



**Uganda Red Cross Society
Communication Unit
Annual Report 2009**

Overview

In 2009, the Communication Unit with support from ICRC continued to pursue its goal of strengthening organizational capacity in communication, information, dissemination, and advocacy for a good corporate image. The Unit focused on the fight against emblem abuse, creation of awareness about URCS activities through dissemination and publicity and provision of technical support to departments.

ICRC supported 23 branches to select focal persons who were effectively trained to handle Communication and Disaster Management activities. The focal persons with support from the Unit actively carried out the dissemination, tracing and EPR activities that increased awareness and popularity of the National Society.

In addition, 21 staff (mainly Branch Coordinators) were trained in dissemination and 20 community disseminators were trained to support branches and disseminators during dissemination sessions. As a result of this, there was improvement in the level and quality of dissemination to communities. The Unit re-focused dissemination at all levels with an aim of boosting the quality of members recruited. 10 branches were supported to carry out dissemination activities through drama and quiz competitions, 17 branches supported to conduct dissemination through talk-shows, 14 branches supported to conduct high level dissemination while 35 branches were supported to conduct community dissemination sessions.

With technical and financial support from ICRC, the URCS generic brochure was re-designed and 12, 000 copies printed and distributed to 51 branches. The same brochure was translated into Nyakarimajong for Karamoja sub region. 5, 000 copies were printed. More brochures will be printed in local languages to enable communities better understand the National Society interventions and existence.

During the year, advocacy for the emblem was intensified through radio and TV campaigns. The Unit also designed and printed a brochure about the emblem and 3,200 copies were distributed to the branches. Branches were more vigilant in identifying cases of emblem abuse and the abusers mostly clinics were talked to and were able to respond positively.

The image of the NS continued to shine in 2009. There was increased publicity for the NS activities through radio talk-shows, media field trips, media dialogues, press conferences and press releases. The department officers ensured that they attended and reported about most of the functions organized by the National Society. There was improvement by programs to support communication activities through strengthened efforts by senior management to make it compulsory for all programs to always include aspects of media/publicity in their programming.

At the beginning of 2009, an independent media monitoring firm, Steadman Group was contracted to carry out media monitoring (both negative and positive) and this enabled the Unit to track one negative publicity that was adequately responded to. The National Society appeared 782 times in the media (TV, radio and newspapers). The total appearances exclude radio stations not monitored by Steadman Group.

The quality of the National Society publications greatly improved and more IEC materials including the 2010 calendars were printed and distributed to increase awareness about the Red Cross.

Summary of achievements over the reporting period

Overall goal

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

Specific objectives:

- i) Effective communication and dissemination of the International Humanitarian Law (IHL) and the Red Cross ideals and principles.
- ii) Improving and maintaining URCS corporate image through publicizing its services in the media and providing feedback from the public to service providers for action.
- iii) Developing advocacy initiatives for addressing vulnerability among various groups in the community.
- iv) Improving networking systems and building partnerships to make use of the existing expertise within and outside the Red Cross Movement.

Achievements:

In 2009 the Unit registered a number of achievements in the areas of dissemination, advocacy, media and public relations. This further boosted the image of the National Society as an organization that is more concerned about the needs of the vulnerable. Below are the achievements as per the objectives set for the Unit.

Objective: Effective communication and dissemination of the International Humanitarian Law (IHL) and the Red Cross Principles and Ideals

(a): Conduct specialized training to community volunteer disseminators in branches.

At the beginning of 2009, the Unit with support from ICRC selected 23 focal persons from 23 branches to carry out dissemination activities. The SPRO and assistant PRO, with support from the HOD Organizational Development thoroughly trained all the focal persons in the various aspects of dissemination and communication to ensure they pass on correct information to the public. This enabled the focal persons to effectively disseminate the Red Cross principles and ideals

in various communities and as a result, the year registered increasing demand for the URCS services. The Unit also trained 21 staff, mainly branch coordinators in dissemination which helped to improve their dissemination skills. The staff were also trained in media relations. 10 branch coordinators from Gulu region were trained in advocacy and media relations.

10 volunteers from Kotido and Moroto were trained in dissemination. The aim of the training was to equip the active volunteers in the two branches with dissemination skills so that they support the Branch Coordinators carry out dissemination activities, considering the fact that Karamoja region is vast.

IHL was integrated in all staff and volunteer trainings and was a key area of dissemination during all sessions conducted last year.

(b): Organize and conduct dissemination sessions.

The Unit strengthened dissemination activities with much emphasis on high profile personnel to ensure quality membership for the National Society. Thirty-five branches were supported to conduct disseminations. Dissemination focused on History of Red Cross, Emblem, Structure of Red Cross society, Fundamental principles, IHL and Geneva conventions, and activities of the Uganda Red Cross Society depending on the target group. The intensified awareness creation about the services of the Red Cross created a favourable environment for the Society operations. In 2009, a number of professionals were brought on board and have been very instrumental in the Society operations. Some branches were able to recruit members who are accountants and have been very useful in the area of financial management.

- **High level dissemination sessions**

Upon realizing that branches were focusing on soft target dissemination, the Unit with support from ICRC introduced high level dissemination sessions that were conducted in 24 branches during the course of the year. The branches are Gulu, Tororo, Mbale, Apac, Lira, Bushenyi, Mbarara, Nebbi, Arua, Mukono, Soroti, Kisoro, Hoima, Rukungiri, Kitgum, Kabale, Busia, Masindi, Bundibugyo, Kapchorwa, Kampala Central, Kampala West, Kotido and Moyo. It was discovered that such sessions boost the quality of

members recruited who in the process support the activities of the various branches.

In some of the sessions, the participants immediately pledged to support the branches. For example in Bushenyi, a committee was set up at the end of the session to work with the branch for the development of the district. In Kampala West, some board members in high profile positions promised to use their influence to generate support for the branch. In Bundibugyo, the participants formed a working group and agreed to fundraise for the branch; In Kisoro, three district officials were registered as members. In Rukungiri, members called for regular meetings within the various stakeholders and promised to organize a fundraising drive for the branch. In Busia, emphasis was on strong partnership and networking for the branch. The Deputy Resident District Commissioner Busia became a member.



The Senior PRO during the Apac high level dissemination session



- **Dissemination through talk-shows**

9 radio spots on dissemination were aired on Arua One in West Nile while two talk shows on dissemination mainly the emblem, principles of RC/RC, volunteering, membership were run on Step FM and Open Gate FM, both in Mbale. Three other talk shows were held in the branches of Ntungamo, Kisoro and Lira with an aim of creating awareness about pertinent issues in the respective branches. Four talk shows were held in the branches of Kotido, Rukungiri, Kitgum and Jinja focusing on emblem abuse. The talk shows highlighted the history of emblem, who is entitled to use the emblem and the relevance of the emblem to those that use it. This created more awareness and respect for the emblem.

The communication staff participated in some of the talk-shows in the branches and provided guidance.

- **Dissemination through drama**

The branches of Kampala East, Nebbi and Soroti were supported to disseminate through drama. Each branch conducted 5 drama sessions reaching 500 people per session. Dissemination through drama has proved powerful as it attracts big crowds. It is also expected that the scenes of the drama are likely to stay in the minds of the viewers for a long time. Drama kills the monotony of the usual dissemination in the field.

- **Quiz and competitions**

Five quiz competitions were conducted in the branches of Kotido, Adjumani, Kisoro, Mbale and Pader as a way of enlighten the public about the Red Cross emblem and its activities. This exercise was conducted in schools through debates and on radio through question and answer sessions. Prizes were awarded to the winners.

- **Community dissemination sessions**

Dissemination sessions were conducted in schools, churches, communities and corporate companies and the 23 ICRC funded branches were able to reach 158,300 people as presented below. The dissemination sessions were mainly conducted in schools, churches, villages and at the branch offices.

Moyo

The branch held 122 sessions during which it disseminated to 4,209 male and 4,920 female. Areas visited included schools, churches, hospitals and corporate companies. It was able to recruit 215 male and 154 female. The branch also registered five links.

Lira

A total of 150 dissemination sessions were conducted throughout the year reaching 3,818 male and 3,183 female. The branch registered 305 male members and 271 female under the various membership categories. Seven youth links and five women groups were registered.

Kisoro

During the year, Kisoro Branch managed to disseminate Red Cross information to 3,563 male and 3,106 female through the 212 sessions it held. A total of 450 male and 305 female members were recruited and seven links and four women groups registered.

Kotido

134 dissemination sessions were conducted during the year reaching 4,841 male and 5,618 female. 133 male and 60 female were recruited into the Society. Insecurity and poverty in the branch are major hindrances to dissemination and membership recruitment processes.

Hoima

Hoima branch conducted 105 dissemination sessions during the year and was able to meet 5,457 people; 2,727 male and 2,730 female. The branch recruited 144 male youth and 146 female youth during the year. It also registered 30 male life members and 29 female life members. The annual members recruited were 13 male and 16 female. Seven youth links and five women groups were registered in the course of the year.

Soroti

The branch disseminated to 4,183 people; 2,153 male and 2,030 female during the 214 sessions it held last year. It recruited 26 life members; 18 male and eight female, 155 annual members; 116 male and 39 female and 285 youth; 68 female and 217. Youth links registered were 13 and eight women groups.

