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# COVID-19 EMERGENCY RESPONSE

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AMERICAS REGION





# OUR RESPONSE TO THE EMERGENCY

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The coronavirus surprised the whole world with a health crisis that brought with it an economic catastrophe and the worsening of multiple social problems, affecting the most vulnerable social groups. Aware of the repercussions of the pandemic on the lives of children and adolescents, ChildFund launched in April 2020 a global emergency response plan, the most ambitious initiative to date implemented by our organization to meet the immediate needs of the population, including health, nutrition, security, and stability.

Four priorities were established in this plan:

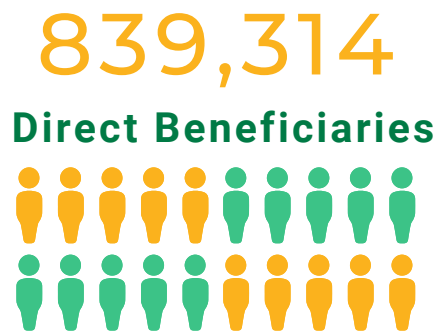
- Stop COVID-19 from infecting children and families.
- Ensure that children get the food they need.
- Keep children safe from violence — physically and emotionally.
- Help children continue learning.

This report reflects cumulative data on the response to the emergency provided by ChildFund in the Americas \*, from the beginning of the pandemic to December 2020.

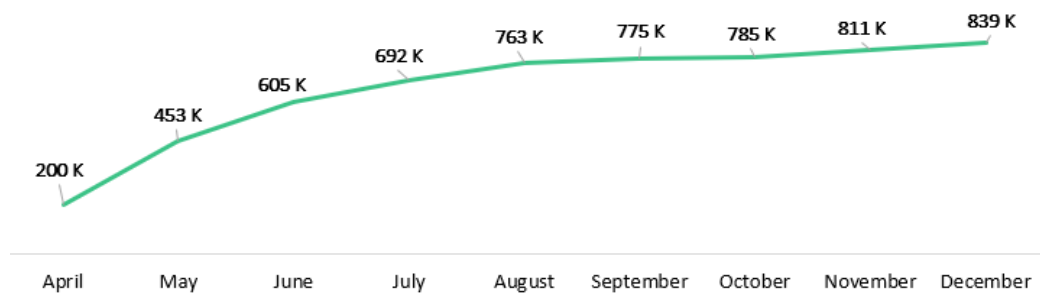
\*The term "Americas" is used to refer to the countries in the region where ChildFund is present: Mexico, Guatemala, Honduras, Ecuador, Bolivia, and Brazil

# ACHIEVED RESULTS

Altogether, the response actions implemented by the Country Offices (CO) and their Local Partners (LP) reached an estimated 839,314 direct beneficiaries, a result achieved through articulated efforts with 190 Community-Based Protection Mechanisms (MPBC) and a wide network of allies from public and private sectors.



## Estimate of Beneficiaries - Cumulative



## Beneficiaries by Country



The above data reflects the people reached through humanitarian assistance, messages, calls, home visits or some other product or service directly delivered by the COs and their LPs to families in the communities. In addition to this, numerous communication campaigns were carried out through mass media, such as radio and social networks, which reached more than 5.7 million people.

## 5,711,029

**People Reached  
through Communication  
Campaigns**



# 1 Stop COVID-19 from infecting children and families.

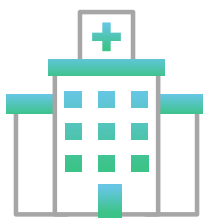
Important contributions were made to health centers and public entities in the communities, through the provision of hygiene products, personal protective equipment (PPE), medicines and supplies, to help protect medical personnel and, in turn, strengthen local response capacities. The families were also provided with PPE, and different contagion prevention campaigns were also promoted.



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201,168

Hygiene products and PPE units delivered to health centers and other allied public entities.





# VOICES FROM THE COMMUNITY



René Tarqui is a doctor and director of the Germán Busch Health Center in Bolivia, which serves more than 29,000 people. During the quarantine, the Center had to close due to the lack of personal protective equipment. With the PPE endowment received from ChildFund and its Partner, CSRA, they were able to reopen and continue serving the community.

