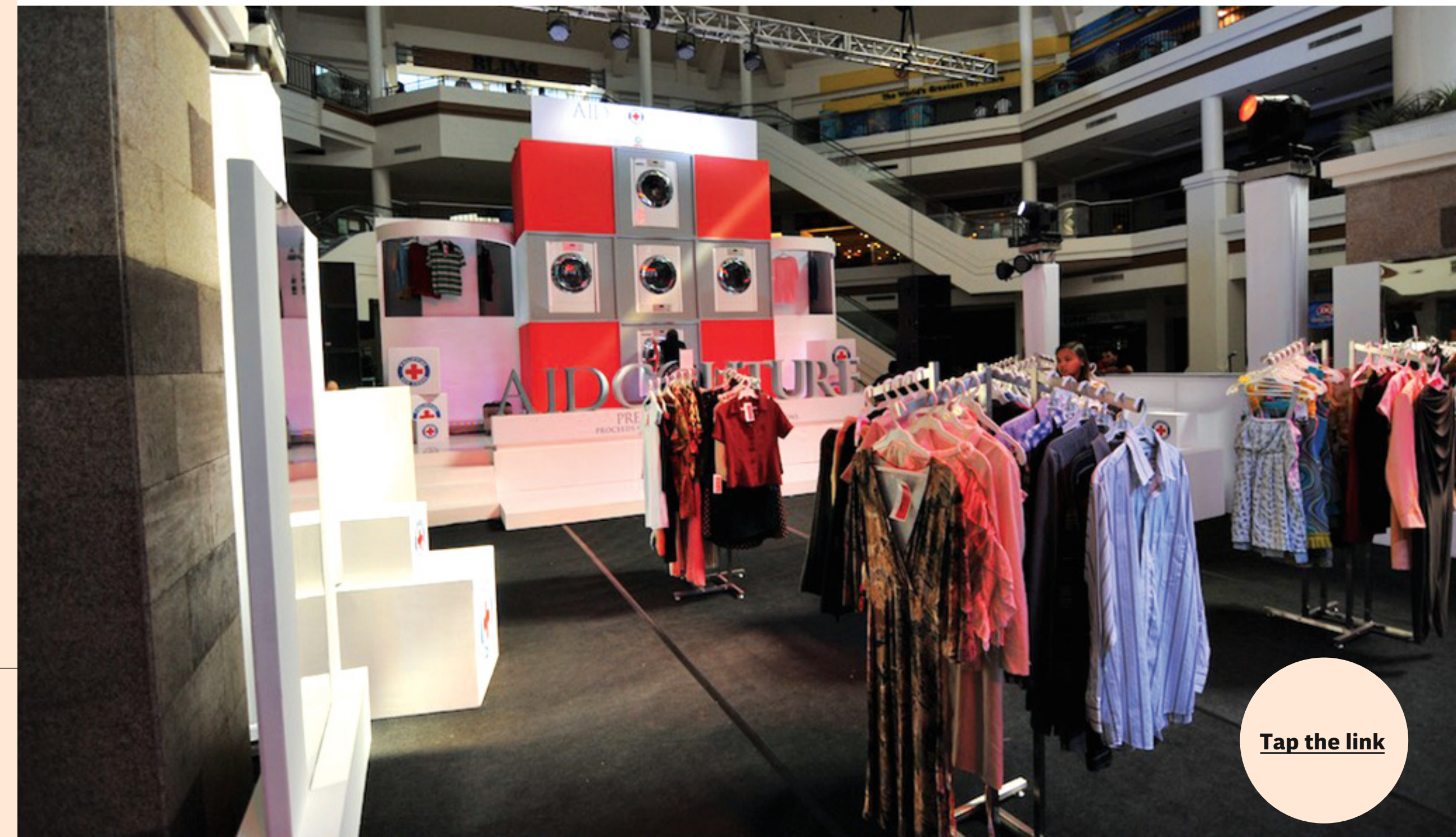
There are about 20 typhoon disasters in the Philippines every year. In this case, it leads people to donate to that area. The Red Cross receives donations of 18 tons of clothing every year.

To prevent this waste, Ariel and the Red Cross jointly launched the Aid Couture campaign. In this way, excess clothes were transformed and put on sale.

# AID COUTURE

PRELOVED CLOTHING SALE

SUPPORTED BY  & 



# DURACELL

While natural disasters cause many destructions, there are also power cuts afterwards. When we say power cuts and harsh weather conditions, disaster victims are adversely affected.

Duracell has developed "Power Forward", which is the solution to this problem. Thanks to these trucks, free electricity and batteries are transported to disaster areas.



# AIRBNB

In 2017, Airbnb launched the "Open Homes" initiative for accommodation solutions in times of crisis.

It continues its temporary housing campaign in this region for Turkey and Syria, which were affected by the February 6 earthquake. Thus, donations of up to \$ 5 million will be doubled by the company.

airbnb.org

[Biz kimiz?](#)

[Bağış yapın](#)

## Türkiye ve Suriye'deki depremzedelere ev sahipliği yapılmasına yardımcı olun.

Depremzedeler ve ilk müdahale görevlileri acil olarak geçici barınma ihtiyacı duyuyor. Yapılan her bağışı toplamda 5 milyon USD'ye kadar ikiye katlayarak yardımlarınızın etkisini artıracamız.

[Hemen bağış yapın](#)





# KARIYER.NET

In order for recovery to be fast after major disasters, disaster victims need to be employed. In this way, the need for help is eliminated. Brands should also take initiatives in this regard.

For example, kariyer.net launched the "Career Mobilization" campaign after the February 6 earthquake. With this application, disaster victims and employers were brought together.

## Gönüllü Olmak İstiyorum

Onlarca farklı meslek kolunda deprem gönüllüsü olmak isteyen üyelerimize ulaşmak istiyoruz. Sen de gönüllü olmak istiyorsan tıkla!

Gönüllü Ol!

## İş Arıyorum

Deprem bölgelerinde çalışıyorsan ve depremden etkilendiysen yeni işini bulmak için sana destek olalım!

İş Ara!