Kabarole

101 dissemination sessions were conducted during the year reaching 9,273 out of whom 4,093 were male and 5,180 female. A total of 50 life members were recruited, 26 being male and 24 female. The branch also registered 11 male and eight female annual members and 64 male and 52 female youth. Seven youth links and three women groups registered to be part of the Red Cross.

Nebbi

The branch was able to reach out to 5,227 people with Red Cross messages during the 117 dissemination sessions held in 2009. Of the 5,227, 2,892 were male and 2,335 female. Throughout the year, the branch managed to register 44 life members, 37 being male and seven female. It also registered 42 annual members, 22 male and 20 female and 211 youth; 128 male and 83 female. Youth links formed were 12, two women groups and one corporate company registered.

Gulu

Dissemination sessions were conducted mainly in schools and communities within and outside the municipality reaching 8,745 people, 4,117 being male and 4,628 female. A total of 476 people were recruited during the year in the various membership categories. Life members registered were 13 male and 14 female, annual members 15 male and 17 female and 204 male youth and 213 female youth. The youth links registered were 25.

Adjumani

The branch held 68 dissemination sessions during the year reaching 7,138 people; 3,670 male and 3,468 female. Twenty-five male and 21 female registered under the life membership category, 12 male and four female under annual membership and 189 male and 128 female under the youth category. Dissemination sessions were mainly held in schools, villages and at the branch office and topics covered included IHL, Red Cross principles, history of the Red Cross, the Emblem among others. The branch registered nine youth links.

Masindi

A total of 8,260 people were disseminated to during the year. 3,813 were male and 4,447 female. 359 members were recruited, 26 under the life membership category (11 male, 13 female), 16 annual members (12 male, four female) and 317

youth (189 male and 128 female). Seven youth links were registered in 2009.

Moroto

Sixty-six sessions were conducted during the year reaching 1,429 people, 861 being male and 568 female. 50 male and three female life members and 61 male youth and 31 female youth were recruited. The branch registered three women groups and five youth links. Moroto is also affected by insecurity hindering effective operations.

Kabale

The branch held 64 sessions during which it disseminated to 5,401 people; 2,878 female and 2,523 male. A total of 185 members were registered. Of the 185, 13 were life members, eight being male and five female. Eleven were annual members, six male and five female and 161 youth; 75 being male and 86 female.

Mbale

Mbale Branch registered 167 female youth and 346 male youth, 152 male annual members and 123 female annual members. It also recruited 51 male life members and 37 female life members. A total of 24,537 people were reached with messages about the Red Cross, 10,657 being male and 13,880 female. This was during the 161 dissemination sessions conducted by the branch during the year.

Busia

Eighty-two sessions were conducted during the year reaching 4,552 people; 2,411 male and 2,141 female. Life members recruited were 23 male and 16 female, annual members, five male and 10 female and 175 youth and 208 male. The branch was able to register 10 youth links and five women groups.

Rukungiri

A total of 10,134 people were disseminated to during the 70 sessions conducted in 2009. 5,504 were male and 4,630 female. Nine life members were recruited, five of them male and four female and 126 male youth and 172 female youth. Two women groups and nine youth links were registered.

Mbarara

Ninety dissemination sessions were conducted during the quarter reaching 16,766 people; 6,119 male and 10,647 female. The branch registered five male life members and 15 female life members, five male annual members and one female annual member and 485 youth; 300 male and 185 female. Four youth links and five women groups came on board in the course of the year.

Pader

1,330 people were disseminated to 881 being male and 449 female during the 38 sessions conducted in 2009. Life members recruited were 14, nine male and five female, annual members; five male and eight female and 30 male youth and 60 female youth. Youth links registered three with 46 members, both male and female and the women groups were two.

Kapchorwa

Kapchorwa Branch held 24 dissemination sessions reaching 1,020 people; 547 male and 473 female. Life members recruited during the year were three male and five female and the youth were 34 male and 16 female.

Arua

The branch disseminated to 1,398 male and 1,687 female during the year and was able to register 23 male life members and nine female life members, 25 male annual members and 19 female annual members. It also registered 82 male youth and 108 female youth.

Bundibugyo

A total of 5,524 people turned up for the 76 dissemination sessions that were organized by the branch. In the course of the year, the branch was able to recruit 74 life members, 16 annual members and 123 youth. The terrain of the branch remains a major challenge to dissemination as volunteers have to move up the mountains to disseminate to people which is so tiring.

Kitgum

In Kitgum, 10,459 people were disseminated to during the 204 sessions held in 2009. Some of the sessions were integrated into other activities to minimize costs. In total, 20 people registered to be life members, 12 to be annual members and 152 youth came on board.

Jinja

Dissemination sessions in Jinja were held in 55 places meeting 8,505 people, 4,063 of the male and 4,442 female. The branch registered eight life members, six being male and two female, four annual members, two male and two female and 258 male youth and 206 female youth. Jinja registered 18 youth links and one women group.



One of the community dissemination sessions

The table below is a summary of the dissemination activities per branch

Branch	Planned No of people/sessions	Number of sessions conducted	Number of people reached	Membership recruitment			
				Life	Annual	Youth	Link/women groups
Kabarole	120 sessions and 10,000	101	9,273	50	19	116	7YL, 3WG

	people						
Jinja	--	55	8,505	8	04	258	18YL, 1WG
Mbale	70 sessions, 10,000 people	161	24,537	88	275	513	10YL, 71 WG
Kabale	50 sessions, 5,000 people	64	5,401	13	11	161	
Masindi	60 sessions, 4,500 people	64	8,260	26	16	317	7 YL
Kitgum	30 sessions and 1, 500 people	204	10, 459	20	12	152	1 Y.L
Moyo	95 sessions, 3,500 people	122	4,209	18	25	322	x Y.L
Kapchorwa	2,000 people, 35 sessions	24	1,020	08	0	50	--
Kotido	100 session, 10,000 people	134	10,450	13	24	156	5YL, 8WG
Hoima	75 sessions, 8,000 people	105	5,457	59	29	290	7 YL, 5WG
Nebbi	5,000 people, 80 sessions	117	5,227	44	42	211	1Corporate 12YL, 2WG
Gulu	80 sessions, 10,000 people	86	8,745	27	32	417	25 YL
Moroto	40 sessions,	66	1,429	53	-	92	5YL, 3WG

	4,000						
Lira	80 sessions, 5,000 people	150	7,001	1	-	31	7links, 5 WG
Arua	90 sessions, 6,500 people	55	3,085	32	44	190	2 YL
Kisoro	85 sessions 7,000 people	212	6,669	34	23	698	2 YL
Bundibugyo	90 sessions	76	5, 524	74 & 1 CM	16	123	-
Soroti	90 sessions, 5,000 people	214	4,183	26	155	285	4
Adjumani	50 sessions 8,000 people	68	7,138	46	16	317	9 YL
Pader	40 sessions, 4,000 people	38	1,330	14	13	90	4YL, 3WG
Mbarara	50 sessions, 10,000 people	90	16,766	20	06	485	-
Rukungiri	40 sessions, 6,000 people	70	10,134	09		298	9YL, 2WG
Busia	50 sessions, 5,000 people	82	4,552	39	15	383	10YL 5WG

Total number of people disseminated to in 2009: 174, 283

Total number of sessions conducted in 2009: 2,358

Objective 2: Improving and maintaining URCS corporate image through publicizing its services in the media and providing feedback from the public to service providers

(a): Print information publications

1,000 copies of the 2008 annual report and 2,400 copies of the 2009 newsletters were printed and distributed to partners locally and internationally. The publications were given a new look with an improved design, quality of pictures and print. There was very positive feedback from our partners on the quality, visibility through the pictures and the fact that the reports were detailed. Newsletters and the annual report formed part of the information kit that staff traveling abroad carried.

Some of the feedback on the publications is here below:

"Thanks for the newsletter. I am happy to learn from it that Bubulo Red Cross branch has received solar panels for an electrification programme. Please keep up the good work,"- Uganda Bureau of Statistics.

"Thank you for this informative report," World Health Organisation.

"Many thanks Catherine. And congratulations for this great delivery," IFRC Geneva.

"Thank you very much for sharing with us (Sudanese Red Crescent Society) (SRCS) this newsletter, and I will share it with the departments at the SRCS"

A total of 4, 000 wall calendars for 2009 were also procured and distributed to partners. The Unit also procured 4, 300 calendars for 2010. The Unit developed an improved design as compared to the previous calendars. The joint 2010 URCS and ICRC calendar is heavily descriptive through pictures based on the various fields the duo support. ICRC received 1, 000 of the 4, 300 calendars.



A sample of a URCS branded wall clock and the refined 2010 calendar

1, 500 Christmas cards were procured. The cards were distributed to partners through the respective URCS departments.

To enhance dissemination activities both at the headquarters and at branch level, the generic URCS brochure was revised and 12,000 copies printed. The brochure also acts as part of the information pack for people travelling to disseminate more about the National Society. The brochure was translated into Nyakarimojong for Karamoja to make it easier to read more especially for people who do not understand English. 5,000 copies were distributed.

IEC materials including the 2009 World Disaster Report, brochures, Make Your Move magazine and humanitarian magazines were distributed to branches.