"We decided to close the Health Center because of the lack of supplies to provide care to the community, half of the staff have been infected and we have suffered many sick leaves. We appreciate the donation that will allow us to continue providing health care, as many of the doctors have had to buy their own biosafety clothes to protect themselves from the virus." Bolivia - August 2020

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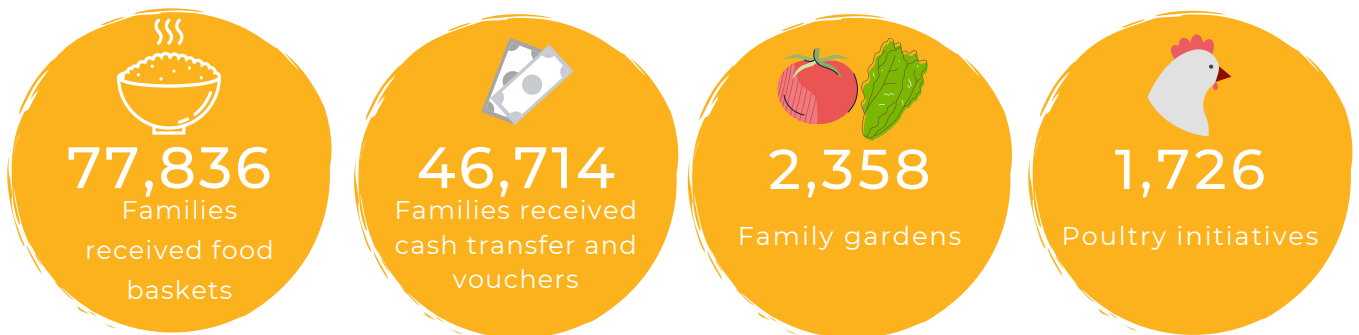
Fátima, 20, collaborates with the disinfection of all the people who return home, whether they have gone to work or to buy something. She insists that it is an important measure and they have allocated a specific space for that at the front door. She also insists on frequent hand washing to her family.

"Despite the restrictions, there are many people who go out and some stores remain open until the night. That is why it is important to take care of ourselves, especially if we go out (...) We did the same thing when we went out to receive the food kit provided by ChildFund" Ecuador - June 2020

