

Emergency and disaster preparedness case study example

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Arguably, disasters to some extent are unavoidable since some are unpredictable, but the best option is the response of emergence and disaster preparedness. Disasters take place regardless of economic, political, or social, background of a nation. In fact, disasters refer to the convergence of various hazards with several vulnerabilities. As such, increase in environmental, physical, economic or social vulnerability can imply an increase in disaster frequency in a region. Despite the discriminative aspect, on disaster occurrence, there is a correlation between risk and poverty, in that disaster leads to measurable decline in human development, income, as well as consumption. Perhaps these effects concentrate disproportionately in poor communities and households. To be specific, when national disaster such as drought takes place, there is political, potential and corporate social responsibility for profiteering on the effectiveness of the humanitarian efforts by governments, volunteers and NGO. In addition, when a national disaster takes place the entire world responds.

Conversably, politics play a tremendous role during disaster emergency and preparedness in a nation. Its effectiveness depends on leadership and the goodwill of politicians. The politics is effective in encouraging other nations to help in disaster management. The precedent of a nation declares the drought disaster as a national issue and urges other nation to offer some help (Alexander, 2002).

Additionally, politics has the upper hand allocation of national resources to manage drought. Scholars also assert that political leaders are opportunistic in approaching the national disaster. They request the president to declare it

a national disaster, which will earn the state a lot of dollars and potential votes. Generally, politics is effective in building up humanitarian efforts to help the disaster stricken community. In fact, the declaration raises the effectiveness of governments, volunteer organization and NGOs in approaching disaster (Fothergill, 2005).

Companies have always proven to be very effective in delivery humanitarian aid and responding during drought disaster in a nation. Through media, international companies become informed on the drought disaster in a nation and offer it aid. As a matter of fact, CRS (Corporate Social Responsibility) is increasingly becoming an important activity to business internationally and nationally. Due to globalization, large corporations have become global providers during drought disaster, and have critically realized the benefits of it (Boeger, 2008). During drought disaster, companies contribute cash and other related help that is associated to drought humanitarian aid. Other forms of support include corporate volunteering and delegations. Some of the companies well known for its corporate social responsibility in droughts disasters include Coca Cola, IBM, as well as Microsoft. Therefore, politics and CSR (Corporate Social Responsibility) are part of profiteering on the effectiveness of the humanitarian efforts by NGO, governments and volunteer organizations. In fact, they give a boost in the drought disaster in a nation, in various ways.

During drought, there are various forms of relief that people require to overcome the disaster. But, above all people need medical care and food. Drought leads to shortage of food, and water; moreover, due to shortage of

food people develop various health problems that are directly related to diet, and water shortage. Government is the first body to respond to drought by using government resources to provide food and medical care. In most developing countries, the government is not in a position to satisfy the drought stricken victims because of its financial status. Therefore, there is need for corporations, volunteer organizations, and NGOs to offer some humanitarian aid (Fothergill, 2005).

Global and international companies offer a lot of humanitarian aid to drought-affected people. In fact, coca cola is well known for providing its products to the drought-affected people; this is in the form of soft drinks or water. Additionally, other companies can directly provide food or work together with World Food Programs to provide food and medical care. In a nation, many NGOs assert their responsibility to providing is to drought stricken areas. The NGOS are mostly independent and have their specialists in the medical field; they, therefore, provide health care services to the people, and offer food (Alexander, 2002). Moreover, volunteer organization play a very critical role of providing social and psychological support to the drought-affected people in the nation. In addition, they provide work force in the distribution of food supplies from organizations, companies and government.

As a matter of fact, those who receive assistance during drought develop the stigma of charity, which affects their life. In fact, most people have to accept charity assistance for the first time. Drought takes victims to a state of disbelief on the way they depend on charity, yet, they were in a stable

position before the disaster. Those who receive food and medical care develop the stigma of charity, whereby they feel humiliated, shame and embarrassment despite the fact that it is not their problem (Boeger, 2008). Most of the people who are mostly affected by the disaster are the women; this is because they accept double charity for their children and theirs. But, despite these, they still experience demoralization and stigma. In fact, social bandits and politicians may sometimes abuse women for being promiscuous and lazy, even if the disaster is drought.

The stigma of charity is attached to that fact that individual affected by drought do not accept their current state, and tries to compare their living standard to the past. In most cases, those who receive food aid and medical health feel very ashamed of their dependency vulnerability and believe their state will never improve. It is always natural to feel discouraged about life when they depend on people. Depending on assistance eliminates important humane values and characters, which include self-reliance and self-confidence. Generally, those who receive assistance should be given counseling to prevent adverse events brought about by stigma.

References

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