Technical support was provided to the DM department in the production of a brochure on climate change, support to Health Department during the production of the HIV evaluation report for Soroti and Kampala South and production of Watsan manual and strategy. Technical support and guidance was also provided to

programs eg HIV/AIDS on the Peer Educators Manual, Youth and Volunteer management on the programme and booklet for the International Youth Camp 2009 and advert for International Youth Day in the *Daily Monitor*. The Unit also provided technical guidance to departments in the designing of departmental publications like artwork for the World AIDs Day advert.

The PR Unit also provided technical advice in areas of buying space in newspapers for World Health Day, World Malaria Day and the Road Safety Day.

The S/PRO developed a script and narrative for the IFRC documentary on shelter in Teso region. The submission of script and narrative were among the terms of reference for the shooting of the documentary. The Unit participated in the documentation of best HIV/AIDS practices in Kampala East.

More reading and reference materials were cataloged in the resource centre by a professional volunteer that was supporting the Unit. A big number of staff and outsiders borrowed materials from the resource centre and for materials that weren't there, people were directed to areas where they could access them.

Through the SG's office, the NS received various 2008 Annual reports from partners. The reports have been archived in the Resource Centre for reference and to also borrow some ideas from the design and layout.

More publications from within and outside the Movement have also been received and the Resource Centre is now fairly stocked with publications in various fields. A number of Makerere University students undertaking Law were helped with information about the International Humanitarian Law, the protocols and conventions ratified.

Speeches were developed for the SG, Chairman and guests of honour for the various functions including the 2009 dinner in addition to providing technical support in the designing of the dinner invite card. The Unit through the Asst. PRO also provided technical support towards the development of a mini documentary that was showed to guests during the dinner.

(b) Media/ PR Relations

26 press releases were developed and issued to the media. All the press releases were used by the newspapers and radios. The department issued press releases about the immunization campaign, human influenza, Red Cross Week and the 150 years of Red Cross, updates about the famine appeal, distribution of seeds and tools in Lira, the need to protect and respect the emblem and clarification on a story where it was alleged that URCS had sponsored sh50m towards Bob Wine's show. These generated publicity for the NS.

Seven press conferences on famine were organized.

A number of interviews were organized for the SG. These interviews were done exclusively and they generated publicity for the NS. The NS enjoys good relations with journalists that initiating one-one interviews is easily done and has helped to improve coverage for the NS activities.

The Unit continued to ensure media coverage for URCS activities. These included the humanitarian dialogue on risk reduction, food security, URCS acquiring a new SG, human influenza, drug abuse, URCS support to Owino inferno, the plane crash in Entebbe, collapsed buildings in Kampala and receiving of the MTN marathon 2008 cheque.

A number of talk shows were conducted on several FM stations to highlight the National Society activities like the polio/measles immunization, H2P programme and the celebrations to mark the Red Cross Day. Media relations were specifically boosted through field visits. A number of media field visits were organized for the distribution of Mama bag kits in Oyam; food distributions in Katakwi, Maracha, Kumi and Kaberamaido; distribution of NFIs to Arua accident victims; Oxen and ox plough distribution to farmers in Lira; seeds and tools distribution in Lira; International Youth Camp 2009, Water and sanitation interventions in Karamoja. All these resulted into positive coverage and raised the profile of the NS.

Dembe FM, Vision Voice, Radio West, Bukedde FM, Sanyu FM provided non paid for DJ mentions calling upon the public to donate towards famine through URCS.

A number of non paid for talk shows were organized for the Secretary General to appeal to the public to make donations. Talk shows or

organized interviews were on NTV Uganda, Radio One, Bukedde FM Sanyu FM, Arua FM and Radio Parcis in Arua.

The Unit appeared on Sekanolya programme, a talk show on Star FM to talk about the Red Cross emblem, URCS activities across the country, youth links, membership and the major interventions in 2009.

Other events that generated publicity for URCS are the AU special summit on Refugees, IDPs and Returnees, the launching of MTN 2009 marathon, The MTN marathon, the annual charity dinner, the International Disaster Risk Reduction Day, Plague in Nebbi, cholera outbreak in Kampala and a cholera training by Kampala South at City Hall.

The department came up with a documentary for the Red Cross Week and also assisted the H2P programme to come up with a documentary.

The Unit submitted information on URCS activities of 2008 to the Planning Department of IFRC in Geneva.

Red Cross donates food to Kumi

DANIEL EDYEGU

By Daniel Edyegu

THE Uganda Red Cross Society has distributed 10,000 kilogrammes of relief food items to 600 households and 15 primary schools in Ongino sub-county, Kumi district.

The community was one of the areas severely hit by famine that devastated Teso sub-region recently.

Kevin Nabutuwa, the Red Cross eastern regional disaster programme manager, said the items were the last batch of relief aid to the famine victims in eastern and north-eastern Uganda.

"At the peak of the famine in June, we lobbied for relief items to cater for 50,000 starving households in West Nile, eastern and north-eastern Uganda to last between July and September," Nabutuwa said on Saturday.

Each household received five kilogrammes of maize flour, three kilogrammes of beans and half a litre of cooking oil. The primary schools got 100kg of maize flour and 40kg of beans each.



Red Cross volunteers offloading food at Ongino sub-county

Nabutuwa urged the residents to utilise the rains to cultivate crops to avoid future disaster.

"Red Cross is ready to support any community initiatives geared towards sustaining food

security. We are distributing sorghum seeds, cassava and potato cuttings to all the famine-stricken districts," Nabutuwa said.

According to the Red Cross disaster manage-

ment report, 2,400 families located in the Lake Bisina belt in the sub-counties of Ongino, Koir, Malera, Agu, Kumi and Mukura were affected by the famine.

Media monitoring

- Last year, the NS engaged the services of Steadman Group who monitor our services. They provided monthly clips and summaries of our publicity. Steadman provided a PR analysis report each quarter. Below is our coverage during the quarter as per Steadman records.

Table 1: Number of appearances

Media	January	February	March
Radio	40	20	20
TV	7	6	10
Newspapers	7	12	14
Total	54	37	48

Table 2: Number of appearances

Media	April	May	June
Radio	47	33	24
TV	10	25	12
Newspapers	17	25	12
Total	74	83	48

Table 3: Number of appearances

Media	July	August	September
Radio	74	60	41
TV	30	33	13
Newspapers	26	19	30
Total	130	112	84

Table 4: Number of appearances

Media	October	November	December
Radio	21	12	10
TV	11	5	7
Newspapers	24	12	10
Total	56	29	27

Total appearances in media monitored by Steadman: 782

However URCS appeared about 1, 000 times in both media that is monitored and not monitored by Steadman.

Table 2: List of Media houses engaged in the quarter

Print	Electronic
Red Pepper, Daily Monitor,	WBS TV, Record TV, NTV, NBS, UBC TV, UBC Radio, Super FM, Radio One, Akabozi Kubiri,

<p>The New Vision, Weekly Message, The Observer, Bukedde, Etop, Rupiny, Orumuri</p>	<p>Capital FM, Dembe FM, Voice of Teso, Sanyu FM, CBS, Kyoga Veritas, Rhino FM, Voice of Lango, Radio North, Voice of Africa Radio, Beat FM, Bukedde FM, Suubi FM, Step FM, Open Gate FM, Uganda Radio Network, Arua FM, Signal FM, Radio Simba, Radio Star, Radio Hoima, Radio Phaidha, Mega FM, Delta FM, Radio 4, Unity FM, Lira, Liberty FM-Hoima, Vision Voice</p>
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The Unit responded to negative article about “Japanese Government giving URCS sh21b for putting up shelter but the money was never properly utilized.” The S/PRO liaised with the news agency, Uganda Radio Network that supplied the news to the media houses in Teso region. A press release was developed and sent prior to the press conference. A press conference was held in Mbale to correct the wrong impression created.

In addition, a press statement was published in Etop newspaper to target Teso region given the nature of story.

Voice of Teso offered URCS 1 ½ hours to explain to the people of Teso how the money for the shelter project was spent. This free airtime was achieved through good relations with the media.

A media dialogue under the theme ‘Our world your move’ was organized for journalists based in northern Uganda. The dialogue also addressed upcoming activities of URCS, ICRC interventions in Northern Uganda, how to work with the media. URCS and ICRC facilitated the workshop.

The Health and Care department was supported to organize 5 talk shows on H1N1 on Dembe fm (2), Radio Simba (2) and Capital fm (1).