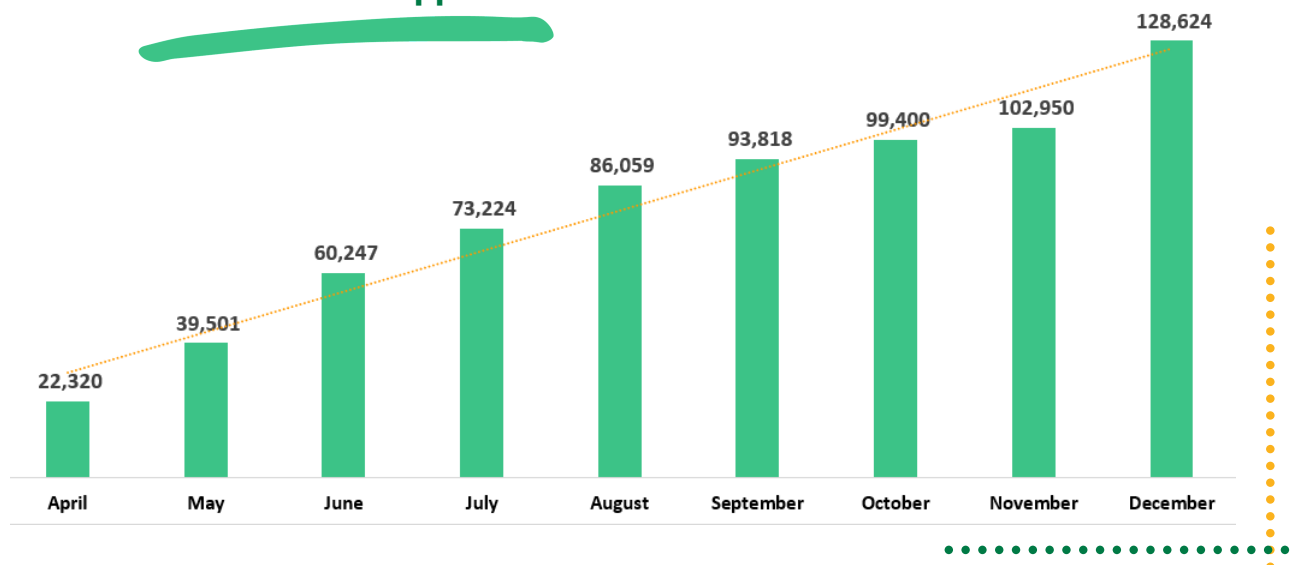


## 2 Ensure that children get the food they need.

To contribute to families' food security, different modalities were implemented, including cash transfers, vouchers redeemable for food and other essential products, food baskets, and more sustainable initiatives such as poultry farming and home gardens. A total of 128,624 families were benefited from these assistance modalities, prevailing the delivery of food baskets.



### Cumulative - Families Supported





# VOICES FROM THE COMMUNITY



Ana Maria, community mother:  
"With this virus that is spreading in Brazil, things have become more difficult for us. My husband travels every year to work in the coffee harvest, but this year it was not possible, the agriculture we do is not enough to our survival. That's why I say that the food kit arrived at a wonderful time."

First, I thank God, the partner organization that serves us and ChildFund that is helping us to overcome this difficult time with dignity. " Brazil - May 2020.

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Mrs. Juana, community mother:

"The pandemic changed our lives I live alone with my son and suddenly we didn't have money to buy food. We had to look for other sources of money, small jobs, and the help of our neighbors."



"The day we received the food kit was our happiest day in a long time. I was relieved and happy to have this food and to see my son smile too. Thank you very much ChildFund" Honduras - August 2020.

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My family and I want to thank ChildFund for the support they are giving us, thanks to that we have been able to cover the expenses of the basic basket to feed our family. My husband is still unable to work due to this situation, but despite the difficult economic situation, thank God we are healthy."

"We hope that, as long as it is within their possibilities, they will continue to support us. Really my family and I are infinitely grateful." Mexico - June 2020.

# 3 Keep children safe from violence – physically and emotionally.

Confinement and social distancing measures increase the risk of abuse and domestic violence for children and adolescents. To mitigate this risk, different actions were implemented, among which the following stand out:



- Dissemination of information on managing emotions and positive relationships
- Dissemination of complaint channels in case of violence
- Strengthening Community-Based Child Protection Mechanisms (CBCPM) and articulation with the formal protection system.
- Provision of psychological first aid.
- Promotion of activities for recreation and family integration.

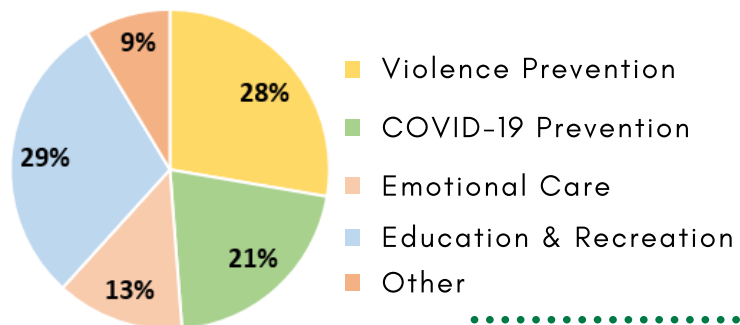
For this, we worked on the production and adaptation of content for delivery by alternative modalities (virtual / not face-to-face), which represents progress towards the organizational goal of digital transformation.



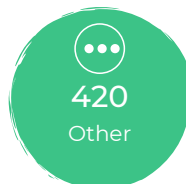
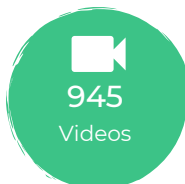
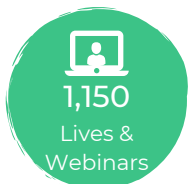
119,388

Families reached directly with key messages on violence prevention, hygiene, prevention of COVID-19, among others.

