



**Uganda Red Cross Society
Communication Department**

Annual Progress Report – January to December 2010

1.0 Over View

The Communication Unit implemented the 2010 activities successfully in line with the 2007-2010 Strategic Plan. The activities were implemented in unison with the National Society's core partners, staff, volunteers, stakeholders and the general public. With the aim of following its goal of strengthening organizational capacity in communication and information for a good corporate image, the unit successfully upheld the NS's image within the different activities executed.

This year, the focus was mainly put on the disasters that shook the country in Bududa on March 1st as well as the bomb blasts in Kampala on 11th July. More emphasis was put on the election preparedness for the 2011 general elections. The organization received adequate and massive publicity as a result of its emergency interventions during this period. For the first time, URCS appeared in 22 international media including major media houses like CNN, BBC, Aljezeera, Sky News, Reuters and New York Times. The current emergency interventions have further strengthened the Red Cross brand. Over 25 exclusive interviews mainly for the electronic media were organized for the Secretary General to provide updates to the media about URCS interventions. In addition, 27 talk shows and 730 TV and radio spots were secured for the NS.

The Unit worked out a detailed plan of action for communication election preparedness activities. The Unit mobilized media to cover the election preparedness simulation exercise that was held in Mukono. The activity was aired on WBS, NTV and UBC televisions.

With support from ICRC and professional expertise, the unit produced IEC publications for both internal and external use. These included quarterly News letters, generic brochures, 2011 calendars, Christmas cards, 2009 Annual Reports as well as the Local Capacity Building Manual.

Branding was intensified during the various NS occasions. The Unit focused on strengthening the NS image, public relations both international and local as well as vibrant media relations.

1.2 Overall goal

The overall goal of the department is to strengthen organizational capacity in communication and information for a good corporate image.

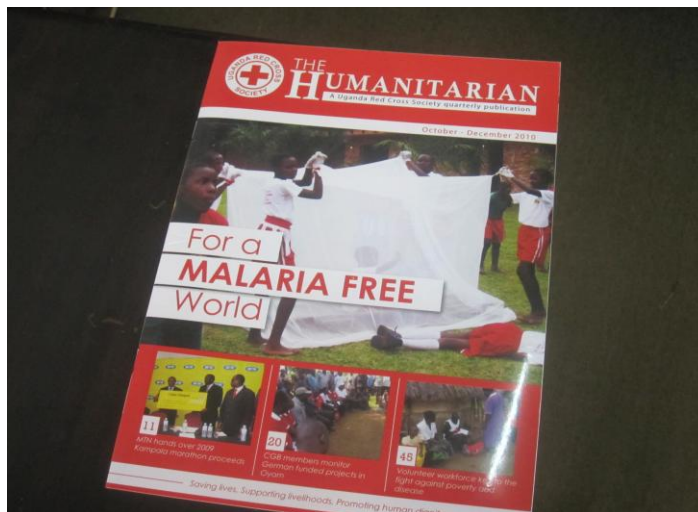
1.2.1 Specific objectives:

- i) Improving and maintaining URCS corporate image through publicizing its services in the media and providing feedback from the public to service providers for action.
- ii) Improving networking systems and building partnerships to make use of the existing expertise within and outside the Red Cross Movement.

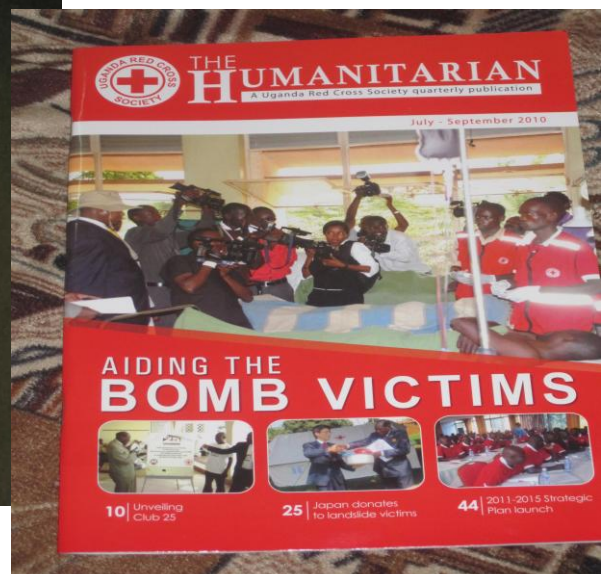
2.0 Improving and maintaining URCS corporate image through publicizing its services in the media and providing feedback from the public to service providers for action.