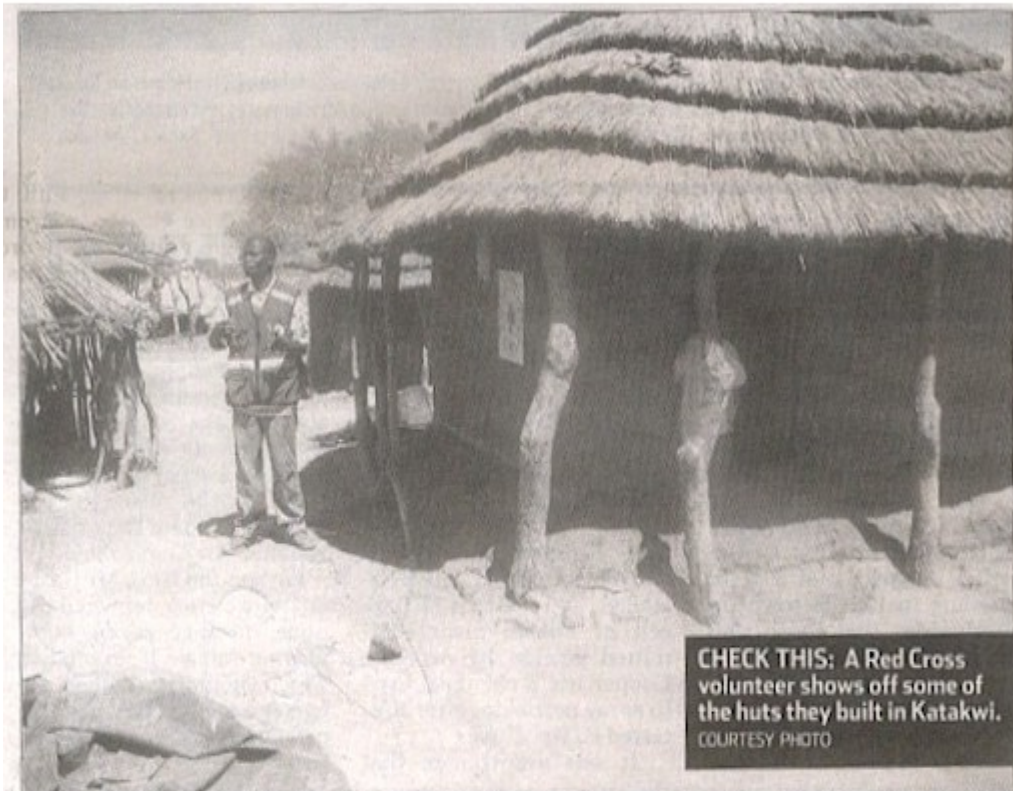
The Unit supported OD Department and City Talk organization to generate a story from their proposal and to publicize activities of the 2nd Queen of Lake Victoria beauty pageant.

Information about Mama Bag was submitted to The New Vision for purposes of generating a story for the Sports Magazine basing it on the MTN Marathon.

A media dialogue targeting 20 journalists from Hoima Region was held in December. The well attended dialogue attracted journalists from major media houses in Hoima region. Participants discussed projects

URCS implements in the region and ways of engaging them better. It was resolved that Hoima region with support from the Communication Unit builds strong relationships with participants for visibility of URCS projects.

MEDIA: DAILY MONITOR
DATE: 16/01/2009
PAGE: 7
LOCATION: REGIONAL NEWS



CHECK THIS: A Red Cross volunteer shows off some of the huts they built in Katakwi.
COURTESY PHOTO

Red Cross constructs 7,000 houses in East

Monitor Reporter
Katakwi

Uganda Red Cross Society has completed the construction of 7,459 flood-resistant huts in Katakwi and Amuria districts as part of its early recovery programme.

The shelter programme is

aimed at empowering communities to rebuild with more flood-resistant techniques through community participation.

The new huts have raised ground compacted enough that is to resist water entry. A plastic sheeting is also included in the ground to absorb any

water that may enter.

According to URC spokesperson, Catherine Ntabadde, about 10,000 pieces of tarpaulins were distributed to act as temporary materials in the absence of grass and also to prevent rain from destroying walls and molded bricks.

HUNGER IN KARAMOJA

K'jongs turn to wild fruits as famine bites

WFP, govt is giving food to Karamojong

Karamojong say food given is not enough

Evelyn Lirri
Moroto

Balancing a 50 kilogramme bag of grain on her head, Ms Lina Atoll trudged to one corner of the large compound at Acherere village in Matheniko County, Moroto District, where relief food was being distributed.

Ms Atoll had finally secured her food ration which she was to share with a colleague. The ration, comprising maize grain, beans and cooking oil from the World Food Programme, will – by her own admission – be Ms Atoll's first solid meal in two weeks.

"I have not eaten food for two weeks. My family has been relying on sorghum porridge and at times wild fruits," she said soon after getting food.

With the prolonged dry spell leading to a poor harvest, Ms Atoll has been struggling to put food on the table for her eight children. "She says her husband, like many Karimojong cattle keepers, left the manyatta – a form of settlement common among the pastoralist community of Karamoja – to look for water for their cattle.

As the men venture out in search of pasture and water, at times spending months without returning home, women and children are left behind to fend for themselves.

Many, especially the elderly, cannot do much and usually have to wait for humanitarian agencies to feed them. And yet, as Ms Atoll explained, the food which is given to them to last till the next distribution round a month later, is not sufficient to last her family long.

"This food will not last even two weeks. We shall still have to look for alternative means of survival or face starvation," she said. Worse still, the food brings its fair share of pain. Ms Atoll is not even sure she will live to eat the food she has just received. Usually, according to her, when warriors learn that food has been distributed, they come and raid everything.

"We no longer keep the food in the granaries because we can't be sure we will find it the next day. But even then, the warriors can demand that we give them what we have kept inside our huts," she said.

"We have tried to plant crops like sorghum but each time, the harvest has been very poor. At times, the crops have even failed to germinate," Ms Atoll added.

At Ms Atoll's Acherere village, like all the other parts of Karamoja, there is a thin line between life and death for locals as hunger continues to bite. One elderly woman, weak from days without food, who only identified her self as Lochap, sat quietly in the shade of a tiny tree, waiting for her food handout.

Carrying her granddaughter who was licking an empty plastic tin, Ms Lachop said

she had not had a meal for the last three days. Her predicament is also borne out in the far-flung villages in this area, where residents have now resorted to wild fruits and roots.

Three successive years of failed rains have left close to a million people in the semi arid Karamoja sub-region vulnerable to hunger and starvation.

The government has said it will, through the World Food Programme (WFP), distribute food to meet the needs of at least 970,000 people in the five districts of Kotido, Kaabong, Moroto, Nakapiripirit and Abim over a period of nine months until October 2009 when the

next harvest is expected. This will cost at least \$64million (about Sh124 billion) to buy 89,000 metric tonnes of food for the starving people.

But WFP Country Representative Stanlake Samkange, explained that only 20 per cent of the resources needed have so far been made available. "That is enough to get us started but as we move in to March, April and May, we will need additional resources to sustain the operation," he said.

The Uganda Red Cross Society (URCS) has also announced it is injecting Sh2.934 billion in a food security programme as part of its interventions to avert the looming famine in Karamoja.

At least 5,000 households in Abim and Kotido districts will benefit from the project which will see distribution of emergency seeds and tools to the sub-counties of Kachari and Nakapimoru in Kotido, Nyakwae and Alerek in Abim.

"Each household will receive seeds of three kilogrammes of sorghum, beans, maize and 20 grammes of egg plant, onions, sukuma wiki, Amaranthas (dodo) and okra," URCS said in a statement.

'I have not eaten food for two weeks. My family has been relying on sorghum porridge and at times wild fruits'

Ms Lina Atoll
Moroto District resident

Hoos and pangas will also be given out. By mid-last year, at least 38 people were reported to have died of hunger in Karamoja, while many more were reported to have resorted to eating rats. This year, no people have been reported dead, but the hunger crisis persists.

The State Minister for Relief and Disaster Preparedness, Mr Musa Ecuweru, attributes the current food crisis in Karamoja to insecurity in the region, including cattle rustling.

"Insecurity in the region has greatly undermined our capacity to deliver services and to develop the region. But with the return of law and order, the government and WFP are determined to sup-

port the Karimojong through this food crisis," he said.

Mr Ecuweru said the aim of the emergency relief is to ensure that Karimojong can stand on their own and sustain themselves. "We are convinced that a community that can not feed itself can never own its dignity. We must restore the dignity of the people of Karamoja by empowering them to feed themselves," he explained.

Mr Ecuweru said a lot of interventions are in the offing, given that law and order is slowly returning to the region.

"We have already mapped out places in Karamoja which are productive and they will be helped with planting materials. Our focus is going to be on cassava, sorghum. Hand hoes and tractors will also be given out," he said.

Mr Ecuweru denied claims that Karamoja was being neglected. "These people would be dying now if there was lawlessness. People were dying because of internal strife and hunger. Now that there is law and order, we can now reach every corner of Karamoja with emergency relief," he explained.

Mr Ecuweru told *Daily Monitor* on Monday that tractors and drought resistant seeds would be supplied to the population to ease farming and increase food production.

Karamoja remains the poorest and least developed region of the country and unless government prescribes better remedies, the region will continue depending on relief aid for temporary respite.



HUNGRY: Ms Lochap and some children sit under a tree shade as she waits for food from WFP on Monday. PHOTO BY EVELYN LIRRI

MEDIA: BUKEDDE
DATE: 05/11/09
PAGE: 27
LOCATION: DDWADDWADDWA.

Kkolera azinzeeko Kampala olw'obujama n'enkuba

BYA FRANK LUKWAGO

ABATUZE mu bitundu ebyenjwawo mu Kampala beeralikirivu olw'embeera embi eyinza okuvirirako endwade ya kkolera. Beeralikirivu olw'omutindo gw'obuyonjo oguserebye mu Kampala naddala kaabuyonjo okuba entono kw'ogatta emyala egifumbekeddemu kasasiro ne kazambi. Mu Kampala Makindye Divizoni, abantu 3 baweerredwa ebitanda e Mulago kyo koma omu ku bo omuwala w'emyaka 10 yafiridde.

