Disaster Response Exercise
Appoint one person to be leader and scribe

Background: The isolated Phi Phi Islands are located about one hour by ship from the mainland in the Krabi province of Thailand. 80% of Phi Phi Island residents are practicing Muslims. The remaining are mostly Buddhist. Phi Phi Island's main economic revenue comes from tourism.

On December 26, 2004 at 10:37am the Indian Ocean Tsunami devastated the island. Islanders and tourists were on the island when the impact of the Tsunami occurred. 70% of the buildings on the island were destroyed. An estimated 850 people had died immediately, 1,200 were missing, and 104 children were displaced from their parents. Most Islanders lacked water, food, and shelter.

Scenario: In the days following the Tsunami a cholera outbreak is sweeping across the island. You are tasked with creating a public awareness campaign to help mitigate the outbreak. Please use the following steps to develop your campaign:

Questions:

a. What is the message that needs to be communicated?

b. What is the vehicle to deliver the message?

c. How to measure the effectiveness of this campaign?