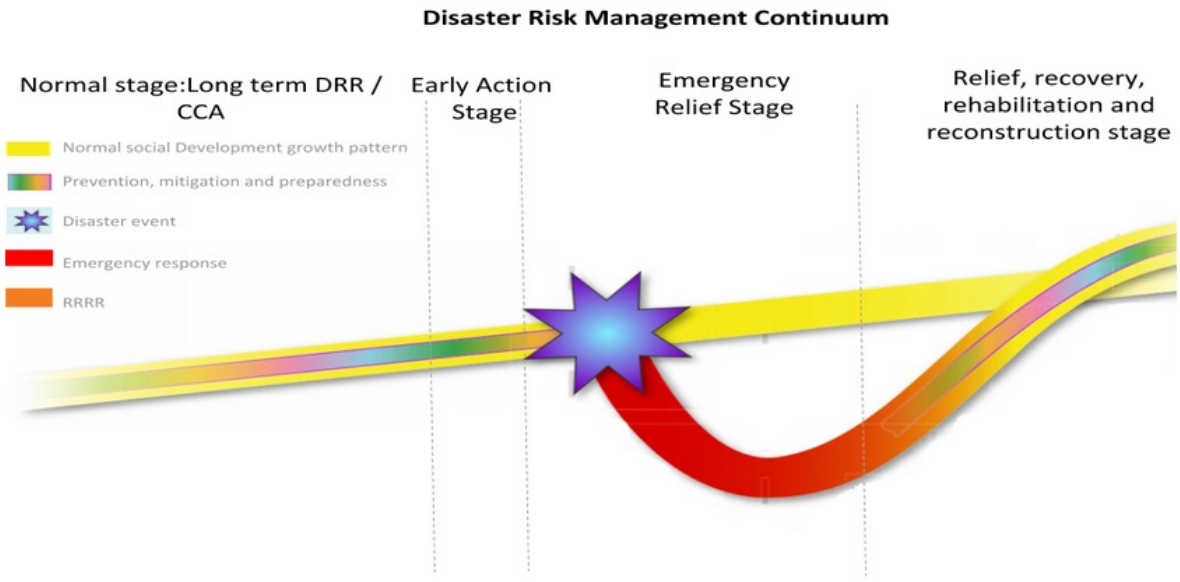
Step 3: Make the case for FbF

In order to create government interest and to ensure long-term engagement, it is crucial that key actors are convinced of the approach. There are different approaches to making the case for FbF as listed below, which can be used depending on the context. It is important to strike the right balance between creating “excitement” for the new and innovative approach while not creating expectations it cannot meet.

Promote FbF as complementary to existing EWEA and DRR work

One way to make the case for FbF is to highlight how it FbF can complement and fortify the existing Disaster Risk Management framework. FbF should fold into existing efforts rather than lead to a set up parallel initiatives.

With the enthusiasm around FbF as the “new innovative solution”, some governments might be concerned that it undermines their existing work in DRR and EWEA. Communications should be clear that FbF does not replace DRR; long term disaster risk reduction is pivotal to reduce risks, protect and adapt. However, there are, unfortunately, still many communities where DRR has not been implemented yet or only partially so, and not all risks will be reduced by long term prevention and mitigation measures, therefore FbF is critical to manage the residual risks. It is important to manage expectations of the role FbF can play. Furthermore, emphasis should be made on FbF as being part of the Disaster Risk Management framework with clear guidance on where it fits. FbF sits within Early Action stage.



Adapted from TorqAid “The Disaster Risk Management Cycle”, (2014).

Practical example: Zambia

In Zambia, the Red Cross worked closely with the Disaster Mitigation and Management Unit to identify where and how FbF could complement ongoing activities. Assessing national-level plans not only presented evidence justifying the implementation of FbF, but also presented a compass for action. A review of the Contingency Plan, enabled Red Cross and authorities to identify gaps that could be bridged through FbF. With this, FbF was eventually packaged as a complementary and supporting initiative to the national CP and wider DRM policies. As a result of this cooperation, DMMU now plays a leadership role in the development of FbF in Zambia; and provides an example for a government agency becoming a champion of integration and engagement.