## Gönüllü Desteğine İhtiyaç Var

Deprem bölgelerinde gönüllü desteğine ihtiyacın varsa bize bilgilerini bırak, gönüllülerimizi yönlendirelim.

Destek Bul!

## Depremzedelere İstihdam Sağlayacağım

Depremden etkilenen yurttaşlarımızı şirketinin bünyesinde istihdam etmek istiyorsan bize ulaş!

Bilgilerini Bırak!

Ana Sayfa

kariyer.net

# İstihdam Sağlayacağım

Depremden etkilenen vatandaşlarımızı şirketinin bünyesinde istihdam edebileceğini düşünüyorsan alttaki formu doldurabilirsin. Ekiplerimiz seni hızlıca arayacak.

Ad Soyad \*

Telefon \*

E-Posta \*

Şirket Adı \*

KVKK kapsamında paylaştığım bilgilerin Açık Rıza Metni'nde belirtilen şekilde işlenmesine onay veriyorum.

İletişim bilgilerime e-ileti gönderilmesine izin veriyorum.

# HEPSİEMMLAK

The Great Southeast Earthquake on February 6, 2023 affected millions of people and left behind a major housing problem.

Hepsiemlak has launched an application called "Friendship Roof" to find a solution to this problem. In this way, people whose homes were damaged were helped.



The screenshot displays the Hepsimlak website interface. At the top, a large red arrow graphic points upwards, with the text 'DOSTLUK ÇATISI' in white. Below the arrow is the Hepsimlak logo. The website header includes the 'emlakyaşam' logo, a search bar with the text 'Kelime ile arayın (Örn. Emlak)', a search button labeled 'Ara', a language selector for 'EN-RU', and a red button labeled 'Ücretsiz İlan Ver'. The navigation menu includes 'Haberler', 'Emlak Rehberi', 'Ev & Dekorasyon', 'Foto Galeri', 'Tamirat & Tadilat', 'Emlak Magazin', 'Emlak Projeleri', and 'Hepsimlak'a Git'. The main content area shows the article title 'DOSTLUK ÇATISI' under the 'Genel' category, dated '6 Şubat 2023'. A large image of the red arrow graphic is featured below the title. On the right side, there are two sections: 'Popüler Aramalar' (Popular Searches) with a list of search terms like 'İstanbul Satılık Daire', 'Ankara Satılık Ev', 'Satılık Villa', 'Satılık Arsa', 'Günlük Kiralık Daire', and 'Kiralık Yazlık'; and 'Son Yazılar' (Latest Articles) with titles like 'Ev Kredisi Alırken Ödeyeceğim Masraflar Nelerdir?' and 'Kıracı Ve Ev Sahibi Hakları Neler?'. A 'Tap the link' button is located at the bottom right of the page.

# TURKISH AIRLINES &LCW

It is one of the important issues to include the consumer when making solidarity campaigns. In doing so, cooperation with other brands can be made.

The campaign launched by Turkish Airlines brand Miles&Smiles and LCWaikiki for earthquake victims is a good example. This campaign offers the opportunity to buy a gift voucher from the Shop and Miles site for 500 Miles and donate clothes to the disaster area.

TURKISH AIRLINES

# Miles&Smiles

## MİL'LERİNİZLE DEPREM YARDIMLAŞMA SEFERBERLİĞİNE DESTEK OLABİLİRSİNİZ



MİL'LERİNİZ  
KARŞILIĞINDA

DİLEDİĞİNİZ TUTARDA  
DESTEK ÇEKİ ALARAK

DESTEĞİNİZİ  
PAYLAŞABİLİRSİNİZ

# TÜRKİYE İŞ BANKASI

Türkiye İş Bankası drew attention with the aid package it announced after the Great Southeast Earthquake of February 6.

This support package of 10 billion TL includes issues such as the cancellation of the debts of those who lost their lives in the earthquake. It also postpones the loans of earthquake victims without interest.

*Grubumuzdan Deprem Bölgesine  
**10 milyar TL'lik Destek**  
Biz Beraberiz, Yalnız Değilsiniz*

Ülkemizi yasa boğan deprem felaketlerinin ardından yaralarımızı sarmak, acılarımızı hafifletmek için tüm imkânlarımızı seferber ederek başlattığımız çalışmalarımızı ara vermeden sürdürüyoruz. Depremzede vatandaşlarımıza kalıcı bir destek sağlamak için Grubumuz adına gerçekleştireceğimiz yardım paketimizi kamuoyunun bilgisine sunuyoruz.

İş Bankası Grubu olarak deprem bölgesi için **AFAD'a 1 milyar TL bağış yaparken**, inşa edilecek deprem konutları için de **1 milyar 750 milyon TL** tutarında destek sağlıyoruz.



# WORST CASES

# SOHO HOUSE

Soho House, a social club brand, drew a reaction with an e-mail sent to its members to help earthquake victims.

In the e-mail, they mentioned that they had started a charity campaign called "Support Menu for Turkey" and invited them to a scarf/beret knitting event. This campaign, which was launched for commercial profit, was criticized by both members and social media users.

Our colleagues at Soho House Istanbul are sending emergency supplies to the impacted zone and we have introduced a new dish to our menus at all UK and EU Houses, which will help unlock further support for those affected.

A Turkish speciality, our Kofte flame-grilled meatballs – served with smoked yoghurt, grilled tomatoes and pickled onions – will be a feature on our all-day menus from now until mid-March. A donation of 20TL for every dish ordered in Soho House Istanbul will go to AFAD, Turkey's disaster and emergency management fund. In the UK and Europe, a donation of £1/ €1/ 4ILS will be given to the Disasters Emergency Committee, a dedicated organisation that brings together leading aid charities to provide vital medical care, food, clean water and emergency shelter to help on the ground.

Additionally, for every Manti ordered in the club at Soho House Istanbul, the full value of the dish (145TL) will be donated to the AFAD.

Soho House will match, like for like, the amount raised by the sale of both dishes.

There is no consolation that can be given to those affected so terribly by the earthquake, but our hope is that as a global community this small gesture of support will go some way to assisting in the aftermath.



## Knit together, rebuild together



Soho House Istanbul

Booking Opens Thu, 16 Feb, 12:00 PM

● WAITING LIST

### Tickets

You can attend this event when confirmed on the guest list.

