

EVALUATION OF THE NEW ZEALAND RED CROSS CANTERBURY EARTHQUAKE APPEAL RECOVERY PROGRAMME



LESSONS

INTRODUCTION AND METHODOLOGY

Introduction

The Programme started after the 7.1 magnitude earthquake in September 2010. In 2016, New Zealand Red Cross contracted Research First Limited to conduct a formal and independent evaluation of the Canterbury Earthquake Appeal Recovery Programme (CEARP) to identify how Red Cross helped and supported recovery in greater Christchurch and what could be improved in the future.

Methodology

STAGES OF EVALUATION



systems-wide, multi-method, multi-phase approach

IMPACT

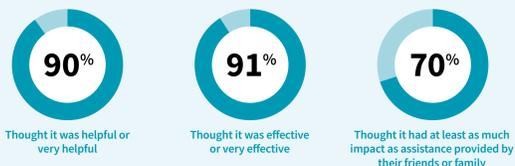
It is clear that the Programme had a substantial and lasting impact for residents. Visibility meant that as well as providing tangible support, Red Cross had a positive impact on people's well-being.

#1

New Zealand Red Cross most common first mentioned organisation helping with EQ response and recovery

HOW RESIDENTS RATED THE EFFECTIVENESS OF RED CROSS SUPPORT

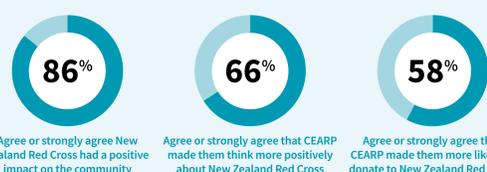
Of residents who received assistance from New Zealand Red Cross:



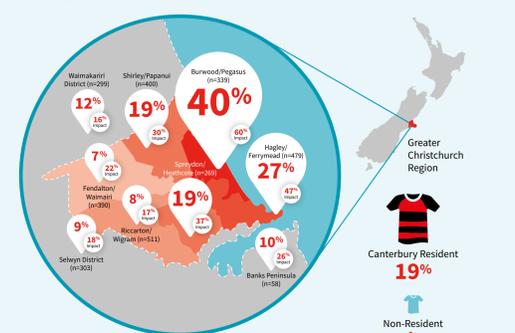
Of all residents who were aware that New Zealand Red Cross provided assistance:



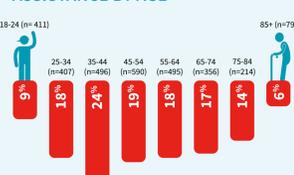
PUBLIC PERCEPTIONS OF RED CROSS



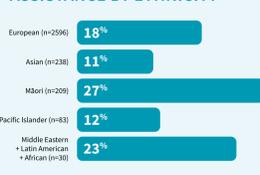
ASSISTANCE BY LOCATION



ASSISTANCE BY AGE



ASSISTANCE BY ETHNICITY



Be visible in affected communities

The highly visible presence of Red Cross in communities

- Provided reassurance
- Showed care and concern
- Helped connect people
- Had significant positive impact on resident's perceptions of Red Cross

“Without the Red Cross I don't know where I would have been”
RECIPIENT OF ASSISTANCE

Use cash grants to support pressing needs

- Cash transfers relieved stress of unanticipated financial burdens
- People said they felt needs were being recognized and validated
- A cash transfer allowed residents to identify own needs and respond appropriately

Partner with others

- Partnerships are effective at harnessing specialist expertise
- Partnerships work together with community groups who have permanent ties to affected populations
- Partnerships were an effective way to provide targeted assistance to residents with higher needs
- Partnerships enabled reach and support to minority and at risk groups
- Partner with other specialist organisations for effective and sustainable activities

Build pre-existing relationships to improve partnership effectiveness

“I just think it made us all realise that when you work together you're so much more powerful than when you try and work in isolation”
COMMUNITY LEADER



Engage in door-knocking and outreach

- Effective means to provide psychosocial support and identify other needs as well as distribute tangible support items
- On-street presence is an important component of visibility
- Red Cross door knocked more than 16,000 homes
- Whilst in most cases residents hadn't actively looked for support from Red Cross, they appreciated that it was offered

“It took some of the stress away and helped me keep that mental positivity going ... it comforted me to know that they would be knocking on the doors of people who were traumatised or vulnerable”
EVALUATION PARTICIPANT

Support bereaved and seriously injured in multiple ways

- Consider making grants available to assist with urgent needs
- Offer Support Groups, retreats, social activities as a way for people to connect
- Engage experts to provide talks about post disaster grief and stress
- Ensure availability of support is widely communicated

Provide tangible help through physical items

- Provision of tangible items reinforced residents' sense of being cared for – it also empowered partner agencies to provide instant support



Build on existing areas of organisational expertise

- Focus on recovery efforts that build on areas of expertise
- Activities utilizing members were the most effective of the directly delivered programmes

Collaborate with local schools to support children

- Empower schools to support students and caregivers through funding and other resources
- Schools may also serve as community hubs and information distribution networks

Assess needs and vulnerability using additional means

- Distinct focus on vulnerable however not always clear who was considered vulnerable
- Consider using concepts of social capital and ontological security to identify and to understand and meet needs

Define and clearly communicate your role

- Define what your role is or is not
- Actively communicate your role in continuing to support recovery

Other considerations

- Inspire confidence and trust through strong guiding principles
- Locally manage recovery whilst ensuring strong links to governance
- Implement planning, monitoring, evaluation and reporting practices early

Inform and advocate

- Impartial advocacy on behalf of the community was a gap in the greater Christchurch recovery. Fulfilling this role would be an opportunity to develop stronger community links and a better local purpose in recovery
- Participants did not think of Red Cross as an advocate in the community in the wider recovery although they did think Red Cross was well placed to undertake advocacy

EVALUATION CAVEATS

Pre-evaluation systematic review identified a number of complexities:

- Wide range of activities, with differing timescales, audiences and purposes
- Many Red Cross supported activities were delivered by other agencies
- The time elapsed between earthquakes and evaluation may affect participant recollections
- Number of affected people now live outside Christchurch
- Red Cross programme was substantial but one of many contributions, making attribution difficult