## Disseminated Contents



## Dissemination Means





# VOICES FROM THE COMMUNITY



"My name is Kimberly, I am 9 years old. Today I received this brochure from ChildFund, my mom explained to me that she is learning about our family and how to play with me!"

Every afternoon we listen to the radio because ChildFund also has a radio show there and we like to listen to it together."  
Guatemala - November 2020.

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"I like teaching my daughter, I realized that she loves to play with me, so I teach her new things through games. Megan learned how to wash her hands and the importance of staying healthy with her little brother.

"My husband and I are very happy to have two healthy children and we strive to give them good advice." Drisley, community mother.  
Bolivia - September 2020.



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Alexander is 12 years old and participates in the "Safe and Protected Childhood" program, where he learned to "choose well the ingredients for the salad of emotions", a module of the program in which dialogue is encouraged and conflict management is addressed and control of emotions.

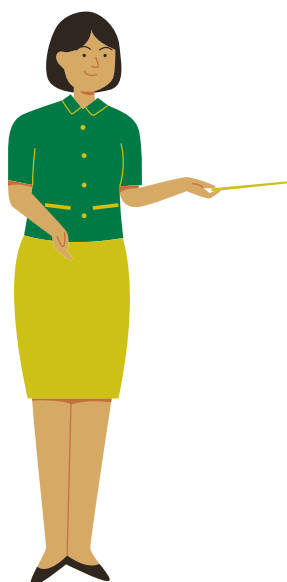
Alexander tells us that he carries out recreational activities that allow quality time with his family, and that now counts with tools to contribute to creating a positive atmosphere in his home. "This is very important, because my grandparents also live in my house and, being elderly, they also need a lot of understanding." Ecuador - June 2020.

# 4 Help children continue learning

The lack of access to the Internet and technology is the main challenge for the continuity of education, a reality that requires time and large investments to be able to be changed. In response, ChildFund has trained teachers, distributed educational material, supported schools with the improvement of sanitary batteries and provision of supplies and hygiene products.

Moreover, COs and LPs works on the adaptation of educational and extracurricular contents to be delivered through the radio, by phone, through printed material and some other alternative ways. In addition, pedagogical visits were conducted to support children academic leveling, as well as provision of resources and devices to facilitate community's and families' internet connection.

## RESULTADOS





# VOICES FROM THE COMMUNITY



"My daughter is very smart, I help her with reading from her books, even I have remembered some things from school", said Grace's mom.

Grace misses her schoolmates and is eager to see her friends again. She knows she has my support, just as we have ChildFund's support." Community mother. Guatemala - May 2020.

"I am Melissa, I am 12 years old. I miss my friends and school. I hope this passes soon, so we can return to what it was before.

I really liked the puzzle, I thought it was great! It was a bit difficult at the beginning, but afterwards it was great. This game helped me to distract. Thank you!". Brazil, September 2020.



Imagine that we are children and our community has an emergency.

How do we react?

Who do we contact or ask for help?

What are the safest places in our community and our home?

Ramon, Sulmi and Melkin plays this role game, it is an easy way to learn and understand how to react in case of

emergency. It is important that children feel involved in the decisions and plans of their home and community.

\*Implementation of activity for risk prevention and preparedness. Honduras - October 2020.

# TOTAL INVESTMENT



**\$7,645,526**

**\$4,753,198**

ChildFund

**2,892,328**

Otros Donantes

Mexico

**\$1,058,340**

Honduras

**\$1,769,019**

Guatemala

**\$1,240,128**

Ecuador

**\$1,474,410**

Bolivia

**\$432,736**

Brazil

**\$1,670,893**



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**RESULTS BY  
COUNTRY**

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# BOLIVIA



115,208

People benefited in  
230 communities

In Bolivia, the response focused mainly on supporting families to be able to cover their basic needs and apply measures to prevent the spread of coronavirus. A total of 7,247 families were benefited through cash transfers, vouchers and food kits.

Likewise, health centers and public entities with competence in child protection received endowment of personal protective equipment and hygiene products, which helped them to continue to carry out their important work in the communities.

On protection, we worked to promote violence prevention, with a strong involvement of Community-Based Child Protection Mechanisms, which have been working during the last months on identifying risk factors arising or aggravated by the pandemic.