2.1 Publications

3,450 copies of the 2010 newsletter with an improved and new look were produced. The improved design and layout is a result of the engagement of a professional graphics designer. In addition 1,200 URCS generic brochures translated in Acholi and 3,000 brochures on the Red Cross emblem were produced. The newsletters highlight key activities undertaken during the year in the branches and at headquarters. The unit also compiled and designed the 2009 annual report with assistance from a professional designer. 1000 copies were printed.



4th quarter newsletter



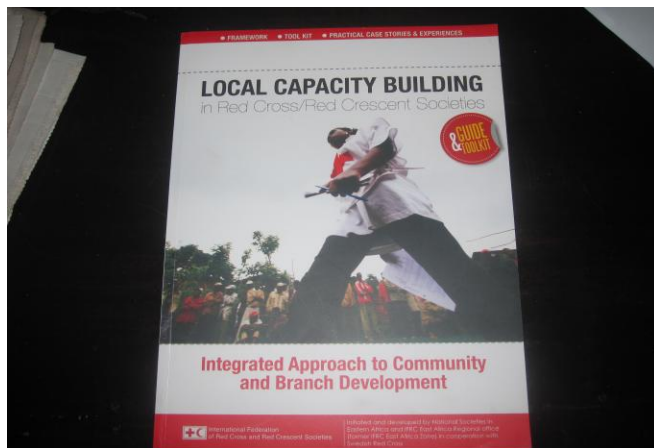
3rd Quarter newsletter

10,000 pocket calendars were produced and distributed to the general public to create more awareness about the URCS mandate and the Red Cross emblem. The Unit also finalized and printed 150 copies of the dissemination charts and 500 copies of the local capacity building manual.



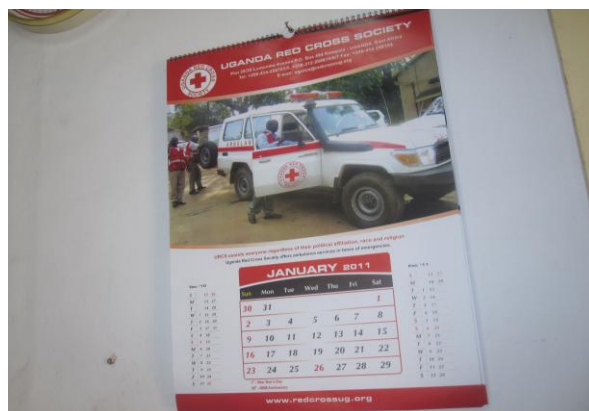
A sample of pocket calendars

The production of the Local Capacity Building manual was supported by IFRC. 100 copies of CDs with both the English and Luganda versions of the Local Capacity Building Manual were produced to back up the printed versions.



An LCB manual

250 Christmas cards and 3,000 copies of the 2011 calendars were printed and distributed to stakeholders. The distribution for these publications has been enhanced to ensure that all the key stakeholders receive the NS publications.



A sample of the 2011 calendar

The Unit continues to receive positive feedback from partners on the 2009 Annual report. Partners believe that the URCS 2009 annual report is detailed enough to give an insight of what the NS does throughout the year. In addition, the layout and design enriched with many pictures facilitates good reading.

The Unit developed the Chairman’s Letter which was shared with CGB members and BGBs through the Branch Coordinators.