Free event with limited space. Tickets required

### Date and time

Sun, 19 Feb, 3:00 PM to 5:00 PM

# AMERICAN APPAREL

Hurricane Sandy caused havoc in many states of America. At the end of this disaster, American Apparel, a retail brand, sent a message to its customers, "In case you're bored during the storm, 20% off everything for the next 36 hours."

This message caused a backlash from the victims of the hurricane.



# UNTITLED EXAMPLES

After disasters, it is necessary to act very sensitively in marketing communication.

For example, we should not use promotional codes with words such as "Earthquake" and if we are a holiday brand, we should turn off our ads. The same can be said for real estate ads.

Grant Cardone shared their video.  
October 9 at 2:15am · 🌐

11,857 Views

Grant Cardone  
October 8 at 11:46am · 🌐

Like Page

SPECIAL UPDATE!! MY HURRICANE Sale has been extended because I am so grateful we weren't hit. If you had trouble going to the store I extended the 90% Off for ALL of you.

The monster deals are on my online Training Universities which coaching ,testing & certification

90% off use code HURRICANE  
<http://www.grantcardone.com/training/>

Like Comment Share

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# SUMMARY

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# DO

- **LISTEN FIRST, TALK LATER**
  - **UNDERSTAND THE PROBLEMS IN-DEPTH**
  - **BE RESPONSIVE**
  - **CREATE SOLUTIONS**
- **COLLABORATE EFFECTIVELY**

# DON'T

- **DON'T LIE TO YOUR TARGET AUDIENCE**
- **DON'T TAKE ADVANTAGE OF THE EVENT**
- **DON'T USE HUMOR**



# DISASTER COMMUNICATION MODEL

**To be a relevant and successful brand during disasters, respected sources and previous communication examples point out one important thing:**

being

**HUMAN**

**H.U.M.A.N.**

# H.U.M.A.N.

Be  
**H**umble

**U**timize  
Your  
Expertise

**M**oney  
Spent  
Wisely

**A**dd  
Value

**N**eed  
For  
Collaboration

# **BE HUMBLE**

When we are creating a branded communication due to natural disasters, TOV is the key.

Brands should be aware that their target audience is going through the most traumatic experience of their life.

## **DON'T PATRONISE**

Don't try to give any advice or show good side of life. Using notions like hope, resilience, hard-work as a solution to the disaster may make them feel more hopeless.

## **DON'T HEROISE**

No matter how big your effort is, avoid to heroise your brand. Be aware of our brand's help can't undo the disaster and can't bring back their loss. The story is not about your brand, it is about people who lost everything.

## **DON'T ABUSE**

Some keywords, images or stories could be triggering for traumatized people. Think twice before using victims or disaster graphics on your execution.

## **BE KIND**

Be kind to their trauma. Listen them before giving any advice.

## **BE HONEST**

Be honest about your efforts. Make achievable commitments about the affected people and/or the area.

## **BE RESPECTFUL**

Respect their pain and loss. Find non-harmful ways to tell your story.



# **UTILIZE YOUR EXPERTISE**

After disasters, communities need recovery in multiple areas.

When a natural disaster occurs, people, culture, animals, nature and many other areas are damaged.

That's why there are lots of things to do.

So, brands should utilize their expertise and think beyond primary needs after first phase of disaster.

## **OUR BRAND'S EXPERTISE WILL GUIDE US TO FIND THE FOCUS OF THE RECOVERY PROJECT THAT WILL CREATE A CHANGE.**

This approach is also beneficial to land a project that fits with your brand's DNA.

Make a connection between the problem, your brand's expertise and your purpose.

Otherwise, your project may not be powerful enough to create a real change

**How could our  
brand's knowledge  
help affected  
regions?**

**What does our  
brand stand for?**

**In which stage of the  
recovery will people  
need my expertise?**

# **MONEY SPENT WISELY**

Kahramanmaraş – Gaziantep Earthquakes affected 13.5 million people's life in Turkey.

Unfortunately, we will see its negative impact on our brands' performance.

That's why we need to canalize our support to the region wisely.

Otherwise, our projects may run the risk of being short term.

**FIND A  
BUSINESS  
MODEL FOR THE  
PROJECTS**

**FIND A WAY TO  
TRANSFER THE  
SOURCE FROM  
WHEALTIER  
REGIONS**

**USE MONEY TO  
CREATE A SYSTEM  
WHICH IS  
BEYOND  
DONATIONS**

# **ADD VALUE**

Almost every brand and millions of citizens make donations and send products to the affected regions. Meaningful brands should plan their projects for longer terms, and to contribute to the development of society.

We need to define problems and goals just like it is a campaign brief.

Then, we will find the perfect angle to work on it.

**For example;**

Brand: **An Organic Food Brand**

Brand Purpose: **Making Anatolian lands more fertile.**

Problem: **The Big Southeast Earthquake created lots of difficulties for farmers in 10 cities.**

**Farming is in danger and in long term this region will face the risk of losing agricultural lands and farmer population.**

Project: **The movement to revive farming in the region that affected by the earthquake.**

Ultimate Goal: **To ensure that 30% of the brand's product purchases are made from the farmers in this region within the next one year.**

# NEED FOR COLLABORATIONS

In times of crisis, cooperating with another brand is the perfect way to show solidarity and at the same time, it is a great solution to use your source smartly.

We can collaborate with other brands or NGOs to join forces and create a bigger impact for the communities that need.

In difficult times, as in the Burger King and McDonald's example, brands may stand together event with their biggest competitors too.