Currently, they are implementing action plans to address the prioritized risks factors.



## Investment

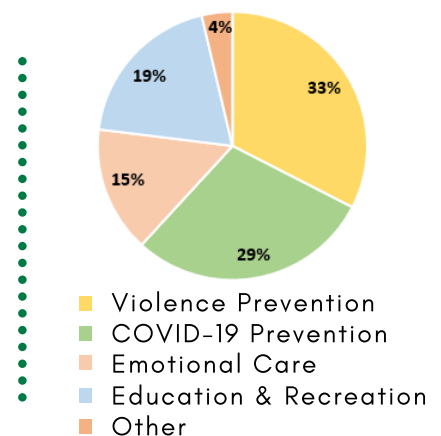
\$366,671

ChildFund

\$22,837

Other Donors

## Disseminated Contents



5,582

Families received cash  
transfer and vouchers

\$62

Average transferred  
per family

27,910

People benefited from  
cash and vouchers



1,665

Food baskets  
delivered

\$18

Average cost per  
food basket

8,325

People received  
food baskets



48

Health Centers  
supported



74,765

PPE & Hygiene  
products delivered to  
health centers

1,377

Biosafety kits  
delivered to families



## Content produced:

- 589 Infographics
- 249 Videos
- 149 Audio/Radio
- 338 Posts in Social Networks
- 20 TV Programs
- 15 Lives/Webinars
- 148 Other

23,042

Families reached  
with key messages

5,337

School Kits



# BRAZIL

Brazil is the country with the highest number of infections and the highest mortality rate from COVID-19 in the entire region. Given this, many efforts from the Country Office and their Local Partners have focused on promoting measures to prevent the contagion and to avoid the virus spread.

Since the beginning of the pandemic, the CO identified the geographical areas with the greatest vulnerability due to poverty conditions. In those areas, within several months, 30,287 families were supported with food baskets, as well as hygiene and biosafety products directly delivered at their homes, contributing this way to reduce their level of exposure to the virus.

In August, to adapt to changes in the context, vouchers were incorporated as assistance modality and the amount delivered per family was increased.

It is important to highlight that youth networks originated through the implementation of ChildFund projects, engaged in the prevention campaigns and other response actions implemented by the CO and Local Partners.



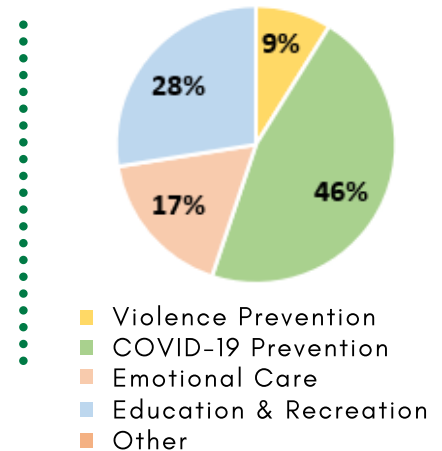
**121,148**  
People benefited in 698 communities



## Investment

<b>\$1,941,089</b>	<b>\$78,231</b>
ChildFund	Other Donors

## Disseminated Contents



**18,758**

Families received vouchers redeemable for food and essential products

**\$20**

Average voucher value

**75,032**

Voucher recipients



**122,815**

Food kits and essential products delivered

**\$16**

Average value of food kit

**121,148**

People received food kits



**32,205**

Masks and gloves delivered to families



**1,590,720**

Water purifiers delivered to families, equivalent to 10.6 million liters of drinking water



**30,287**

Families reached with key messages

Through social networks, webinars and other online activities, the CO and its LP spread messages for different audiences, mainly aimed at promoting the prevention of contagion by coronavirus.

# ECUADOR

Ecuador implemented a wide range of emergency response actions, benefiting 33,341 families, thanks to huge local fundraising efforts. Thus, the families received cash transfers, food and hygiene kits, support for family gardens and poultry initiatives, among others. In addition, health centers were provided with PPE and a telephone line was activated to provide psychological first aid to the population.