The Unit also supported the DM department in the publication of a report highlighting the URCS Northern Uganda Operations (NURO)

Supported the OD department to proofread and finalize the generation of content, designing and layout of the capacity building manual that will be fundamental in guiding Red Cross and Red Crescent societies and branches in the region in capacity building related issues. The objective is to share these experiences and tools developed so they can be utilized by other Red Cross and Red Crescent Societies to further develop branch and community capacities to support needs of the most vulnerable groups in the local communities.

2.2 Media

There was good publicity during the year mainly as a result of the NS interventions towards the disasters in form of floods and landslides in Eastern Uganda as well as the 11th July bomb blasts.

Since then, URCS has appeared in the print and electronic media on a number of occasions. For the Bududa/Butalejja tragedy alone, URCS appeared in the media 320 times. The Unit kept in touch with media houses through press releases and exclusive interviews.



Journalists interviewing URCS Vice Chairman Mr. Robert Ssebunya after the Japanese government donated tents to URCS for aiding the landslides victims. Looking on are Japanese Deputy Ambassador (left), URCS Secretary General and Head of Disaster Management Department (left).

The Unit organized over 20 exclusive interviews for the SG or DSG. In addition, URCS officials were hosted on various talk shows on Vision Voice FM, KFM, Suubi FM, Prime Radio, Bukedde FM, Sanyu FM, Radio One, WBS, Top TV, Top Radio, Capital FM, Record TV and NTV, Open Gate FM

Working hand in hand with the Planning Department, the Communication Unit was able to lobby for media coverage for the various donations which were made by different partners and other organizations towards the emergency relief operations in Bududa.

300,000 HOMELESS

Landslides threaten another half a million in western Uganda



RONALD KIRRYA

Displaced residents lining up for relief items from the Red Cross at a camp in Bukalasa village following the landslide in Bududa

OVER 300,000 people in the Mount Elgon region and the neighbouring lowlands of Butaleja, Budaka and Tororo districts have been displaced following the landslide that

devastated Bududa in eastern Uganda last week, the state minister for relief and disaster preparedness, Musa Eweru, said yesterday, report Taddeo Bwambale

and Cecilia Okoth. Another 500,000 people from the Rwenzori and Kigezi regions in western Uganda are at risk of landslides and floods, the minister added. A powerful

landslide struck Katabwa sub-county in Kabarole district on Saturday, displacing some 500 people. A day earlier, a land-

Turn To Page 2

Landslides displace 300,000 in east, threaten 500,000 in west

slide occurred in Kisoro district, From Page 1

killing three people and destroying property. Eweru warned that floods are likely to take place in other low-lying areas in the country, including Karamoja, Lango, Teso and Kampala.

Addressing a press briefing at the Media Centre yesterday, the minister said 83 bodies have so far been recovered by the rescue teams in Bududa. Over 300 people are still missing and feared dead. Only 31 survivors have been rescued from the three affected villages of Nametsi, Kubweho and Namangasa.

Following instructions given by President Yoweri Museveni over

the weekend, he said the search for bodies will continue until all the dead have been recovered. The Government will only declare the disaster site a mass grave after the search is called off. He explained that the Government plans to evacuate residents in disaster-prone areas to safer places when the emergency operations are over.

The Government is also looking at the possibility of opening up a road to reach the affected communities, he added. In that respect, they appealed to the United Nations and other development partners to provide a heavy-duty helicopter for airlifting a motorised buckle scooper. Eweru further announced that

a three-month emergency work plan has been developed to host people at risk.

The sh10b plan will include setting up learning facilities for school children, rehabilitating water sources, reconstructing roads and bridges and providing health services.

In addition, he said, a five-year programme for permanent resettlement of all people at risk is being developed. This will involve buying land in safe locations, construct new homesteads and provide them with a means of livelihood. The long-term programme is estimated to cost sh290b (\$100m). Eweru said the Ministry of Health has provided a van to sensitise communities

about health issues following an outbreak of diarrhoea-related infections in the Mount Elgon region.