Mu kiwandiko ekyasid-dwaako omukono, Ruth Kijambu Town Clerk wa KCC gye buvuddeko, abatuze mu bitundu bya Bwaise, Nansana, Makerere, Makindye, Katanga, Kisenyi n'ebitundu ebirala baalabulwa nti olw'enkuba okutuuka mu December, wandibaawo amataba n'endwade nga kkolera mu Kampala. Ng'ayogera ku kkolera dokita Joseph Ssenzoga owa Kampala Divizoni yagambye nti abantu 2 baatwaliddwa mu ddwaliro e Mulago bagezesebwe mu ngeri y'okuzuula kkolera engeri gy'akwatamu. Kyo ekibinja okuva mu

Uganda Red Cross Society kitandise kaweeufube w'okusomesa wamu n'okubalabula okwekuuma nga bayonjo. Mu bitundu nga Bwaise, Katanga, Kisenyi, Namuwongo, Nagulu, Makerere Kivvulu, Mulago emyala mingi si migogole ate nga gifumbekeddemu kasasiro, n'obuveera nga n'obusinga obungi bubaamu bbi n'ebicupacupa. Kasasiro ye baana baliwo ate yenna agweera mu myala ng'enkuba etonnye. Ebimu ku bitundu nga Go Down zooni e Namuwongo Kisiigu, Bokasa Zooni Bwaise, Soweto zooni e Namuwongo A, ne Kivvulu

zooni abatuze bagamba nti tebalina kaabuyonjo era beeyambisa buveera. Abakozi naddala abafumba emmere mu bitundu by'omu Kisenyi ne Katanga essigiri kumpi bazituuza mu mifulejje egikulukusa kazambi ate ne bamala ne bawereera abantu emmere. Wilberforce Mubiru omwozezi w'akatale ka S.T. Balikuddembe agamba nti: Pffe tugezezaako okukuuma omutindo gw'obuyonjo mu Owino mu zooni omunaana. Bull zooni erimu ekibinja ky'abasomesa abayunaanyizibwa ku kusomesa abantu ku ndwade eziva mu bujama.

Okutwaliza awamu, embeera mu katale kaffe teyeeralikiriza nnyo wabula tusaba KCC etwongereyo ekimotoka kya kasasiro. Ekiriwo tekimala ate nga kasasiro mungi. N'olwekyo, bw'ojukira engeri kkolera gye yagoyamu abantu mu kibuga gye buvuddeko, bulli muntu asaanidde okusitukira mu ku mulundi guno. Kkolera afunibwa ng'omuntu yenna anywedde amazzi oba okulya emmere erimu akawuka kano. Obubi bw'omuntu alina akawuka kano nabwo busasaanya kkolera ssaako n'okulya ebibala ebitaawaatiddwako bikuta ate nga si byoze n'ebirala.

MEDIA: THE NEW VISION
DATE: 28/10/09
PAGE: 09
LOCATION: EASTERN NEWS.

Kakira Sugar employees donate blood

DONALD KIIRYA



Sylvia Mukasa of Uganda Blood Transfusion gets blood from Kakira Sugar Works general manager Richard Orr and other company staff. This was during a blood donation exercise at the Central Registry compound in Kakira on Monday

(b) Public Relations

The Unit hosted three interns, one from Kampala University, one from Makerere University and the other from Mukono University. The intern were trained in Public Relations and assessed according to their performance.

The Unit supported the Disaster Management department in the production and editing of a documentary on shelter commissioned by IFRC through the zone.

The S/P.R.O liaised with Ericsson and Foundation for Sustainable Development Jinja who wanted first aid training. The requests were forwarded to Musalaba Mwekundu Limited (MML), a company that mobilizes resources for the NS. As a result, MML was able to offer training to the Ericsson team.

An electronic database of contacts for staff at headquarter and branches, partners and corporate bodies was created and will be updated continuously. The database can be accessed by staff through the server.

The Unit supported FARSEH programme during URCS partnership with Bukedde FM in their celebrations. The NS provided first aid services as part of its contribution to the request from Bukedde. Bukedde in turn offered a talk show on their radio station and publicity in Bukedde newspaper.

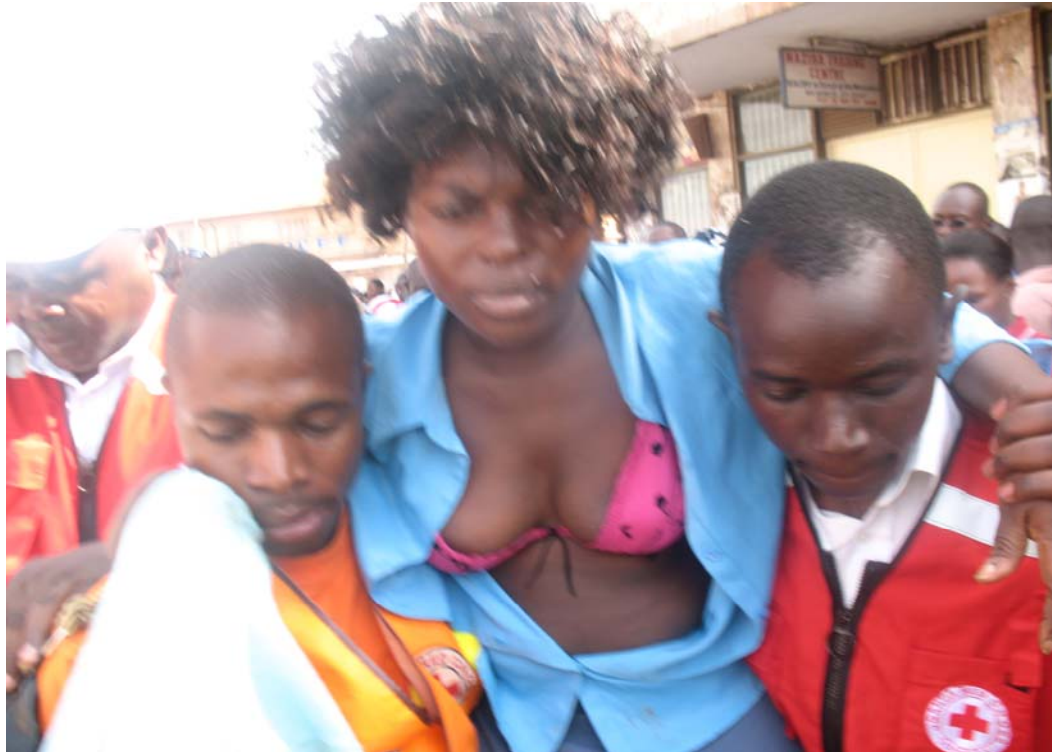
The Unit provided information about URCS to the IFRC office of Red Cross/Red Crescent principles in Geneva.

The Unit also provided relevant information to Allied Brands, an organization that is running a hand washing campaign. The organization wanted URCS to fund the construction of some work.

The department was represented by S/P.R.O on the team that appeared before Parliament's committee on social services and equal opportunities regarding Herbert Musisi's appeal. The team was led by the CGB Chairman Mr. Tom Buruku. Other members included CGB central region rep. Mr. Godfrey Kaganda, the Secretary General, Internal Auditor, former chairman Kampala South, former BFC Kampala South and a representative of URCS lawyers.

Information about URCS was provided to Africa Renaissance Centre.

The Asst. Public Relations Officer participated in the launch of Bubulo branch where she developed an article and took photographs for the Society publications.



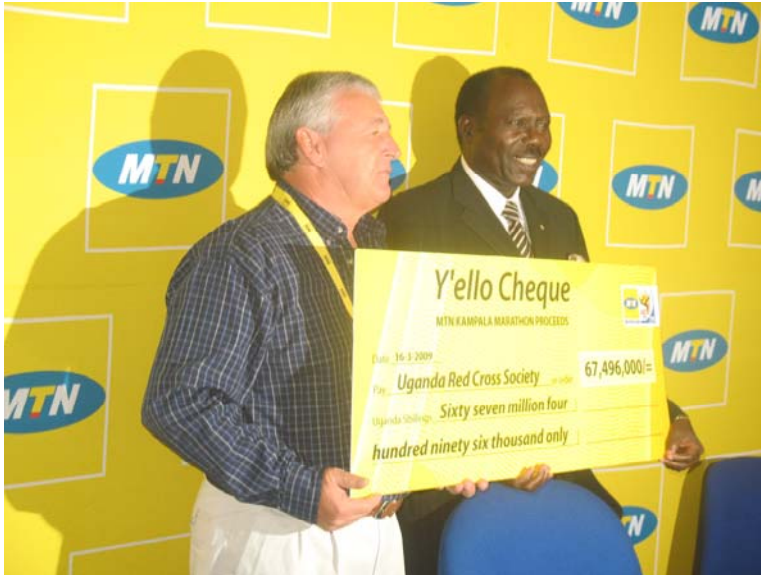
URCS Kampala Central branch volunteers rescue a trader who collapsed after fire gutted Owino Market, Uganda's biggest market.