In education, more than 47,000 teachers completed online training to develop and improve their technological skills. Additionally, children from 48 schools received pedagogical visits, tablets and financial support for internet connection, actions aimed to contribute to children's learning continuity.

The campaign #NaveguemosSeguros stands out, an effort that integrated advocacy and communicational actions to promote of safe use of internet, which gave the Organization significant visibility. In addition, the communication strategy on social networks had an average reach of 646,000 users between April and December 2020.



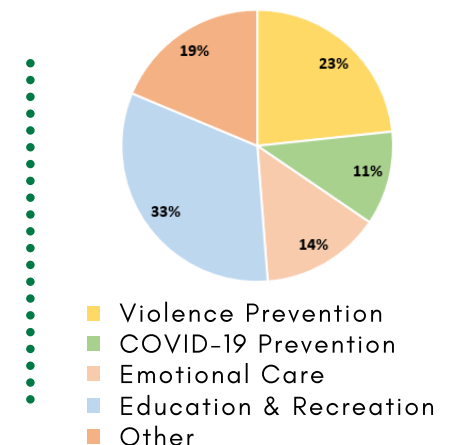
**279,626**  
People benefited in  
469 communities



## Investment

**\$574,005** **\$900,405**  
ChildFund Other Donors

## Disseminated Contents



**7,008**

Families received cash transfer and vouchers

**\$105**

Average transferred per family

**35,040**

People benefited with cash transfers and vouchers



**19,120**

Food Kits and Nutrition Kits for Infants and Pregnant Women

**1,604**

Family gardens

**1,669**

Poultry initiatives

**68,600**

People benefited



**21**

Health centers supported

**5,927**

Hygiene kits and Protective gears delivered

**567,600**

Water Purifiers equivalent to 5.7 Million liters of drinking water



**2,340**

Pedagogical visits

**298**

Tablets delivered

**1,029**

Payment of internet service for children

**47,546**

Teachers trained

**47,315**

People received educational content



# GUATEMALA



127,988

People benefited in  
461 communities

More than 23,000 families were assisted through cash transfers, vouchers and food kits. The CBCPM played a key role by disseminating messages, summoning families and other logistical issues, in addition to their social oversight during deliveries.

In the midst of the crisis generated by COVID-19, the CO and their LPs also had to respond to a new emergency by the wake of ETA and IOTA storms. The articulation with the protection system and the experience gained from the pandemic facilitated the deployment of joint actions in a timely manner to address this new situation.

The use of radio for the dissemination of the contents of the programs Growing With You and Safe and Protected Children, adapted to this format and in different local languages, stands out, after determining that this is the medium with the greatest reach in the intervention areas. The alliances established with local radio stations allowed the dissemination of these and other key messages in the context of the pandemic.



## Investment

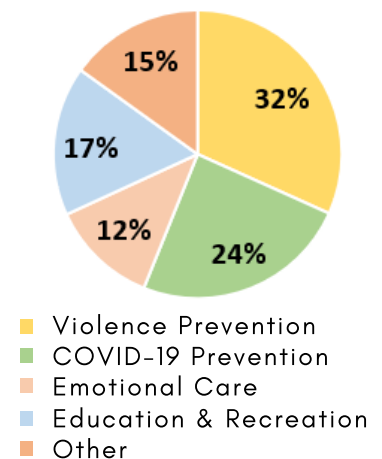
\$840,117

ChildFund

\$411,003

Other Donors

## Disseminated Contents



9,421

Families received cash transfers and vouchers

\$47

Average transferred per family

49,850

People benefited with cash transfers and vouchers



14,672

Food kits delivered

\$35

Average cost per food kit

78,138

People received food kits



8,620

Hygiene kits delivered

302

Shelter kits for families affected by ETA and IOTA storms

44,610

People benefited



## Content produced:

- 292 Infographics
- 172 Videos
- 518 Audio/Radio
- 485 SMS y phone calls
- 169 Other

10,424

Story books delivered

23,042

Families reached with key messages

# HONDURAS



116,925

People benefited in  
360 communities

In Honduras, emergency response actions reached about 117,000 direct beneficiaries. 14,932 families received cash transfers, vouchers, food and hygiene kits, as well as supplies to implement family gardens.

