Example of Sign-off Procedures during Emergencies

Horn of Africa Food Crisis 2011, Annex 1 of Regional Emergency Overview

Communications and advocacy surrounding the food crisis involve three different country offices with specific sensitivities, particularly Somalia and Ethiopia. The following approval procedures apply:

**Already approved material:** Any approved communications materials such as press releases, stories, blogs, etc. can be used publicly with modifications that do not affect our messages for your local market, unless otherwise specified (i.e. Somalia press releases and stories usually cannot be modified without approval).

**New material**: Any new communications or advocacy materials for Ethiopia and Kenya must be approved by the respective country director. Any new communications or advocacy materials for Somalia must be approved by the CD and the lead member (CARE USA). The Media Contacts in this annex lists all CO communications focal points.

**Sitreps**: Project information from sitreps with the exception of southern Somalia can be used publicly, while using best judgment and considering guidance regarding messaging. When in doubt about what is public information, please contact the Regional Communications Coordinator.

**Spokespersons:**

* Regional:

Name Surname, Regional Director ECARMU.

 Languages: English, French. Nationality: XX

Name Surname, Regional Emergency Team Leader

Name Surname, Regional Communications

Languages: English, French, German, Spanish. Nationality: XX

* Ethiopia:

Name Surname, CD CARE Ethiopia

 Languages: English, French. Nationality: XX

Name Surname, ACD CARE Ethiopia

 Languages: English, French. Nationality: XX

* Kenya:

Name Surname, CD CARE Kenya

 Languages: English, Nationality: XX

Name Surname, Director of Operations, Dadaab

 Languages: English, Nationality: XX

Name Surname, Emergency Coordinator Dadaab

 Languages: English, French. Nationality: XX

Name Surname, Emergency Coordinator Kenya

 Languages: English, French. Nationality: XX

* Somalia:

Name Surname, CD CARE Somalia

 Languages: English, Somali, Swahili. Nationality: XX

Name Surname, ACD CARE Somalia

 Languages: English, Dutch. Nationality: XX

Media Contacts:

If you want to set up an interview, get a press release approved or have questions, please contact the media and communications colleagues:

* Regional:

Name Surname, Regional Communications Coordination: +254 XXX XXX XXX (Kenya mobile), +1 404 XXX XXXX (mobile – roaming), email@care.org

* Kenya:

Name Surname, (in Nairobi ): email@care.or.ke, +254 729 XXX XX (mobile), +254 XXX XXX XX (mobile)

* Ethiopia:

Name Surname, (in Addis Ababa): +251 XXX XXX XX (mobile)

* Somalia:

Name Surname, (in Nairobi), email@csss.care.org, +254 XXX X