(c) Corporate relations

The Senior Public Relations Officer held a meeting with KCC Principal Public Relations Officer Mr. Simon Muhumuza in regard to URCS' partnership with KCC especially in the area of health. Mr. Muhumuza wanted to know some of the activities we are working on.

Corporate information was provided to Professional Development Consultants International who were then working on a publication about Non Governmental Organisations on behalf of VSO Uganda.

The Unit was represented by the Senior Public Relations Officer at the handover of the MTN marathon 2008 cheque at the MTN Towers. The SPRO is actively participating in activities organized by the Public Relations Association of Uganda (PRAU) to which she is a member. The PR body brings together PR practitioners from the corporate world, government institutions, donor institutions. It is a good networking forum. URCS through the SPRO won two PR excellence awards for the best non-profit making organization and best young PR practitioner.



MTN's former Chief Executive Officer Noel Meir handing over a cheque to URCS CGB chairman

A video footage of the proceedings of the 2008/09 PR Excellence awards was procured from the Public Relations Association of Uganda. Copies of the DVDs were made to share experience within our branches but also the footage can be used for visibility to our partners.

A documentary on the Teso floods and the shelter project was re-produced into 30 copies to benefit 30 branches. This is for purposes of experience sharing and learning from each other. The DVDs will be rotated among branches.

Various inquiries and requests forwarded to the office from the switchboard where attended to or referred to the particular officers.

Newspaper advertising executives requesting for URCS participation in paid for supplements or adverts during the quarter where guided on areas beneficial for URCS to undertake paid for advertising.

The Unit officers participated in the orientation of the German volunteers who are at URCS for a period of time.

The URCS logo was submitted to German Red Cross officials who were developing a world map with all national shoulder sleeve insignia as a way of celebrating 150 anniversary of the battle of Solferino and the 100th anniversary of the death of Henry Dunant.

Courtesy calls were made to several media houses as a way of

strengthening relations between the NS and the media.

The Unit officers responded to queries generated through the website publicity. The specific queries were forwarded to the line heads of departments for their attention.

The Unit participated in the launch of the 2009 MTN marathon, the charity dinner, the MTN marathon.

Provided information about first aid services offered by URCS to Quality Transmission Services who were shooting a documentary to be aired on UBC TV's health programme.

The SPRO participated in national task force meetings in preparations for the AU Special Summit on Refugees, IDPs and Refugees that took place in Speke Resort Munyonyo.



First Lady Janet Museveni and Robert Mugabe, Zimbabwean President and other delegates visiting the URCS exhibition at the AU Special Summit.

The SPRO represented the SG at the launch of a study report on social injustices against women and children in Katakwi and Amuria districts by Transcultural Psychosocial organisation.

The SPRO also developed a congratulatory message to Pakistan Red Crescent that was read at opening of a disaster management and logistics centre.

(d) Publicity in International Media

URCS received publicity through IRIN, a UN humanitarian news agency. IRIN supplies the news to different parts of the country where UN operates. Publicity was also received through Reuters and AFP, international news agencies supplying news across the world. Publicity was also received on the IFRC website which is accessed globally.

URCS appeared in international media mainly on the famine situation in the country, distribution of seeds to famine stricken families, the Buganda-Bunyala riots that rocked Kampala and its suburbs. Publicity was received on All Africa media, BBC, Relief Web, IRIN

URCS appeared on CNN, BBC, Sky News, Chinuax-Chinese news agency for its participation in the AU Special Summit on Refugees, IDPs and Returnees and the MTN Kampala marathon.

URCS also appeared in the RCRC Magazine which is a publication of ICRC and IFRC.

Multi media

More information materials were uploaded on the website in the course of the year. Some of the documents are the Internal Audit plans, the Climate change brochure (in English, Karimajong, Atesot), field reports, the newsletter, more pictures, presentations, risk reduction and livelihood brochure.

The events calendar was also improved in that viewers of the website can click at any date on the calendar and be able to know what activity is taking place at that time.

More articles about field activities were regularly uploaded on the website.

The number of visitors to our website tremendously increased. **61,090** people had visited the website as of December 20, 2009. The Unit provided technical support towards the development of the LVP website.

The URCS website was listed among the google search engines so that when someone searches anything about Uganda Red Cross, the website can be accessed even without going to www.redcrossug.org



The URCS website home page

(e) Branding

There was also increased branding of the NS materials in 2009. The Communication Unit procured 1,000 branded pens, 1,000 folders and 200 corporate t-shirts. The Unit also procured branded note books. All departments have been advised to procure only branded items for visibility and identity of the NS.

The Finance and Accounts Department was supported to design a set of branded promotional items and to produce some of the approved

items like wall clocks, caps, mug flasks to enable Core generate income in addition to boosting the visibility of URCS.

Red Cross flags

ICRC supported URCS with 5 big Red Cross flags. The flags were distributed to the URCS regions of Hoima, Gulu, Mbarara, Mbale and Karamoja sub region.

Objective 3: Developing advocacy initiatives for addressing vulnerability among various groups in the community

Advocating for vulnerable

More branches are now aware of the need to speak and advocate for the vulnerable in the communities URCS serve. Through reports and assessments, it is evident that the branches were able to identify various vulnerabilities in their areas. Most of the identified vulnerabilities were attended to while others have not due to prioritization and limited resources.

- Red Cross corporate image and publicity enhanced.
- There has been increased membership, especially the life membership category.
- There is increased demand for URCS services which shows that people now understand what the National Society engages in.

Emblem abuse

Emblem abuse has reduced. Over the reporting period, there were minimal cases of emblem abuse. UNFPA in Kotido had an ambulance with a Red Cross emblem. The branch talked to them and they complied. In Rukungiri, a clinic and drug store were using the emblem on their sign posts. The branch coordinator of Rukungiri had a one-one session with the concerned and they were re-painted.

- **Brochure on emblem**

A brochure on the Red Cross emblem was designed and 3,200 copies printed and distributed to branches mainly those where many cases of emblem abuse were reported.

- **Procurement of paint**

20 branches were supported with funds to procure paint as one of the measures to reduce emblem abuse. The branches painted off Red Cross signs on establishments whose owners were willing to change but lacked the paint. In addition, the branches were supported with incentives for volunteers to do the painting. The branches are Kotido, Jinja, Kitgum, Lira, Arua, Nebbi, Moroto, Entebbe, Kampala East, Kampala Central, Gulu, Moyo, Mbale, Soroti, Rukungiri, Pader, Masindi, Mbarara, Kampala South and Adjumani.

In Lira, dissemination and legal information about emblem use and misuse was spread to communities, schools and at the Branch. The mission was to create awareness about Red Cross information to protect the use of the emblem and good corporate image.

In Ntungamo, two emblem abuse cases on a clinic and a church were identified. The duo were disseminated to and the emblems were repainted.

One case of emblem abuse was identified in Katurika village, Rukungiri and was re-painted.



Before and after the repainting of a drug shop signpost

On a whole, there has been positive response in regard to people accepting to stop abusing the Red Cross emblem.

- **TV spots on Red Cross emblem**

Two TV spots were aired on NTV and WBS TV about the Red Cross emblem. The advert highlighted use of the emblem, who is entitled to use the emblem, abuse of emblem and the Uganda Penal Code and statutory instruments that regulate who is entitled to use the emblem.

Objective 4: Improving networking systems and building partnerships to make use of the existing expertise within and outside the Red Cross Movement.

A Postgraduate student of London School of Economics researching about Uganda Aids Orphans was provided with information materials.

An interview was conducted with a student of Rescue Engineering at Hamburg University of Applied Science in Germany. The student was researching about rescue operations in Uganda.

The SPRO was seconded by URCS to provide technical support to the organizing committee of the NEPARC 5th Annual General Meeting and Executive board meeting in Nairobi August 27-29, 2009.



The Senior Public Relations Officer Catherine Ntabadde with Christine Kupeka, Personal Assistant to NEPARC CEO during the AGM in Nairobi.

The Asst. PRO supported RMPMER develop letters seeking for support from corporate partners and providing information requested for by organizations like Standard Chartered Bank, NSSF. In addition, the Unit developed various promotional messages to act as DJ mentions on radio stations requesting for support towards the famine appeal.

The Unit liaised with Equity and KCB Banks and organized media for their respective donations towards the famine appeal.

The IFRC Eastern Africa Zone office was supported to develop content on URCS for the zonal communication pack about all NSs in the zone.

The SPRO participated in the IFRC Eastern Africa DM and Health Planning meeting in Nairobi in June 2009. She also participated in the Annual General Meeting of the Public Relations Association of Uganda (PRAU) at Hotel Africana.

Managed the URCS exhibition stall during the Red Cross Red Crescent Conference and General Assembly in Nairobi.



The URCS stall at the IFRC General Assembly in Nairobi

The SPRO attended the inauguration of the new board for the Uganda Investments Authority.

All newsletters and other Society publications were shared with partners. Positive feedback was received through the SG's office.

The Unit continued to receive IFRC updates about disasters happening all over the world from the media service of the federation.

The SPRO represented the SG at media expo at Sheraton Hotel in Kampala where media houses were exhibiting. This enabled the NS to further interface with the media personalities and also get rate cards for the various media houses.