Showcase FbF effectiveness

There are many ways to demonstrate the effectiveness and added value of FbF. Different angles can be used, with the key argument being that FbF can help the government protect its vulnerable population from losses and suffering. Overall, sharing regional experiences from FbF in pilot countries from around the globe has contributed to raising stakeholder interest in FbF.

Checklist in terms of demonstrating the added value of FbF

- **Contribution to Government and/or other Institutional Contingency Plans:**
  Through its consistency with already existing Governmental EWEA, contingency and preparedness plans FbF can not only add value, but also cover gaps of the current disaster preparedness system.
- **Potential to prevent/ mitigate mitigate impact and increase preparedness for response:**
  Highlight evidence that FbF could/ or has reduced losses, morbidity or mortality based on evidence and learnings from other countries, and highlight the potential for the hazards of focus in your country based on the results of the Feasibility Study. As an example for evidence see the study in Bangladesh following the 2017 activation here.
- **Scale:**
  Demonstrate how many additional people could be aided by FbF in addition to ongoing government plans. The bigger the population protected, the most effective the system is. As FbF focuses on the most vulnerable people living in high risk-prone areas, it should be shown how many of them could be protected, thereby reducing the need for government assistance following the disaster.
- **Practicality:**

Show how FbF pilot project early actions from other FbF countries within your region, or those facing similar hazards have contributed to effective response.

- **Value for Money:**
  Highlight potential economic benefits of early action for the community and government, referring to the relevant publications on this topic.
- **Potential for new partnerships:**
  Point to the local/regional actors working on FbF within the region, who could work in collaboration.
- **Appropriate financing options:**
  Discuss what the FbA by DREF can do, and where traditional humanitarian assistance and available government funds could play a role.
- **Promising link to social protection:**
  Present the potential to link FbF to existing programs, for example, social protection, to increase efficient implementation and high impact.

Show concrete examples of how FbF can help

Combine evidence and experience: "See + Action formula"

The checklist above can be enhanced through combining general evidence from FbF projects with concrete experience from communities. After all, the goal of FbF is to prevent and reduce suffering in people we serve. Who better can speak to the effectiveness of FbF, than those we assist?

The IFRC's Practical Guide to Advocacy for Disaster Risk Reduction (2009) recommends the "See + Action Formula".



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Practical Example: Bangladesh

Statement:
(Write a simple statement.)
Bangladesh is one of the most disaster-prone countries in the world.

Impact:
(Give an example of humanitarian impact.)
It's ranked by the Climate Change Vulnerability Index as the country most at risk globally. This is also a result of its geophysical features. Just under 70% of the country is vulnerable to flooding, and cyclones hit coastal areas almost every year. Evacuation can last up to 4 weeks, and farmers or daily laborers; receive little to no income during that period; typically they must sell assets or take up high interest loans to evacuate, plus pay for food, and health expenses during evacuation and after.

Example:
(Use an example or personal story from your own/assisted person's experience.)
Alefa Katun (40) works as a daily worker on the fields in Bogra. During flood events she loses all

income as fields are inundated and cannot be worked on, and her cows can no longer graze.

Action:
(Now put your message into action.)
In 2017, the FbF pilot community of Bogra received a SMS alerting those in need of impending cash distribution. They then need to show up at the various distribution points to receive the support. According to Alefa, “Thanks to the timely forecasts and EAP activation, we were able to receive cash 3-7 days in advance of the flood peak. I am so grateful for the cash. I bought fodder for my cows and could evacuate them. Without the cash, I would have had to sell them, but they are good cows, they deliver good milk and are very healthy.”

Evidence:
(Present findings of impact evaluation following the activation)

Studies by GRC, BDRCS and RCCC following the activation found that less families had to take up high-interest loans to cover their needs or suffered from stress and families that received FbF assistance had better access to nutrition.

Sheikh Khairul Rahaman talks about his experiences in involving stakeholders in FbF projects in Bangaldesh:

Video: https://www.youtube.com/watch?v=Av1m6RAaRpM&t=5s