

## EARTHQUAKE AND HUMANITARIAN ASSISTANCE: A BEAUTY QUEEN APPROACH

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### Abstract

*"The stench is overwhelming. There are over 100 bodies here, adults and, at my feet, a baby. Perhaps even more uncomfortable is that there are people bedding down for the night ... sleeping among the dead."* BBC Correspondent Matthew Price. A 7.0 magnitude of quake strikes near Port Au Prince, Haiti affecting 3,500,000 people where 200,000 of them are estimated dead. When people thinks recovering from natural disaster is the only thing to worry, unrelated health issue emerged with an outbreak of cholera grabbing lives of almost 5,899 people by July 2011 and 216,000 people are infected as reported by Disasters Emergency Committee. Beauty With Purpose in Haiti project was initiated on 2009 and through this earthquake, it becomes clearer that the Miss World Organization heighthen their responses towards the issue and assist the victims. The current reigning Miss World Megan Young have promised to continue assisting the peoples of Haiti by raising money for a better orphanage. Miss World Organization also work with Thriving Villages, an organization that focus upon assisting poor communities in Pestel, Haiti which happened to be the focus area of Beauty With Purpose Project. They assist and provide aid in access to clean water and education. This paper attempts to see the effort of Miss World Organization in providing assistance through the collection of secondary data. It also tries to differentiate the assistance with other NGO that provide their assistance and used the framework of sustainable humanitarian aid framework as humanitarian work should not only end without constant observation and development.

***Keywords: Sustainable Humanitarian Aid, Non-Governmental Organization, Emergency Response, Natural Disaster, Health Issue***

### INTRODUCTION

With a situation where nearly half of the population are living in the midst of extreme poverty along with two thirds in "normal" poverty, the Haitian government and international organization are tied to fighting inequalities, violence, social exclusion and increasing food prices. Natural disaster is the last thing that should happen in this country.

The earthquake shattered the society with damages over the little infrastructure that the island ever had which included the administrative buildings. With that being said, it simply implies that the government have limited capacity to organize and "fix" the situation of the people on the island. Millions of archives, information and data regarding the country and its population were lost instantly with only two ministries standing after the disaster happened.

As Non Governmental Organizations (NGOs) both locally and internationally, they faced problems in identifying the effected people from the earthquake. Nevertheless, NGOs have assisted the community that suffers the most as a result from the earthquake. This article will highlight the involvement of internationally known beauty queen organization with their cooperation with other local or international NGOs. From the effort done, the impacts of the cooperation will also proof that the involvement of NGOs in post earthquake country are not for the sake of fame. The structures will be supported by looking the point of humanitarian aid and whether the aid provided will sustained by looking over the impact created.

### **Impacts of Haiti 2010 Earthquake**

The earthquake that strikes with a magnitude of 7.0 on 12 January 2010 towards Port-au-Prince, Haiti have caused significant damage especially in the city of Leogane with and estimated 80-90 percent of building that were crushed or damaged. Several cities at the metropolitan Port-au-Prince such as Carrefour, Petion-Ville, Delmas, Tabarre, Cite Soleil and Kenscoff were also severely affected.

The Government of Haiti released the statement stating that the earthquake left more than 316,000 people dead or missing with 300,000 injured and over 1.3 million was made homeless (Government of the Republic of Haiti, 2010). This earthquake was listed as the most catastrophic event where the country experience in modern time when measured in terms of the amount of people killed as a percentage of the country's population (Cavallo et al, 2010).

The damages towards infrastructure resulted from the earthquake. The amount of infrastructure damaged and destroyed was staggering. With more than 300,000 homes collapsed and 60% of the states administrative and economic infrastructure was lost. Educational institutions (80%) and hospitals (>50%) were destroyed or damaged. As mentioned before since most administrative buildings have collapsed and 13 out of 15 key government offices also went along with it which includes the presidential palace and parliament.

Peoples were also displaced and even nine months after the earthquake, the Interim Haitian Reconstruction Commission estimated that 1.3 million peoples were still displaced either in one of the over 1,300 camps and other settlement registered under the International Organization for Migration (IOM) or in temporary housing situations in both quake affected area and non-affected areas (IHRC, 2010). The overall damages and losses caused by the earthquake were estimated to be between US\$7 billion and US\$14 billion which accounted to 100-200 percent of Haiti's gross domestic product thus mark this as the most costly earthquake events in terms of the percentages of a country's domestic product (Cavallo et al, 2010).

### **Non-Governmental Organization Intervention**

Non- governmental organization despite of all difficulties of access and areas in Haiti. It is these organization that deliver relief and know how where they set new standard in sectors such as healthcare, human rights, education and etc. This is to ensure their work will not only be able to provide relief for the peoples facing the crisis but providing them platforms in framework of education and healthcare (poverty.org).