Progress in implementing the 2009 work plan:

Goal/Objective/Activities (including activity codes, cross referenced to financial report)	Performance Indicators (include quantitative and qualitative aspects)	Planned outcome for the quarter	Actual outcome for the quarter	Comments including explanation of any variance
<p>Goal: "To strengthen organizational capacity in communication, information, dissemination, advocacy and resource mobilization for a good corporate image and self-sustenance"</p>				
<p>Objective: Effective communication and dissemination of the International Humanitarian Law (IHL) and the Red Cross Principles and ideals</p>				
<p>(a) Conduct specialized training to Community Volunteer Disseminators</p> <p>Code: 650611C & 650609C</p>	<p>Number of trainings conducted for community disseminators and staff.</p>	<p>Conduct training of 30 community volunteers in Jinja and Moroto.</p> <p>Conduct training in dissemination for 21 staff (BCs).</p> <p>Training of selected focal persons</p>	<p>21 BCs were equipped with more dissemination skills together with ICRC.</p> <p>30 volunteers were trained in the branches of Jinja and Moroto.</p> <p>With support from ICRS, 23 focal persons from 23 branches were equipped with dissemination skills.</p>	<p>All the planned trainings were successfully conducted and this greatly improved the skills of a staff and volunteers in dissemination. As a result of the increased awareness about the Red Cross, Uganda Red Cross Society in particular, there is increased demand for the services of the National Society.</p>

<p>(b) Organize and conduct dissemination sessions Code: 650609C</p> <p>a) Conduct community dissemination sessions</p> <p>b) Conduct high level dissemination sessions</p>	<p>Number of dissemination sessions conducted in all branches.</p> <p>Conduct high level dissemination sessions for selected audiences mainly high profile personnel in branches</p>	<p>4, 000 sessions were expected to be carried out to different categories of people.</p> <p>Branches were expected to recruit 600 members.</p> <p>-35 branches supported to conduct dissemination sessions to selected communities.</p> <p>-To disseminate to at least --- high profile personnel in –selected branches</p>	<p>2,098 sessions were carried, reaching a wider audience of 174,283 people.</p> <p>7,942 members were recruited, the majority being youth</p> <p>Karamoja PO continued to disseminate to targeted audience in the sub region.</p> <p>All the supported 35 branches actively conducted dissemination sessions</p> <p>----high profile personnel in ---were disseminated to</p>	<p>The trained focal persons were very instrumental in passing on information about the Red Cross in their respective communities and this increased popularity and support for the National Society. Demand for the NS services tremendously increased. There is however need for refresher trainings to beef up the skills and knowledge of the disseminators</p> <p>Branches had anticipated to carry out more dissemination sessions in the communities but the funds could not permit.</p> <p>The participants immediately pledged to support the branches. For example in Bushenyi, a committee was set up at the end of the session to work with the branch for the development of the district.</p>
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<p>c) Dissemination through radio talk-show, drama and quiz</p>		<p>Dissemination through radio talk-shows, quiz and drama</p>	<p>10 branches were supported to hold talk-shows, --- branches supported to disseminate through drama and --- supported to hold quiz competitions</p>	<p>In Kisoro, three district officials were registered as members. In Rukungiri, members called for regular meetings within the various stakeholders and promised to organize a fundraising drive for the branch.</p> <p>It has been realized that drama and talk-shows attract bigger audiences. Dissemination through drama is more effective because scenes of the sessions stick more in the minds of the viewers.</p> <p>Dissemination through radio creates room for immediate feedback.</p>
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<p>d) Identify Emblem abuse Code: 650609C</p>	<p>Number of emblem abusers identified</p> <p>Nature of action taken.</p>	<p>Run radio and TV campaigns against emblem abuse</p> <p>One-one sessions to emblem abusers</p>	<p>Branches reported less cases of emblem abuse.</p> <p>15 radio spots and 10 radio talk shows and two TV adverts were aired as a promotion campaign against emblem abuse.</p> <p>3,200 brochures explaining the importance of the emblem printed and distributed to branches</p> <p>20 branches were supported with funds to procure paint as one of the measures to fight emblem abuse</p>	<p>It was realized that limited knowledge about the significance of Red Cross emblem leads to increased misuse.</p> <p>However, with intensified campaigns against emblem abuse, cases have drastically reduced.</p> <p>The majority of the abusers complied and allowed their premises to be repainted, however so few mainly in Mbarara and Karamoja region didn't comply claiming they had a right to use the emblem on their premises.</p>
<p>d) Strengthened communication programme service delivery</p> <p><i>(i) Management of the society bill board</i> Code: 650602C</p>	<p>Frequency and number of messages posted on notice board</p>	<p>Ensure notice board acts as one stop centre of information and new messages.</p>	<p>The notice board is more vibrant with more new notices including internal job postings, memos and activity photos.</p> <p>More staff are seen reading information posted on the</p>	<p>More needs to be done to keep the notice board vibrant.</p>

<p>(ii)Manage the NS website</p> <p>Code: 650602C</p>	<p>Regular updates of website, variety of stories.</p>	<p>Update website four times a week.</p> <p>Upload five news stories everyday</p> <p>Upload all the departmental 2009 workplans, budgets and field reports.</p>	<p>notice board.</p> <p>After every two days, a new story would be uploaded on the website.</p> <p>The website was updated more than four times a week.</p> <p>All 2009 work plans and budgets uploaded.</p> <p>Pictures of the Nairobi exchange visit, seeds distribution in Karamoja, dissemination training in Entebbe, media dialogue in Gulu, re-uniting of children with Belgium RC, Red Cross Week, Mama Mama Bag distribution, MTN marathon and water and sanitation activities were among those uploaded on the website.</p> <p>More field reports were also uploaded.</p> <p>The section of upcoming events has been improved on.</p>	<p>The website is more informative and has improved awareness about the Red Cross. About 61, 090 people viewed the website last year.</p> <p>There is need to have a professional volunteer specifically assigned to support updating of the website.</p> <p>BCs still reluctant to send in stories.</p>
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			The calendar on the website now includes activities within.	
<i>(iii) Organize the society's information centre</i> <i>Code: 650602C</i>	Efficient service delivery in library and more staff accessing the library	Organize and make the information centre easily accessible to staff and members of the public especially education institutions.	More staff and the general public are now borrowing materials from the library. More catalogues have been made for easy identification of the materials and books. More books from partners have been put in the library. The resource centre was a useful source of information mainly for students doing research in International Humanitarian Law, refugees, disaster management and health related issues	No funds yet for better improvement of the centre. The space is too little, hence the library is congested. However, the re-organisation and management is done by a professional volunteer.
Objective: Improving and maintain URCS Corporate image through publishing its services in various media and providing feedback from the public to service providers				
a) Produce quarterly newsletters. <i>Code: 650602C</i>	Number of newsletters produced/ quality of newsletter.	Produce 1,500 copies of quarterly newsletters.	The quality and content of the newsletters have drastically improved. This has been possible because of the ideas borrowed from publications of other organizations 2,400 copies of newsletters	The newsletters were printed with support from all programs and ICRC. The Unit received encouraging feedback from the stakeholders.

			were printed and distributed to partners both locally and internationally and positive feedback was received	The newsletters act as part of the information kit for officers travelling. They are also useful reference materials for staff, students and other people within the humanitarian field
b) Production of the 2008 annual report	Print and distribute copies of the 2008 annual report	Produce at least 500 copies of the 2008 annual report	1,000 copies of improved quality and content were printed and distributed to partners	There was increased appreciation of the quality of the publication and has been used a source of reference for activities undertaken by the NS
c) Production of the URCS generic brochure	Print and distribute the generic brochure about URCS	Print at least 50,000 copies	12,000 copies printed and shared among 51 URCS branches to boost dissemination activities and eventually awareness about Uganda Red Cross	The brochure is on high demand, however a few copies were printed due to limited funds
d) Production calendars and Christmas cards	Print and distribute calendars and Christmas cards to partners	Print at least 3,000 calendars for 2010 and 2,000 Christmas cards	4,300 copies of the 2010 calendars were printed and distributed to partners. 1,500 Christmas cards printed	ICRC and URCS this time round printed a joint calendar since the latter is scaling down activities in Uganda. There is need for increased funding for these materials because they are not only high demanded for but increase publicity/visibility

				for the NS
<p>e) Maintain a good relationship with the media.</p> <p>Code: 650409C</p>	<p>The URCS activities appear in both electronic and print media at least 4 times a week.</p>	<p>Coverage of URCS programme activities at least 20 times a quarter.</p>	<p>Society activities continued to appear in both print and electronic media at least seven times a month. The URCS- Media relationship was strengthened through constant engagement and provision of information to the media. 26 press releases about the National Society were issued to media houses</p>	<p>With the established relations with the media, the Society activities continued to enjoy wide coverage from the majority of media houses and this kept the image of the National Society shining throughout the year. One negative publicity about the alleged misappropriation of funds from the Japanese government that were meant for shelter in eastern Uganda was effectively dealt with and made clear to the public that the NS never received such money</p>
<p>f) Make courtesy visits to media houses and keep in constant touch with editors</p> <p>Code: 650409C</p>	<p>More branch visibility in the papers.</p> <p>Number of courtesy calls made.</p>	<p>Communicate with editors twice a month.</p> <p>Make 5 courtesy calls to media houses each month.</p>	<p>Communication with editors was done through emails and phone calls at least thrice a week.</p> <p>The team paid courtesy calls to media houses at least four times a month.</p>	
<p>g) Training staff in advocacy and media relations</p> <p>Code: 650409C</p>	<p>Number of trainings carried out.</p>	<p>One training in the quarter</p>	<p>URCS appeared in the media (print and electronic) 782 times in 2009. It was possible to monitor coverage of the publicity accorded to Red Cross Steadman, a company that was hired to do the work</p>	