A total of 104 cases of diarrhoea have been reported at Bukalasa health unit, according to the Uganda Red Cross; the majority of them children. Cholera has not been confirmed yet. The minister castigated leaders who steal relief items and warned that those caught will be arrested and prosecuted.

"It is a shame that some people want to take advantage of other people's distress. Anyone caught stealing relief supplies will be severely punished and that will serve as a deterrent for the rest," he said. Among the items sup-

plied by the Government so far are two generators, 500 cartons of drinking water, five vehicles and sh35m for coffins.

The minister cited population pressure as one of the reasons forcing people to encroach on mountain slopes throughout the country.

In a related development, the district disaster management committee has resolved that all the affected people be moved from Bukalasa to Bulucheke camp, which will be the centre of the emergency operations.

Of the 1,014 people who were living in Bukalasa, 153 people had by Sunday evening been relocated to Bulucheke, where UNICEF erected 35 tents.

Kenyans give aid

631 paid for radio spots about URCS were aired on Akabozi Kubiiri, Capital FM, Radio One, Voice of Tooro, Radio West, Mega FM and Unity FM as part of emergency preparedness in the country. Similar messages but in visual form with illustrations were aired on NTV, NBS and WBS televisions. The messages were calling upon the public to respect URCS staff, volunteers, vehicles and any property of URCS especially when intervening in various situations. The messages also re-affirmed the public that Red Cross is a neutral organization which makes no discrimination as to nationality, race, religious beliefs or political opinions.

31 press releases about the various URCS activities were issued to media houses and published in the media. The Unit has a database of journalists in the various regions and whenever press releases are generated, the distribution is done across the country.

The Unit liaised with media houses for coverage of all key URCS activities. As a result, URCS was hosted on several talk shows. The Secretary General Mr. Michael Richard Nataka and Deputy Secretary General Dr. Bildard Baguma appeared on the various talk shows. The print media did also publicise URCS activities.

A number of branches were hosted on their local fm stations in regard to the Red Cross Week celebrations.

A media field trip was held in Karamoja where media personnel from eight media houses visited the cholera affected areas in Moroto District and interviewed the



authorities about the causes, humanitarian interventions and challenges faced in addressing hygiene related issues in the region. Media house represented were NTV, WBS, UBC, New Vision, Monitor publications, NBS TV, Karamoja FM. Another media field trip was conducted in Kisoro to report about the vulnerabilities and URCS activities in the area.

A

media dialogue in Mbarara region

URCS Mbarara region hosted a media dialogue bringing together 11 journalists from the different districts within the region. The Senior Public Relations Officer Catherine Ntabadde and Communications Assistant Jacqueline Zawedde made presentations during the dialogue. The journalists recommended that media dialogues be held on a quarterly basis to strengthen their collaboration with the branches. Some journalists expressed interest in registering as members of the Red Cross.

On July 11 2010 twin bomb blasts rocked Kampala city at Lugogo Rugby Club and Ethiopian Village in Kabalagala. URCS was instrumental in supporting Mulago Hospital with various medical and non food items and launching the psychosocial

program for the victims and survivors of the bombs. The Communication Unit engaged different media in all these activities by distributing press releases on the development of trends, lobbying for coverage and organizing interviews about the activities.

The Unit also supported the Disaster Management Department to organize a press field trip of the Water, Sanitation and Hygiene project implemented in Acholi region with funding from ECHO. The press visit was combined with a monitoring and supervision of the project by the Deputy Secretary General.

The Unit supported the Health and Care Department to work with Danish journalists to film the URCS water and sanitation project in the districts of Kabarole, Bundibugyo and Kasese. The aim of the visit was to prepare concrete background material for the Safe Water Summit 2010 which was to be held in Copenhagen from 29th September to 1st October 2010, organized by the Danish Red Cross. The journalists collected information and specific cases from Uganda that describe the water challenges faced by rural communities. Uganda was represented by Minister Maria Mutagambwa, Minister of Water and Environment, Mr. David Obong, Permanent Secretary of the Ministry of Water and Environment and Mr. Michael Richard Nataka, URCS Secretary General.