On health, 32 health centers received funding to improve their response capacity to COVID-19, of these, 16 managed by ChildFund, which carried out epidemiological surveillance, patient care, and prevention campaigns.

Storms ETA and IOTA seriously affected ChildFund's intervention areas. In response, significant fundraising efforts are being carried out, which have made it possible to deliver more than 40 tons of humanitarian aid to 32 shelters (food, medicines, household goods and basic necessities). Additionally, recreational and training activities on violence prevention are implemented in these spaces.



## Investment

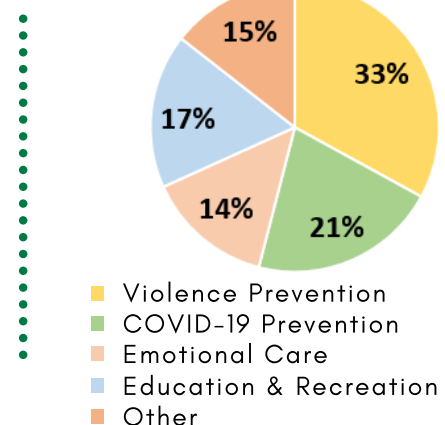
\$644,762

ChildFund

\$1,124,256

Other Donors

### Disseminated Contents



4,679

Families received  
cash transfers and  
vouchers

\$37

Average transferred  
per family

23,395

Beneficiaries of cash  
transfers or vouchers



13,084

Food kits delivered

\$30

Average value of  
food kit

224

Family gardens

50,145

Beneficiaries of food  
kits



32

Supported  
Health Centers

32

Shelters supported  
(ETA-IOTA Emergency)

49,638

Hygiene products  
and PPE delivered

3

Community sinks



### Content produced

- 186 Infographics
- 125 Videos
- 236 Audio/Radio
- 240 Posts in Social Networks
- 84 Other

23,101

Families reached  
with key messages



# MEXICO



**93,950**  
People benefited in  
321 communities

Health has been a priority within the set of actions implemented by Mexico to respond to the emergency. A total of 121 health centers - whose estimated coverage exceeds 100,000 beneficiaries - have been supported with a PPE endowed. In the same line, about 19,000 hygiene kits were delivered to families, to support them to prevent the contagion.



## Investment

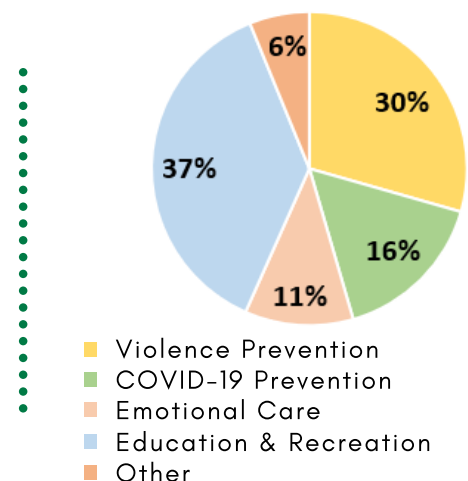
**\$670,608**

ChildFund

**\$569,521**

Other Donors

## Disseminated Contents



Regarding education, school kits, educational and recreational material were distributed. Likewise, more than 840 groups were organized (60% of them made up of parents and caregivers) to disseminate information and activities that could be implemented at home to support their children's learning process.

On food security, 4,834 families benefited from the delivery of food kits, cash transfers, as well as from the implementation of family gardens and poultry initiatives.



**1,716**

Families received transfers and vouchers

**\$75**

Average transferred per family

**7,913**

Beneficiaries of cash transfers or vouchers



**2,598**

Food kits delivered

**530**

Family gardens

**57**

Poultry initiatives

**15,590**

Beneficiaries



**121**

Health centers supported

**72,213**

Hygiene products and PPE delivered

**18,812**

Hygiene kits delivered to families

**4**

Community sinks



**3,571**

School kits and play kits

**260**

Teachers trained

**18**

Schools supported

**7,306**

Families reached with key messages

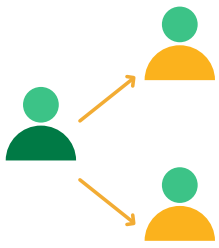


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# LEARNED LESSONS

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## ✓ Solid community basis



Permanent work with community leaders, the organization and capacity building processes for the Community-Based Child Protection Mechanisms, and partnership with community-based organizations have been a key factor for our emergency response.