			<p>on behalf of URCS. The 782 times exclude coverage for media stations that Steadman doesn't monitor.</p> <p>About 40 staff were equipped with knowledge of media relations and advocacy through the various trainings that were organized by the Unit.</p>	<p>More coverage was on radio because they are easy to access and have more time.</p> <p>More of such trainings especially in advocacy, media and PR are needed for all branches.</p> <p>Branches were tasked to generate publicity for their activities</p>
h) Conduct media field trips	Organize field trips for the media to report about URCS interventions	At least 10 field trips in a year	Twelve media field visits were organized for the distribution of Mama bag kits in Oyam; food distributions in Katakwi, Maracha, Kumi and Kaberamaido; distribution of NFIs to Arua accident victims; Oxen and ox plough distribution to farmers in Lira; seeds and tools distribution in Lira and the International Youth Camp 2009 among others	Such trips help to increase visibility of the URCS operations in the field.
i) Issue press releases to the media	Ensure that URCS operations	Issue at least 5 press releases to	26 press releases were issued during the year	URCS constantly appeared in the media due to the continued issuance of

	are known through continued issuance of press releases to the media	the media in a month		press releases. This also helps to keep the public updated about our operations
j) Media dialogues	To hold at least a media dialogue in each of the regions throughout the year	Hold a media dialogue in each region	Funds only allowed for two media dialogues in Hoima and Gulu regions attracting about 20 journalists in each region	In future there is need to have dialogues in all regions to enable regional staff interact closely with the media since URCS implements activities in all regions. This calls for increased funding for the activity
k) Maintain Regional Cross Board communication. Code: 650601C	Frequency of communication with sister NS in the region.	Share information with sister NS in the Eastern African region, Contribute stories for the IFRC Eastern Africa zone newsletter.	The Unit communicated updates to sister NS in the region mainly through emails. The Unit also contributed stories about the Psycho social project in Gulu, Refugee operation, Shelter program in Teso, to the region Newsletter. The SPRO kept in constant touch with the IFRC zone Communication delegate and communication counterparts	There was improvement in the sharing of documents, updates and reports to partners through the SG's office or Communication office. There is need to have a system of receiving feedback on actions taken by other programs especially when communication from the zone is forwarded to the respective officers.

			<p>in the zone.</p> <p>The Unit to continued to share the Society publications with sister NS' mainly through the website</p>	
<p>I) Gain publicity in International Media Code: 650601C</p>	<p>Number of articles published by international media,</p> <p>Number of appearances in international media.</p> <p>Regular update of the website</p>	<p>Provide stories for the IFRC website,</p> <p>Ensure international media coverage for major operations.</p> <p>Upload reports and news from the field.</p>	<p>Articles were sent to the Federation website. IRIN, a UN humanitarian news agency supplied news about the refugee operation,</p> <p>Reuters an international UK based news agency supplied news about refugee operation and hepatitis</p> <p>Reports were uploaded. A few stories were submitted by the field staff.</p> <p>About 10 appearances on the Relief Web, an International</p>	<p>Through IFRC zone office, we can be able to access more international media attention.</p> <p>The officers still have to call field staff to get stories. The field staff are still reluctant to write.</p> <p>We need to highlight more impact stories. The Unit will continue disseminating to branches the relevance of highlighting field activities in media,</p>

			<p>humanitarian website, The NS appeared 5 times in IRIN, a UN news agency</p> <p>The NS also appeared 5 times on All Africa media news website.</p> <p>2 times on BBC about famine and the Kampala riots.</p>	publications and website
Objective 3: Developing advocacy initiatives for addressing vulnerability among various groups in the community				
<p>a) Training staff in advocacy Code: 650601C</p>	<p>Conduct training sessions on the importance of advocacy</p>	<p>At least hold five trainings in the year</p>	<p>The Unit was able to conduct two trainings on the topic</p>	<p>There is need to enhance training in advocacy as it has been realized that most staff do not understand what advocacy entails</p>

<p>b) Advocate for the needs of the vulnerable in various communities</p>	<p>Identify and report all vulnerabilities in the country for action</p>	<p>Each branch to take on the task of identifying vulnerabilities in its community</p>	<p>More branches are now aware of the need to speak and advocate for the vulnerable in the communities URCS serve. Through reports and assessments, it is evident that the branches were able to identify various vulnerabilities in their areas that were effectively attended to.</p> <p>Red Cross corporate image and publicity enhanced.</p> <p>There has been increased membership, especially the life membership category.</p> <p>There is increased demand for URCS services which shows that people now understand what the National Society engages in.</p>	<p>The mechanism eases the NS operations since the people on ground are tasked to look out for vulnerabilities and report immediately for action.</p>
<p align="center">Objective 4: Improving networking systems and building partnerships to make use of the existing expertise within and outside the Red Cross Movement.</p>				
<p>a) Participate in NEPARC AGM</p>	<p>Level of support to NEPARC</p>	<p>Support the NEPARC Secretariat in documentation and organizing the</p>	<p>Supported in the documentation, drafting of press release, writing a story</p>	<p>The SPRO was seconded to support NEPARC by the Senior Management.</p>

		AGM		
b) Public Relations Association of Uganda AGM	Participation in deliberations	Activity came in during the quarter	Participated in the deliberations and also seconded the passing of the financial statements	PRAU is a good fora to network with counterparts.
c) Liaising with the Eastern Africa Zone	Updates and constant communication with the Zone Communications Manager	Providing relevant information requested for. Submitting stories to the zone quarterly newsletter	Attend DM, Health and Care Planning Meeting for the Zone in Nairobi Supporting the zone office update information about URCS for the Eastern Africa information pack.	Emails have been very helpful in communicating with the zone and other partners.
d) Participate in AU special summit on refugees, IDPs and returnees	Level of involvement in the preparations	The SPRO participated in some of the national task force meetings to prepare for	URCS exhibited together with ICRC a number of items like IEC materials, NFIs, pictures of activities, lapel	The URCS and ICRC tent was well branded that it could easily spotted from a distance. URCS competed well with the UN family which also had good branding.

		the summit	pins, pens.	The Zimbabwe President Robert Mugabe and 1st lady Janet Museveni, other international delegates visited our tent.
e) Managing URCS exhibition at the IFRC General Assembly	Organising materials for exhibiting at the General Assembly	Exhibiting various IEC materials, like brochures, fliers, posters, t-shirts, pens, lapel pins	Guests to the General Assembly picked information that was relevant to them.	The entire exhibition was not very vibrant. Not many NSs exhibited. URCS managed to sell two wall clocks, 2 cups, four mug flasks.
f) Liaising with the Eastern Africa Zone	Updates and constant communication with the Zone Communications Manager	Providing relevant information requested for the newsletter.	The S/PRO continued to liaise with the zone office.	The IFRC zone quarterly newsletter has not yet been produced due to the busy schedule of the IFRC General Assembly.

Impact of dissemination and PR activities

- ❖ Red Cross corporate image and publicity was enhanced.
- ❖ More branches are adopting to engage local media, hence creating visibility for branch activities.
- ❖ There has been increased membership, especially the life and youth membership category.
- ❖ There is increased demand for URCS services which shows that people now understand and appreciate the role of URCS.
- ❖ Emblem abuse has reduced. Over the reporting period, there were minimal cases of emblem abuse.
- ❖ Networking and information sharing with sister national societies in the region, IFRC and ICRC has been boosted through the various information, education and communication materials.
- ❖ Less negative publicity. There was only one negative story on the Teso shelter project which was effectively dealt with because the article was just an allegation by some district officials who were pursuing their own interests.
- ❖ Reproduction of 35 copies of a documentary on floods operation in Teso for experience sharing in the branches.
- ❖ The website has more field stories because more branches now send reports to Communication which enables the team generate stories.

Challenges

- ❖ High expectations among the communities as a result of the good corporate image. People still hold a mentality that Red Cross has to cater for all their needs.
- ❖ Karamoja is faced with a problem of insecurity. Disseminators cannot access some areas due to fear of being attacked.
- ❖ Limited IEC materials.
- ❖ Limited funding for communication activities yet communication is instrumental if any organization is to progress.

Lessons Learnt

- ❖ Early planning leads to effective implementation of activities in branches.
- ❖ There is need for more IEC materials especially brochures in branches.
- ❖ Continuous engagement with the media helps minimize negative publicity.

Conclusion

The year was completed successfully. Most activities planned were implemented. The programs were able to support the Unit in terms of media field visits hence supplementing on the department's quarterly budgets. The introduction of high level dissemination has had a positive impact on the quality of members recruited and this has to some extent increased support to the branches. There is however need to bridge the communication gap between headquarters and the branches so that timely updates on activity implementation are received from branches.

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