And when you need it, trust your instincts

*just like a*

**HUMAN**

# HOW DO WE APPLY THE MODEL?

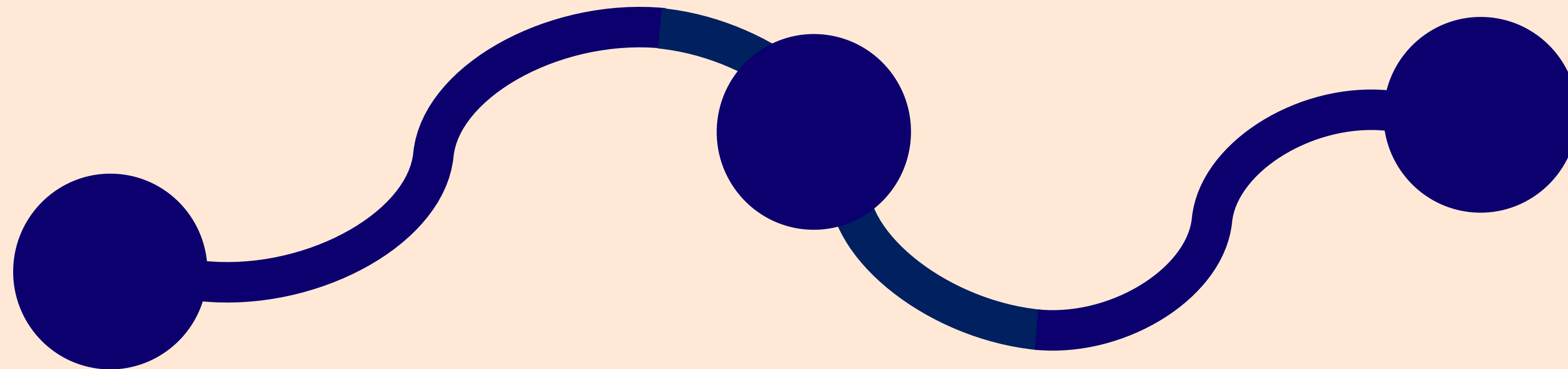


**IT'S**

**A MEANINGFUL**

**JOURNEY**

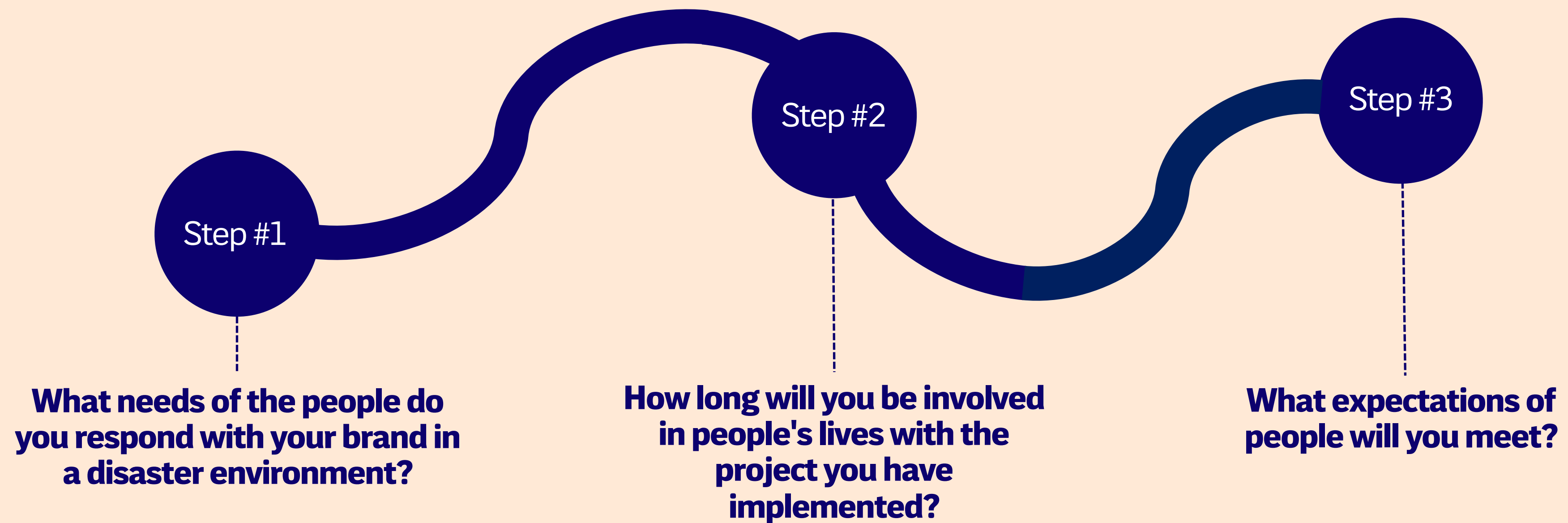
# MEANINGFUL JOURNEY



In order to have a **meaningful place** in people's lives and to **create value in the lives of people** affected by natural disasters, we should plan the applications to be built on a step-by-step journey.



