

Case study: Effectiveness of the Tsunami Relief effort

Assessing the performance of UNICEF in meeting the needs of the victims and determining key areas for improvement

Background

The Tsunami disaster in Aceh, Indonesia, in December 2004 was met by an unprecedented support from the international community and it has been estimated that some 200 organizations set up base in Aceh to assist in the relief effort. Amongst other organizations, UNICEF is playing a key role in the rebuilding of the disaster struck area. Feedback from local communities is therefore needed to understand their perceptions as to how effective efforts have been

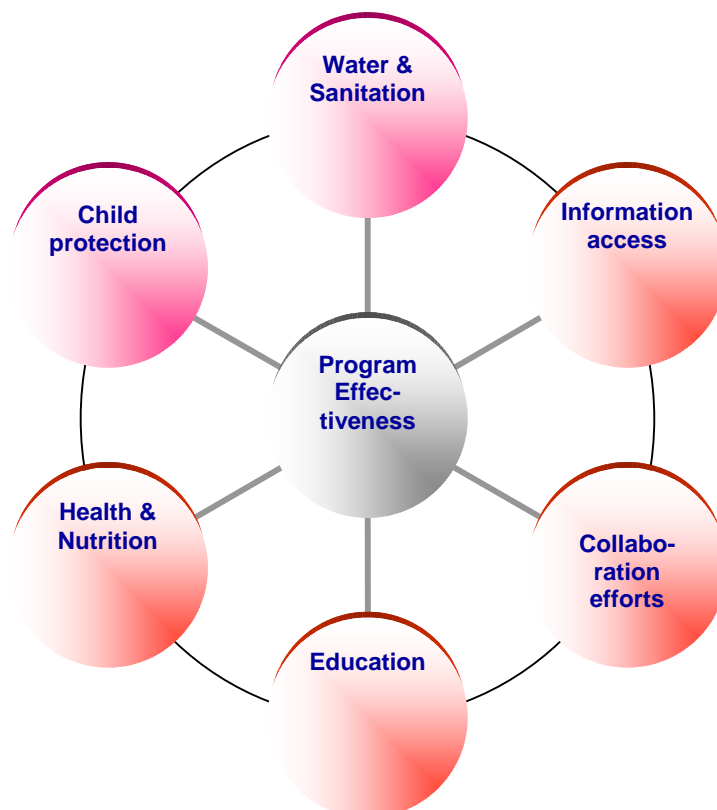
TNS was commissioned to undertake an impact study of the Tsunami Relief effort by UNICEF in the Aceh region.

For more insightful analysis, TNS developed a Mind-set Barometer that tries to illustrate how the current situation is reflected in the minds and behavior of respondents. This Barometer is meant to illustrate area by area how the mind-set of the Tsunami victims are, how they view their own situation.

A Program Effectiveness Index score was also created on the basis of TRI*M to illustrate how Tsunami victims and community leaders viewed the effort by UNICEF.

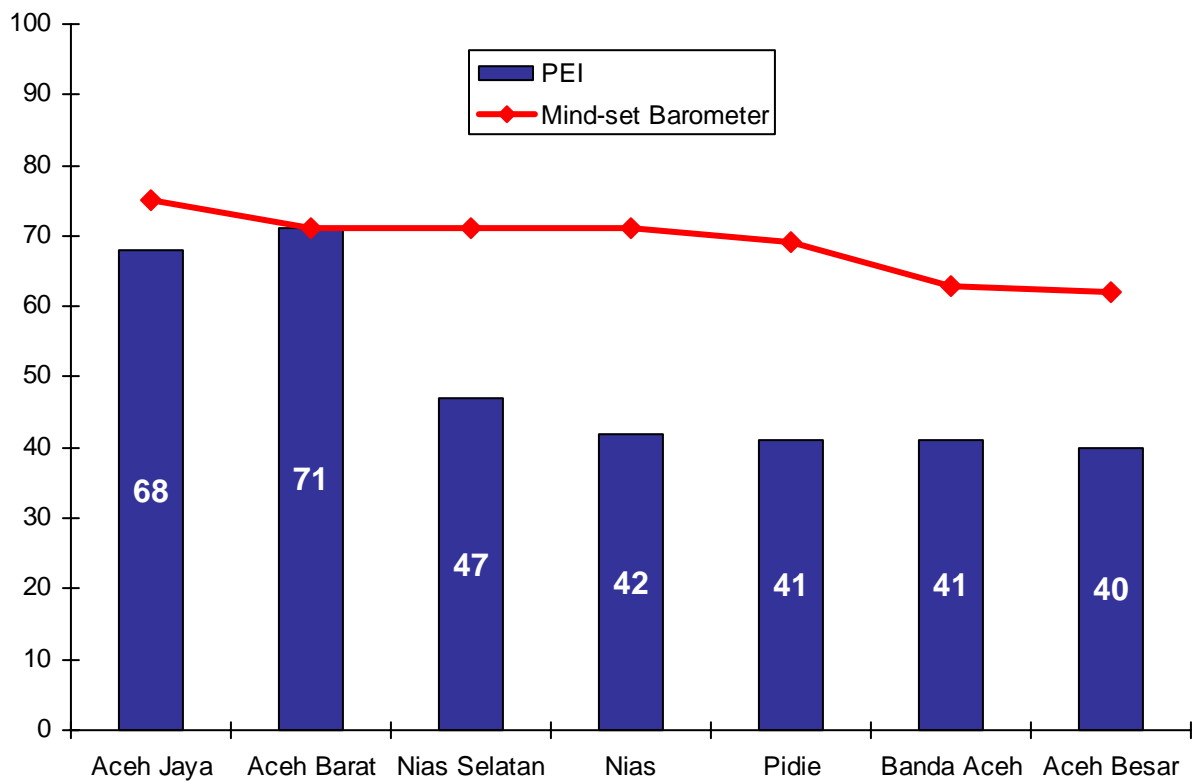
Results and recommendations

The study looked at the most relevant areas for Tsunami victims and the key aspects of UNICEF's performance. As shown below, the UNICEF programs in Aceh were made up from 6 basic components on which the respondents could assess their current situation and evaluate the performance of UNICEF.



Generally the relief effort was seen to be moving in the right direction. Education and Health & Nutrition were considered as the driving forces of the relief effort and UNICEF was also seen to be doing a good job in these areas. Whilst performance in the area of Water & Sanitation and Child Protection was below average, these areas were not perceived to be as crucial for the respondents. This means programs overall were pretty well aligned.

At the same time, the survey revealed that there were big differences between the different regions in terms of how respondents perceived their own situation and how people evaluated the effort by UNICEF.



The results above illustrate that there is a clear relationship between the overall result for the Program Effectiveness Index score (PEI) and the Mind-set Barometer. In other words, when respondents provide a positive evaluation of UNICEF's programs, they are also more likely to be evaluating their own situation in a positive way.

This clearly indicates that the relief effort by UNICEF has contributed to the overall improvement in living standards in the Aceh region.