The Unit mobilized media to cover the election preparedness simulation exercise that was held in Mukono. The activity was aired on WBS, NTV and UBC televisions. It was also published in Monitor publications. The purpose of the exercise was to prepare stakeholders in the area of disaster management and the public to better understand their roles in times of disasters.

The Unit participated in the 2010 MTN marathon during which URCS deployed 350 volunteers to administer first aid and 40 ambulances. The Unit ensured the URCS area of operation during the marathon was well branded.

Overall, the National Society engaged a number of media houses for visibility of its work: Below are the media houses engaged locally and internationally.

i) List of local media houses engaged in the course of the year:

Newspapers	Radio	TV
<ul style="list-style-type: none"> • Daily Monitor • Red Pepper • The New Vision • Saturday Monitor • Bukedde • Sunday Vision • Saturday Vision • Gwanga 	Voice of Life Arua, Arua One FM, Paidha FM, Radio Parcis, Liberty FM-Hoima, Radio Hoima, Spice FM-Hoima, Kings FM, Uganda Radio Network, Radio Kitara, Bunyoro Broadcasting Services, Kabale Kagadi Community Radio, Radio Maria, KFM, Radio One, Capital FM, Metro FM, Radio Simba, Kitara FM, Power FM, Sanyu, Spirit FM, Voice of Africa, Buddu FM, Voice of Africa, Top	<ul style="list-style-type: none"> • NTV • UBC • WBS • Record TV • NBS • Top TV

<ul style="list-style-type: none"> newspaper • The Observer • The Sunrise 	Radio, Prime FM, Akaboozi Ku Biiri, Open Gate FM, Ssubi FM, Step FM, Signal FM, Radio Rukungiri, Mega FM, Etop Radio, Kyoga Veritas, Super FM, Radio West, Voice of Teso, UBC Radio, Vision Voice, Bukedde FM, Beat FM, Vision Radio-Mbarara, Touch FM, Star FM, Radio Muhavura	
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Total: 63

ii) List of International media engaged in the year

<ul style="list-style-type: none"> • DW Radio Germany • AFP (Agence French-Presse) • Aljazeera • BBC TV • BBC Radio • Dagens Nyheter-Swedish newspaper • Irish news agency • Channel 4 UK • CNN • IFRC website • Chinese News Agency 	<ul style="list-style-type: none"> • Australia Broadcasting Corporation • IRIN Africa News • Huffington Post • The Guardian newspaper UK • New York Times • Contact FM-Rwanda • Reuters • Radio France • Channel Africa in South Africa • ETV News channel South Africa. • Pacific Radio-Los Angels
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Total: 22

2.3 Public Relations

The Unit continued to provide information to partners and the public who seek for it through emailing and from the Communication Office. More inquiries came in as a result of an appeal launched to support floods and landslides victim in Eastern Uganda. Most prospecting donors were interested to know the needs in the affected areas, where the donations can be delivered and the process of distributing the collections.

A representative from the Unit participated in the regional community development training of trainers in Jinja. The TOT was organized by URCS with funding from Netherlands Red Cross.

Supported departments in organizing media, editing reports and technical guidance where the Unit's expertise was sought.

The Unit organized four press conferences, to launch a sh2 billion appeal for floods and landslides victims in Eastern Uganda, provide update to media and donations

by different companies. In addition, the Unit supported the Planning Department to organize and coordinate various donations.

MEDIA: DAILY MONITOR
DATE: 8/3/2010
PAGE: 39
LOCATION: BUSINESS PICTORIAL



URCS Deputy Secretary General Dr. Bildard Baguma receiving a donation from Stanbic Bank. This was in response to URCS appeal to support landslides victims.

The Unit supported in the organization of the 2009 National Council by developing the Chairman's report, participating in the actual event and branding the venue.