There are numerous views on NGOs involvement where they criticise that these organization tend to look like an overall foreign invasion that replaces local agents such as nurses, government officials and farmers instead of collaborating with local authorities. This views made a bad name for NGOs as perceived that by entering a country with a solution they could alienate its inhabitants from matter that concerns about them and when they leave the field, the locals might not have a right setting on how to carry on the efforts delivered by NGOs.

### **SUSTAINABLE HUMANITARIAN AID CONCEPTS**

There has been questions circling around the context on whether humanitarian aid could be sustainable. Humanitarian work is never intended to be sustainable and affected populations have to be prepared to rebuild. According to Joint Director-General - Centre for International Studies and Cooperation (CECI), Chantal-Sylvie Imbeault, mentioned that it is important to prepare populations so that they could restore normal conditions as soon as possible after the crises. She also suggested that collaboration with all actors should be encouraged to ensure the highest impact (CIVICUS World Assembly Workshop Report , 2011).

But as this paper return to the context of humanitarianism, it was based upon the one universal humanitarian principle: to protect the vulnerable by decreasing morbidity and mortality, alleviate suffering and enhance well being, human dignity and quality of life (Janice K. Kopinak, 2013). This proofs that humanitarian aid doesn't just stay for a moment instead they stay to ensure their mandate was achieved before they leave the field of emergencies. The following will proof the case of three inter-linked NGOs that help assist the development in Haiti especially in terms of child healths and clean water access.

### **Beauty With A Purpose, Variety International and Thriving Villages International**

The main components of this paper describe the synergy of an idea that pull together three organization by one women, Julia Morley. She is the current chairwomen of Miss World Organization and she planted the core of Beauty With A Purpose within the Miss World Pageant on the year 1972 (Beauty With A Purpose Official Website). She was also the President of Variety International from the year 2009-2011 and Miss World Organization is always in an equation with Variety International.

As she became the President of Variety International, two causes were targeted upon Pestel, Haiti- Variety “Water For Health” and Children Health Campaign. The Water Missions International (WMI ) with US\$100,000 grant from National Association of Theatre Owner (NATO) in search for clean water in Haiti. After the earthquake, cholera outbreak happened in Haiti which killed at least 8,231 Haitians and hundreds of thousand of people are hospitalized, the issues worsened when the sickness strikes neighbouring countries which includes Dominican Republic and Cuba (Government of the Republic of Haiti, Ministry of Health, 2013).

The situation attracts various NGOs to enter and assist the people. The Variety International Childrens Fund was previously provided with US\$100,000 and expanded the amount to US\$200,000 and they will drill wells in remote villages. Water for Health in 10 villages will create a micro-finance system to support Variety’s child health workers in Pestel, Haiti. According to World Health Organization, 1.1 billion people lack access to clean water with 80% of all illness and 25,000 deaths per day are water related. It is simply illogical to put this aside with an effect whereby five children died from water related illness every minutes (Variety International Childrens Fund Official Website, Project Variety “Water for Health”).

The Miss World Organization had also worked with Thriving Villages International to provide with clean water as reported in the official website of Thriving Villages International. Miss World Organization, through their charity “Beauty With A Purpose,” has teamed-up with a group in Duchity led by Mr. John Ball from Illinois where water availability is less of an issue to provide 3,000 ceramic water filters which was estimated to benefit around 18,000 people.

The second cause aimed is Pestel Child Health Campaign. Since 2010, the organization have work together in Pestel for Child Health Campaign. They have employed 18 child health worker along with 1 manager throughout the region to provide Vitamin A and Anti-parasitic medication twice a year. Children were also distributed with an individual child medical records to each child. Household surveys were also conducted to determine the needs of the communities and started to tackle the widespread problem of anemia in villages at Pestel.

The Haitian Ministry of Health have also announced that they will undertake a nation-wide immunization campaign as reported on the official website of Variety International Childrens Fund under the project of Pestel Child Health Campaign. The sicknesses targeted is cholera and through the effort of Variety International Water Mission, 4,000 people have now accessed to clean waters which simply means that they are one step closer to achieve least cholera outspread in Haiti. The impacts of Variety International have hit a target where 180 children saved per year through the campaign.

## **CONCLUSION**

The efforts and impacts done by the NGOs specifically from Miss World Organization have proof that humanitarian aid are not all characterized as a one off program and some sustained for a long period of time. Yet that will be depending on the understanding of humanitarian principle

and also the area of work provided. Haiti have indeed depends on many NGOs to rebuild their country but it is these collaboration of NGOs that attack the roots of the problem which refers to water and healthcare and narrowing the gap of those still suffering and currently stable after the catastrophic earthquake.

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