Actions such as gathering information, disseminating messages, logistics and especially the oversight of child protection in the field, has only been possible thanks to community volunteering and the aforementioned allies.

## ✓ Public-private partnerships



It is necessary to continue working on the formation of networks at the national and local level, mainly with duty bearers; moreover, the partnership, alliances, and coordination mechanisms with different actors from the public and private sector allowed to provide a comprehensive response, avoiding duplication of efforts and optimizing limited resources in order to reach a larger number of families in a timely manner.

## ✓ Management capacity in humanitarian response



The Organization gained experience in humanitarian response management. This is demonstrated by the scope of the actions implemented in all the countries in the region, as well as the rapid activation in Honduras and Guatemala to respond to a new emergency resulting from the wake of ETA and IOTA storms.

However, it will be important to continue strengthening work in prevention and preparedness for emergencies and to intentionally promote the link between the Protection Mechanisms and the Risk Management System of each country.



### ✓ Feedback from beneficiaries



The testimonies of program participants reveal that they value ChildFund activities, since it provides learning opportunities, as well as represent interaction and socialization spaces that usually are not available in rural communities.

The foregoing also calls for the implementation and improvement of mechanisms to obtain feedback directly from the beneficiaries.

### ✓ Psychosocial support



The emotional well-being of children, adolescents and their families is fundamental, so promoting mental health and self-care spaces in emergency contexts is highlighted as a good practice.

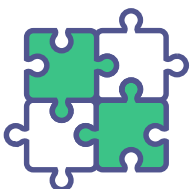
The intervention carried out has confirmed the importance of accompanying the processes with psychosocial support, so that the participants, who face different fears and uncertainties in emergency contexts, have safe spaces for emotional support and that allow the identification of possible rights violations.

### ✓ Population data update



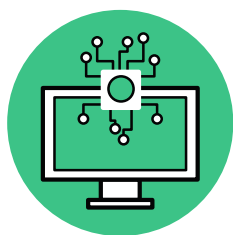
To reach the enrolled population with our programmatic offer it has been necessary to gather information on the different manners in which to contact them, given the limitations for face-to-face work. Having information on the geolocation of this population is also very useful in changing contexts such as those we have faced. In some cases, the gathering of this information has not been completed, so it would be worth incorporating this into the short-term plans of the COs and their LPs.

### ✓ Complementarity of actions



The emergency response actions have been effective in meeting the basic needs of families, however, it has been important to complement them with more sustainable actions aimed at the recovery of families.

## ✓ Digital transformation



The need to continue the intervention in a context of social distancing motivated the development of initiatives for program delivery through alternative modalities. This reaffirms the importance of the Organization's digital transformation, which involves developing and adapting content to alternative formats, promoting improved access to technology and the development of digital skills, both ChildFund staff, Local Partners and the beneficiaries of our programs.

## ✓ Safe use of the internet



The internet and technology have become indispensable nowadays, and the pandemic has led to an increase in their use by children and adolescents. In this context, promoting safe internet use is essential, providing the necessary tools to children, parents, primary caregivers and their communities to prevent any risk.

## ✓ Monitoring process update



The development of alternative intervention modalities also makes it necessary to adapt the monitoring and learning processes. Currently, it would be necessary to conduct studies to determine the impact of the interventions carried out in the context of the pandemic, as well as to identify which of the alternative modalities used for program delivery should be prioritized.

In addition, nowadays technology allows gathering and processing infinite data in real time, so the development of solutions for the implementation of programs in a virtual way should incorporate, if possible, mechanisms for automatic data collection through the implementation, instead of as separate processes.

## ✓ Innovation and gamification



The use of technology for the intervention itself doesn't offer a guarantee of success. Social networks have worked to keep in touch with the beneficiaries, however it has been a challenge to maintain participants committed to remote learning processes, which makes innovation and the incorporation of gamification elements indispensable for a high-quality intervention.