The Assistant PRO participated in the DFID review project in Lira, Katakwi and Pader, launching of WATSAN and Food Security in Oyam and in Bududa for the landslides interventions.

The SPRO held various meetings with ICRC Communication Department who supported URCS in the developing of messages for the election preparedness.

The Unit liaised with professional journalists, last week to support it in the development of a documentary on URCS interventions in Bududa.

The Malaria programme was supported to buy space in the newspapers and to develop an editorial for the Africa Malaria Day advert.

The Unit supported Danish Red Cross to develop a fundraising initiative. Danish Red Cross tasked all URCS departments to present a write up on what Shs 375,000 can do for a vulnerable Ugandan. Most departments proposed safe delivery kits and DRC liked the idea.

The Senior Public Relations Officer was invited by Makerere University Department of Mass Communication to make a presentation about the URCS PR practices to second year students in the department. URCS was invited because its Public Relations operations cover a number of components.

The Unit developed a write up for the 2009 Public Relations excellence awards by the Public Relations Association of Uganda. The Association annually awards companies/ organizations with the best PR practices. URCS participated in the Best for Not Profit Campaign.

The Unit was represented at the election preparedness workshop in Namakwa, Mukono. The officers will liaise with the Kenya Red Cross Communication office for guidance on the PR/Media related activities prior to the elections.

The Unit had sessions with ICRC to follow up on departmental activities and guidance on specific issues. In addition, the Unit staff participated in the URCS/ICRC planning meeting for 2011.

Personnel from the Unit participated in the partnership meeting that was held on 21st October. Communication coordinated all the branding aspects at the event and also managed the exhibition. The Unit provided a brief of the Communication Work plan and budget that was presented to partners by the Head Finance and Accounts.

The Unit officers participated in the NS Planning meeting for 2011 to finalize the work plans and budgets in addition to working on the Communication, ICT and PR section in the 2011-2015 Strategic Plan.

Through the Secretary General's Office, the Senior PRO, Senior Administrative Assistant to SG and the Communication volunteer supported the URCS Legal Adviser to organize a consultative meeting on International Disaster Response Laws at Hotel Africana. The legal adviser was tasked by IFRC and Government to conduct a study on IDRL. The consultative meeting was well attended by various humanitarian agencies in the country. URCS Secretary General, the Vice-chairman of the Board, Minister for Disaster Preparedness and Refugees, attended the meeting.

The Unit supported the HIV/AIDS programme when a team from Netherlands Red Cross and IFRC visited Kampala East and Kitgum to prepare for a documentary about URCS interventions in HIV/AIDS but specifically focusing on positive living children, orphans and vulnerable children and child-headed families. The documentary was used by Netherlands Red Cross to fundraise for OVCs and children living with HIV in Africa.

The Assistant Communication Officer worked with the Planning Department to come up with proposals on how funds raised from the 2009 marathon can be utilized. MTN, the official organizer of the marathon will partner with URCS to construct boreholes in Lamwo district in Northern Uganda. Using the 2009 MTN marathon proceeds, URCS will construct five boreholes, rehabilitate five, train water user committees and re-orient 10 hand pump mechanics. The construction will be done in Lokung Sub County which is faced with challenges of access to safe water.

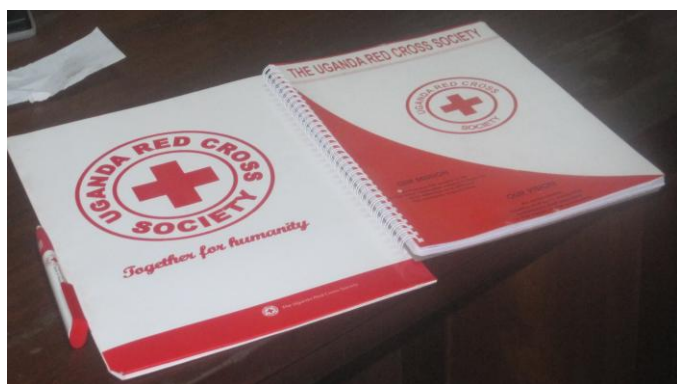
The Unit provided technical support to the concept of commissioning WATSAN hardware facilities in 5 districts of Western Uganda. The concept was developed by the WATSAN program