# MEANINGFUL JOURNEY



**LET'S DEEP DIVE**

**INTO THESE**

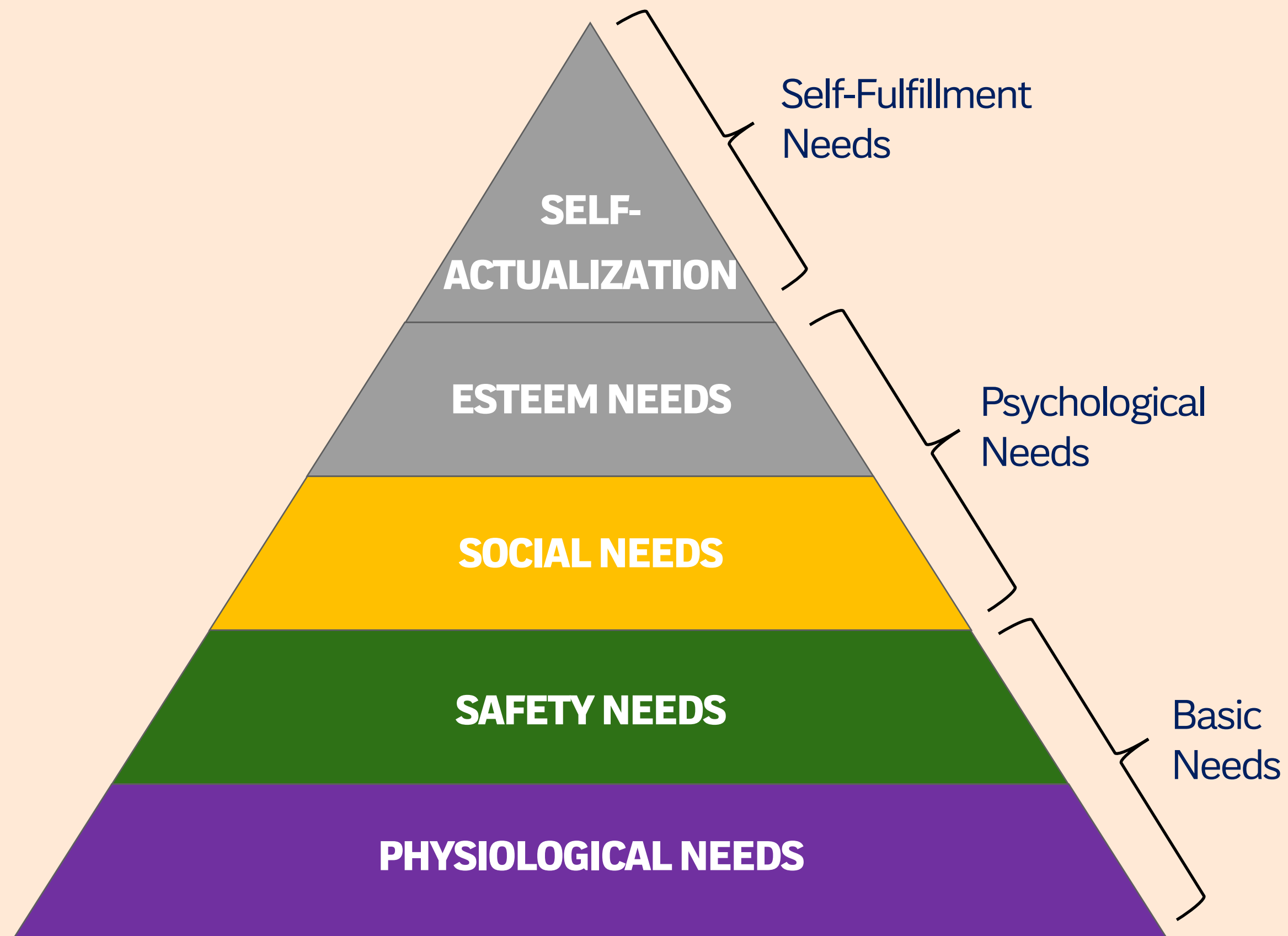
**STEPS TOGETHER**

# STEP #1

What needs of the people do you respond with your brand in a disaster environment?

**IN TIMES OF DISASTER, WE CAN FOCUS ON BOTTOM STAIRS OF MASLOW'S HIERARCHY OF NEEDS BY PUTTING ASIDE THE CONSUMER'S PURCHASING JOURNEY.**





If you are selling to people directly or peripherally affected by a natural disaster and your product or service doesn't fall into the **"Physiological Needs", "Safety Needs" and "Social Needs"** part of the pyramid, it's probably best to sit out this marketing opportunity.

Sunny Hunt, How To Market Your Product And Services During A Natural Disaster, 2018

**LET'S DETAIL THE THREE  
STEPS AT THE BOTTOM OF  
THE PYRAMID**



# PHYSIO- LOGICAL NEEDS

**Breathing, food, water, warmth, clothing, sleep...**

People became in need of even the most basic necessities in order to maintain their existence with the earthquake.

Therefore, we can project how we will meet these needs with our brand, product and service by determining the humanitarian needs in the region.

# SAFETY NEEDS

**Personal security, employment, shelter,  
health, property...**

Due to the destruction caused by the earthquake, people in the disaster area are deprived of many things to feel safe both physically and psychologically.

In this direction, how can we make people who have lost most of things feel safer with our brand?





# SOCIAL NEEDS

**Friendship, intimacy, family, sense of connection...**

Children, teenagers and adults, many people lost their families, friends and relatives in the natural disaster. Loneliness caused by the earthquake will psychologically affect many earthquake victims, especially children, in the medium and long term.

So how can we add value to the lives of these people who are lonely and suffer from psychological erosion?

# IN A NUTSHELL...

## PHYSIOLOGICAL NEEDS

How can we identify the most basic necessity for life and meet these needs with the products and services we offer?

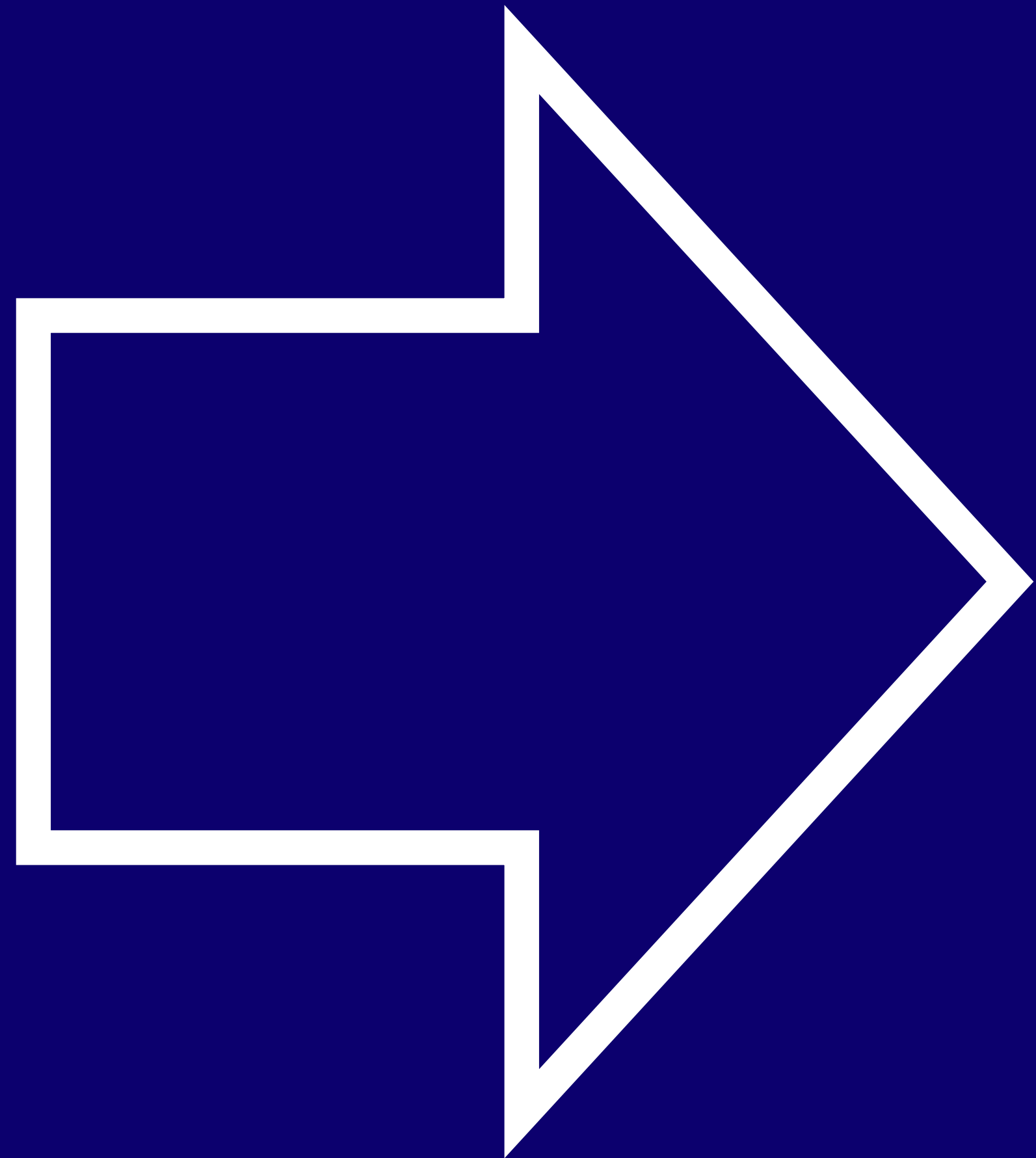
## SAFETY NEEDS

How can we make people who have lost most of things feel safer with our brand?

## SOCIAL NEEDS

How can we add value to the lives of these people who are lonely and suffer from psychological erosion?

# NEXT STEP



# STEP #2

How long will you be involved in people's lives with the project you have implemented?

**NATURAL DISASTERS GREATLY DESTROY  
BOTH HUMAN LIFE AND THE NATURAL  
ENVIRONMENT IN WHICH WE LIVE.**

**WE CAN OVERCOME THE DESTRUCTION  
CAUSED BY THE EARTHQUAKE  
WITH **THE PRECAUTIONS** WE WILL  
TAKE AFTER THE EARTHQUAKE  
AND **THE PROJECTS** WE WILL PLAN.**

**BUT...**

THE EARTHQUAKE CAUSED DESTRUCTION OF  
**DIFFERENT DIMENSIONS.**

THEREFORE, WHILE OVERCOMING THESE  
PROBLEMS, IT IS INEVITABLE TO SPREAD THE  
PROJECTS WE PLAN TO **DIFFERENT TIME PERIODS**  
IN ORDER TO CREATE A POSITIVE EFFECT.



# HOW?

## SHORT-TERM PLANS

Plans covering the first 3-4 weeks after the earthquake to meet basic physical needs such as shelter, food, water and heating.

## MEDIUM-TERM PLANS

Plans that cover the first 6 months after the earthquake, in which basic needs are addressed more comprehensively.

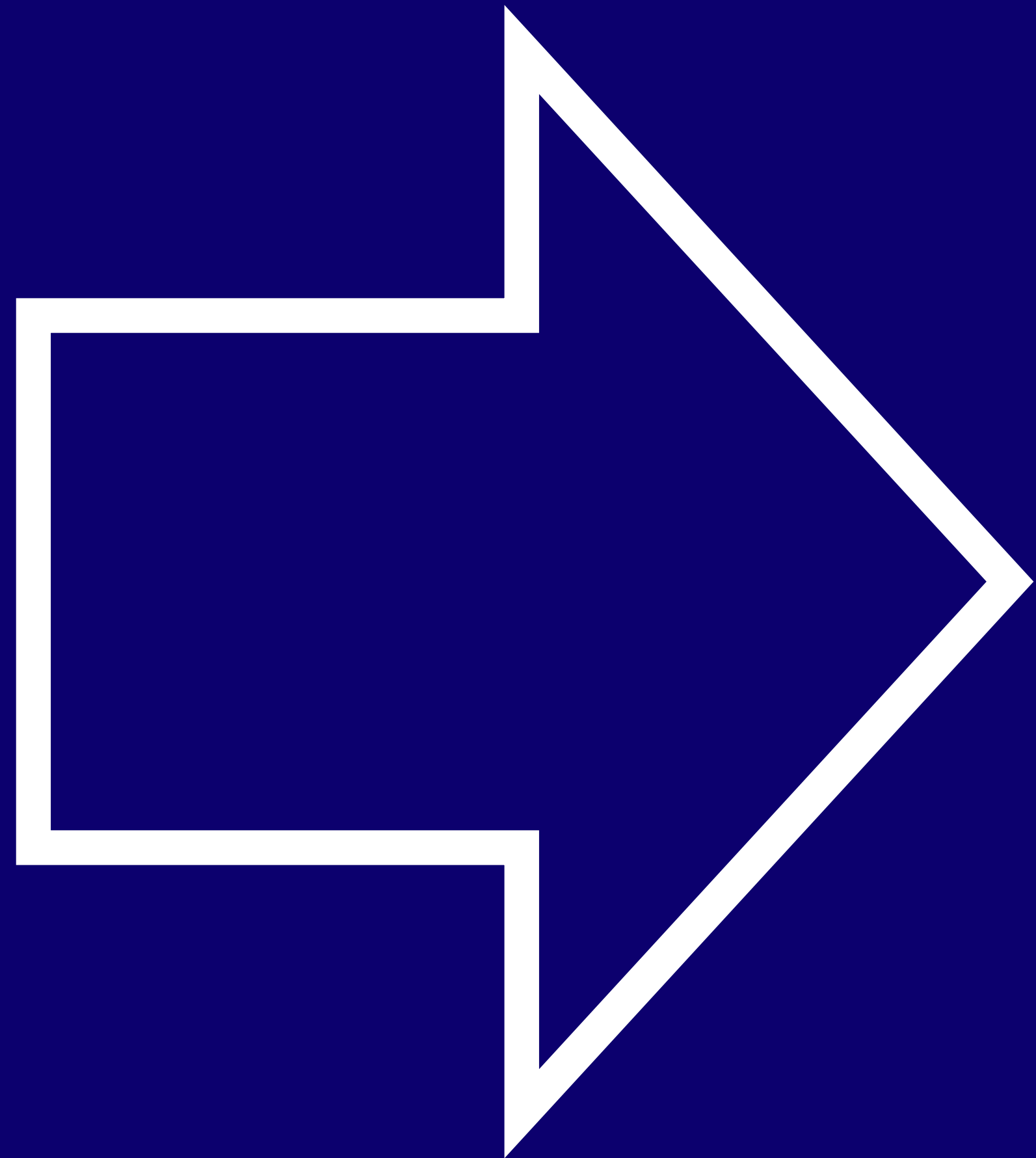
In addition to basic needs, projects and initiatives that consider the mental health of people affected by the earthquake can also be addressed during this period.