The Unit made revisions to the Communication Policy and merged it with the ICT policy as per the alignment in the new 2011-2015 Strategic Plan. The Communication, Public Relations and ICT policy among other issues highlights the key audiences of the NS and particular areas of focus while communicating with them. It also highlights legal aspects in communication, branding aspects, the mode of conducting web communications, crisis management and gives guidance of Internet, email and office computing services.

2.4 Branding

There was increased branding of the National Society materials in 2010. The Communication Unit procured 16 flags bearing a URCS logo. For the first time, the NS will have flags that bear a NS logo. Previously, we have been using flags that bear a generic Red Cross logo mainly provided by ICRC.

The Unit also procured 320 branded folders, 200 pens and 200 A5 note books. It is now a policy that all URCS items, non food items, infrastructure are branded. The Unit continued to ensure that during all major NS events, branded stationery is used.



A sample of the branded note books and folders

Templates for uniform sign posts for all branches and HQ have been developed. The OD department will now find ways of how each branch can raise funds to procure these signposts. The procurement of signposts will however be centralized for purposes of ensuring uniformity and the branding aspects.

Five pull up banners and 7 tear drop banners were procured. The pull-up banners bear a new improved design as compared to the previous ones.



A sample of the pull up banner

The Unit worked with the Human Resources Department to procure branded identity card holders and strings. The current ID holders are old fashioned with a chain.

The Unit continued to liaise with the Logistics Department to ensure branding of all items procured and infrastructure put in the branches. The Unit provided a URCS logo to Logistics Department to enable them show it to suppliers for purposes of uniformity of the logo. The branches have also been advised on proper use of URCS colours.

2.5 Multi media

Basing on the fact that by not engaging fully in the digital world of (web) communications, great chances are being missed by National Societies more especially in external communications where a website has the biggest potential of reaching out and staying in touch with a large audience including the youth, members, donors, volunteers, and basically anybody who takes an interest in the organisation, IFRC decided to assist National Societies to improve web communications.

The IFRC Internet Specialist was in the country in November to train Communication staff in writing for the web, using the Content Management System and optimizing pictures for web publishing. Five staff were trained - two communication officers, two volunteers from the OD department and the IT coordinator. The delegate promised continued support through email communication.

Following the training, the Unit with support from IFRC started the process of redesigning the website to make it more informative and appealing. The delegate from IFRC together with the Assistant Communication Officer and IT coordinator held a meeting with the current URCS web host- Jolis to have it redesigned. Hopefully the new site shall be launched before the end of January 2011.

The new site will have all the social networking sites including twitter, facebook and U-Tube. It will also have a section of polls where visitors will give feedback on what they like about the website, URCS operations and what needs to be improved. With the new site we shall be able to tell who visits the web. The website shall also have a section of news and other information about Uganda Red Cross Society like publications, work plans, budgets, and contacts of CGB and Department heads.

With support from IFRC Internet Specialist, the Unit opened a URCS fan page on facebook where staff and members of the public can interact and share information about the NS developments. Several URCS operations have been posted on the page by communication staff and field officers.

The Unit uploaded all the department annual reports on the website. More pictures and other reports from departments were also uploaded. Various inquiries have been made through the website.

2.6 Resource Centre

Lack of space remains a challenge in the resource centre. The limited space does not give room for alternations and improvement in the resource centre. However, the Assistant PRO has since taken on the role of ensuring that when the public or staff need information and documents, it is availed to them.

ICRC and the IFRC Nairobi regional office donated more books to URCS. Students from various universities contacted URCS for materials mainly about disaster management and health related issues.