## LONG-TERM PLANS

The period when plans were developed to add meaning to people's lives and create lasting values in them.

During this period, we can plan projects that will focus on the physical, mental and social health of earthquake victims.

# NEXT STEP



# STEP #3

What expectations of people will you meet?

An aerial, black and white photograph of a large, swirling storm or hurricane over the ocean. The storm's eye is visible in the center, surrounded by dense, swirling clouds and waves. The overall tone is dramatic and powerful.

**NATURAL DISASTERS NEGATIVELY  
AFFECT HUMAN LIFE BOTH  
MATERIALLY AND SPIRITUALLY**

**BUT...**

A stack of smooth, dark grey stones is centered in the image. The stones are stacked in a pyramid shape, with one stone at the top, two in the second row, three in the third row, and four in the fourth row. The background is a light grey gradient. The text is overlaid on the stones.

**AT SUCH TIMES, MOST IMPORTANT  
PRIORITY OF ALL HUMANITY IS THE**

**HEALTH**

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# HEALTH?





**“Health is a state of complete  
physical, mental and social well-  
being and not merely the absence of  
disease or infirmity.”**

*World Health Organization*

# THAT IS TO SAY HOLISTIC HEALTH



# PHYSICAL HEALTH



# MENTAL HEALTH



# SOCIAL HEALTH

**SO, WE CAN PLAN THE  
PROJECTS THAT WILL BUILD  
ON THE EXISTING 3 PILLARS**



# PHYSICAL HEALTH

Physical health is defined as the condition of body, taking into consideration everything from the absence of disease to fitness level.

It's critical for overall well-being, and can be affected like by lifestyle, human biology, environment and healthcare service.

World Health Organization

# WHAT CAN BE DONE?

# INSIGHT

Although we are in the second week of the earthquake, the need for tents, heating, food, clean water and electricity still continues in the region.

Especially in the cities and villages of Hatay, Kahramanmaraş and Adiyaman, where the destruction is great, there are many people who cannot access these basic needs.

However, the volunteers in the region state that the number of people in the first days has decreased and there is a need for new volunteers to support the people in the region.

# WHAT CAN BE DONE

What can be done to meet the basic needs in the region and to increase the awareness of the current needs? With which institutions can we come together and cooperate?

Volunteers in the region are very important to deliver basic needs to those in need. In this direction, how can we initiate a volunteer movement or support existing initiatives?

# INSIGHT

The earthquake had devastating effects on people's lives. However, the danger continues for people who have emerged from the rubble or whose houses have been damaged and live in tent cities. The name of this danger is epidemic diseases.

Although many tent cities have been established, these temporary living spaces still have many needs: The primary needs are hygienic toilets, showers and clean clothes.

# WHAT CAN BE DONE

It is of great importance in the coming period to prevent the epidemic in the region and to support people's hygienic access to basic needs.

In this direction, what can we do to further expand hygienic toilets and shower areas?

How can we make the toilets and temporary living areas in the area more hygienic?

How can we support people living in temporary tent cities to access clean clothes?



# INSIGHT

According to the report prepared by the Chamber of Civil Engineers, at least 61,722 buildings will be demolished in 10 provinces. According to the calculations, all the debris will be cleared in about a year.

The negative effects of debris removal on both the environment and human life are inevitable. Because the asbestos danger is very high in the debris cleaning process to be carried out in the coming period.

# WHAT CAN BE DONE

Besides the people who left the region due to the destruction caused by the natural disaster, there are also people who have to live in the region.

Therefore, what can we do to protect people in the region from the danger of asbestos and raise awareness in the coming period?

It is important to assign experts to minimize the asbestos hazard in the earthquake zone. In this direction, how can we support institutions and organizations for this danger?

# INSIGHT

People with mental and physical disabilities are at the forefront of the individuals most affected by the destruction caused by the natural disaster. We have all witnessed the story of the mother who had a child with autism in the earthquake area.

It is extremely important to protect the physical health and meet the basic needs of disabled people in the earthquake zone.

# WHAT CAN BE DONE

What can we do for disabled people to survive in the region and in temporary tent cities, to meet their basic needs and most importantly to protect their physical health?

How can we support people with disabilities who have lost their families and loved ones?



# MENTAL HEALTH

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices.

Mental health is important at every stage of life, from childhood and adolescence through adulthood.

World Health Organization



# WHAT CAN BE DONE?

# INSIGHT

Many people are psychologically affected by the negative impact of the earthquake. However, the current trauma creates permanent erosion mostly on children.

Children, who most of whom were shaken by the earthquake they experienced for the first time, will have difficulty adapting to this reality when they return to the normal flow of life.

Therefore, they will not be able to easily adapt to education, family and social life.

# WHAT CAN BE DONE

Social media accounts are calling for psychological support for many people affected by the earthquake. In this direction, different associations have passed to everyone individually.

How can we reduce the psychological effects of the earthquake on children and make them mentally healthier individuals in the normal course of life?

How can we reach children in need of psychological support by collaborating with different associations or digital platforms (Hiwell)?