The Unit through the SG's office received different publications from various organizations for the resource centre. These included a newsletter, *Life* produced by British Red Cross, AVSI Uganda Report 1984-2009; Polio News from World Health Organisation; The Humanitarian from Australian Red Cross; 2009 Annual Report of Goal Uganda. The NS also received 5 posters about health matters from ICRC and these were distributed to Health department, Arua Branch, Mityana Branch, Kampala South and Kampala West branches. A total of 15 AIC materials were received for the resource centre.

The Unit reproduced a documentary on URCS operations in Bududa. 10 copies were made and distributed to the branches for knowledge sharing. The documentary was shown to partners during the Partnership Meeting in October.

3.0 Improving networking systems and building partnerships to make use of the existing expertise within and outside the Red Cross Movement.

The Unit continued to liaise with the Communications Department of the federation in Nairobi and counterparts in other national societies. The exchange of publications among sister national societies has enabled URCS pick some ideas.

A number of corporate companies that donated towards Bududa made contacts with the Communication Unit where officers would then provide contacts for the planning department to finalize the preparations for the donations.

The SPRO participated in forums organized by Public Relations Association of Uganda. These forums are normally attended by Public Relations Practitioners of various key institutions in the country.



Disaster Preparedness Prof. Tarsis Kabwegyere handing over a plaque to one of the blood donors during the 2010 Red Cross Week.

The Assistant PRO attended the 2010 RC NET EA Regional Communications Forum in Nairobi where 13 National Societies were represented. Topics covered included the Digital Divide, importance of interacting with corporate, social media and humanitarian communications and management of websites. The IFRC regional team advised National Societies to allocate more funding to the improvement of websites and Internet connection. URCS was helped to create a Facebook page as a fast and effective tool of communication. The E.A office asked National Societies to submit their requests for assistance. URCS requested for assistance in redesigning the website, increase in the web bandwidth, mobile Internet connection among others.

The Unit staff attended the 2009/2010 PR awards organized by the Public Relations Association of Uganda (PRAU) at Serena Hotel in Kampala. Although the Unit submitted an entry about Social Mobilization on Immunization, the entry didn't go through. More non-profit organizations took part in the awards. The staff however networked and interacted with counterparts from other organizations.

A meeting was held with ICRC Cooperation and Communication departments to discuss pending activities of URCS Communication Unit and Dissemination program and how ICRC can support the duo in the remaining activities for fourth quarter.



A debriefing session with the ORDINA team in the URCS boardroom.

4.0 Achievements of the Unit

- Massive media publicity as a result of the Bududa tragedy. URCS appeared in the media every day between March-April 2010. From May-December 2010, URCS continued to appear in the media frequently as a result of the various interventions.
- Through lobbying from other URCS departments, the Unit was supported to conduct media field visits and meet various PR/media costs.
- As a result of the improved image, many companies, individuals and organizations now rely on URCS for information regarding disaster and emergency operations.
- Branding for the National Society has greatly improved in that all workshops are now conducted using branded materials. In addition, more of the relief items distributed during the year were branded with the URCS logo.
- Rwanda Red Cross Society was able to borrow the idea of using pull up banners for branding from Uganda RCS. As a result they requested the NS through the Secretary General's office to help them procure similar banners with Rwanda RCS logos and information.
- The Unit was able to successfully organize the IDRL consultative meeting which involved Office of the Prime Minister, IFRC and all humanitarian agencies in the country. The NS received positive feedback from IFRC on the arrangements, attendance and branding.
- The media campaign in regard to election preparedness helped to create more awareness about the URCS mandate and respect for the emblem.
- The quality of the URCS publications has greatly improved. This can be attributed to the assistance rendered by professional designers who have tried to incorporate the branding aspect by designing the publications in URCS colours.

- The URCS corporate image continues to improve because of good relations with the media and partners.

5.0 Recommendations

- The team work, pro-activeness, persistence and coordination exhibited during the interventions of the current emergencies involving Bududa Land Slides and 11th July twin bombs, from senior management, the various departments and the regions should continue all through.

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