# INSIGHT

People living in the villages of the provinces where the earthquake occurred were greatly affected by the destruction caused by the natural disaster. Many villagers who have lost their homes are trying to survive on their own.

So much so that the villagers cannot leave their fields and animals and come to tent cities and try to survive both physically and psychologically under arduous conditions.

# WHAT CAN BE DONE

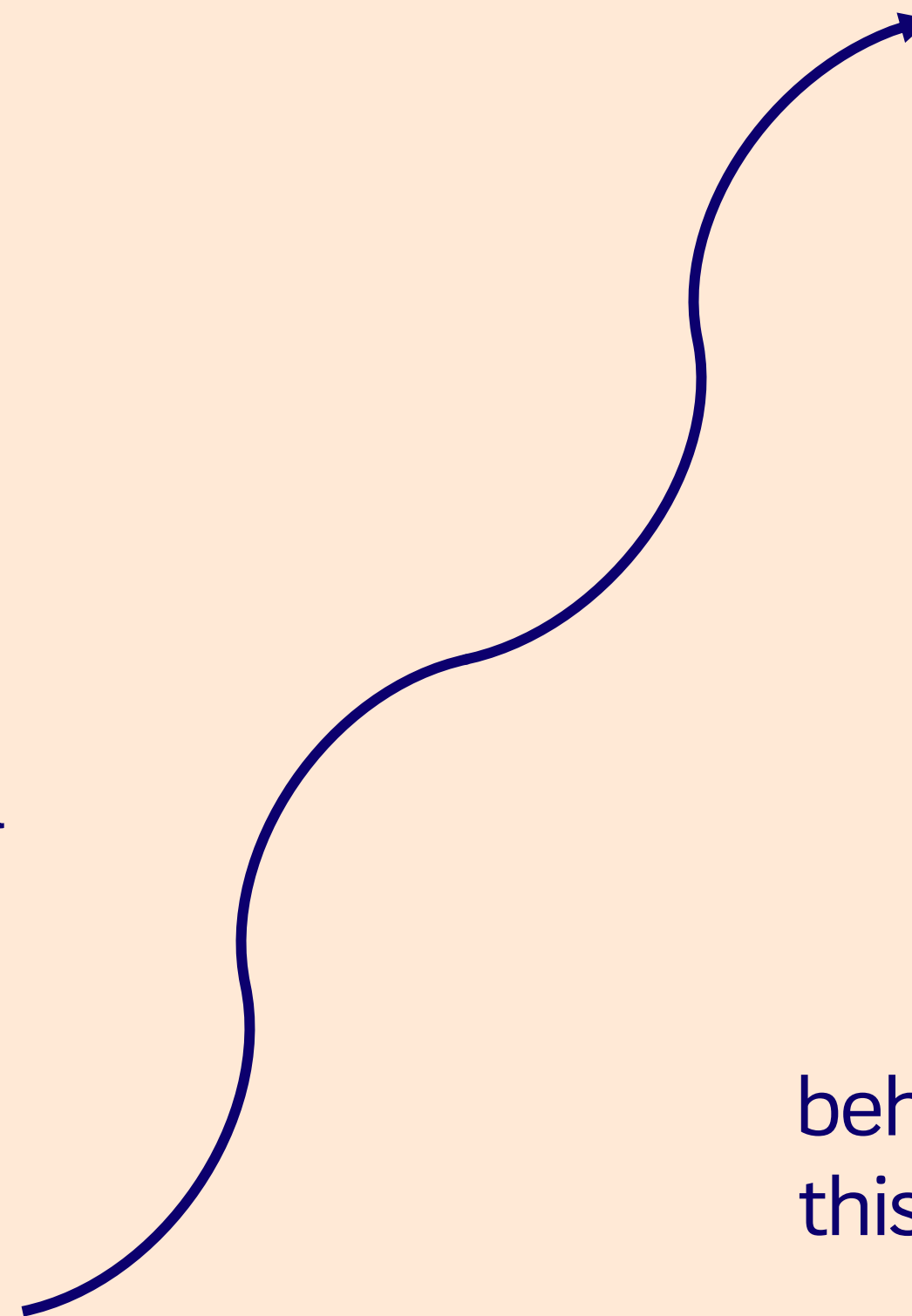
How can we support people who cannot survive psychologically in very difficult conditions in villages?

How can we add psychological and physical value to the lives of people whose only livelihood is farming and animal husbandry?

# INSIGHT

Another important problem created by the earthquake is the fear of earthquakes (seismophobia), which spreads in most people after major earthquakes.

Seismophobia, which is an important psychological disorder, can significantly affect a person's daily life and cause significant physical discomfort if precautions are not taken.



# WHAT CAN BE DONE

How can we support people against seismophobia, which devastates earthquake victims psychologically and affects physical health?

Treatment for seismophobia includes a combination of therapies such as cognitive behavioral therapy and relaxation techniques. In this direction, how can we improve the quality of life of people after the earthquake?



# SOCIAL HEALTH

Social health is the ability of individuals to form healthy and rewarding interpersonal relationships with others.

It's also considered a pillar of wellness as it relates to how comfortably we can adapt in social situations and includes our support structure to get through life's challenges.

World Health Organization





# WHAT CAN BE DONE?

# INSIGHT

While 23 of the schools were destroyed in the provinces affected by the earthquake, 83 of them were severely damaged. Due to the destruction, education in the earthquake zone was suspended until 1 March and, it is not yet certain when it will start.

However, schools are of great importance in reducing the impact of earthquakes on children. In that children who socialize with their friends and share different things at school, overcome the psychological and social erosion caused by the earthquake more easily.

# WHAT CAN BE DONE

Can we create areas where they can socialize and have fun for children who have to stay away from schools and friends?

# INSIGHT

The earthquake, which covered 10 provinces, also destroyed many historical artifacts that were in the collective consciousness of people and where they came together and socialized.

Historical Gaziantep Castle, Habibi Neccar Mosque, one of the first mosques in Anatolia, and St. Nicholas Greek Orthodox Church are just a few of them.

# WHAT CAN BE DONE

How can we develop projects for historical monuments that are important for culture, collective consciousness and social values?

