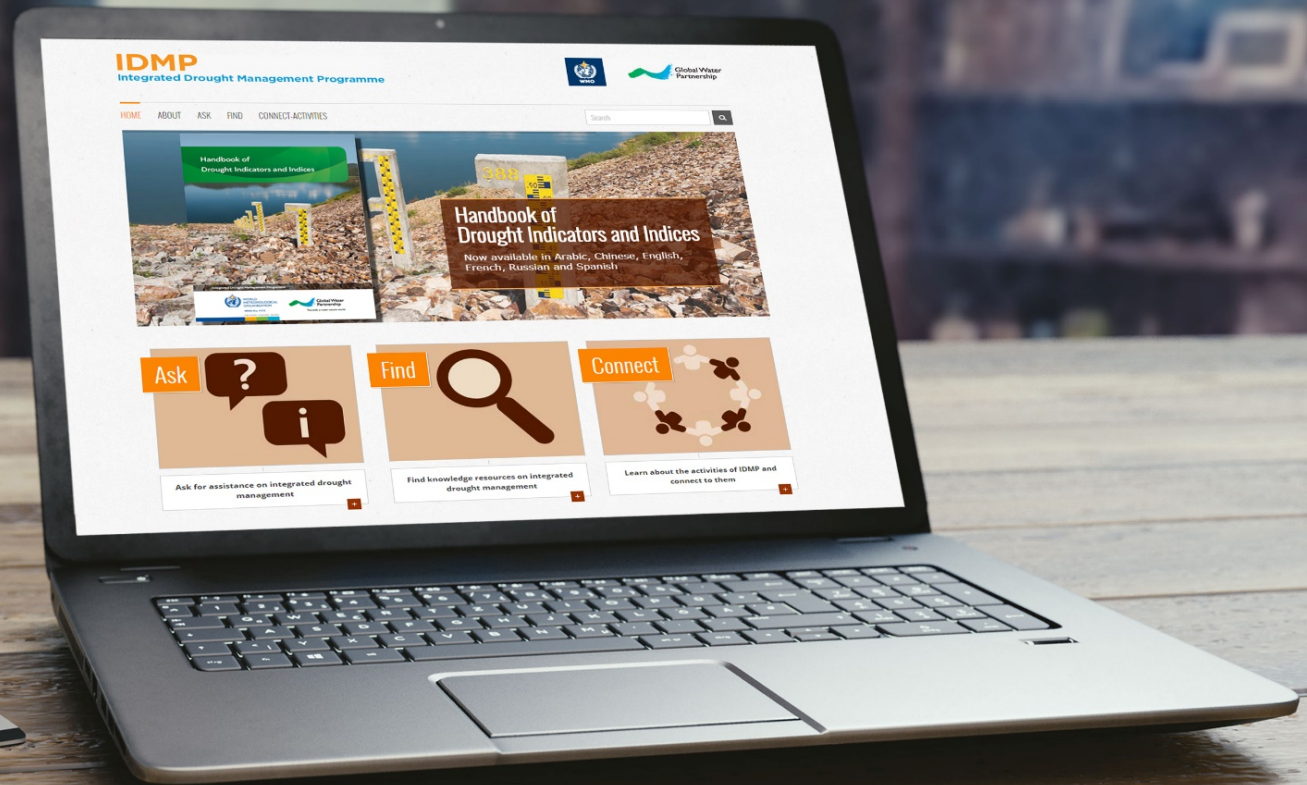



# Integrated Drought Management HelpDesk




# Integrated Drought Management Helpdesk


Ask




Ask for assistance on integrated drought management




Find




Find knowledge resources on integrated drought management



Connect



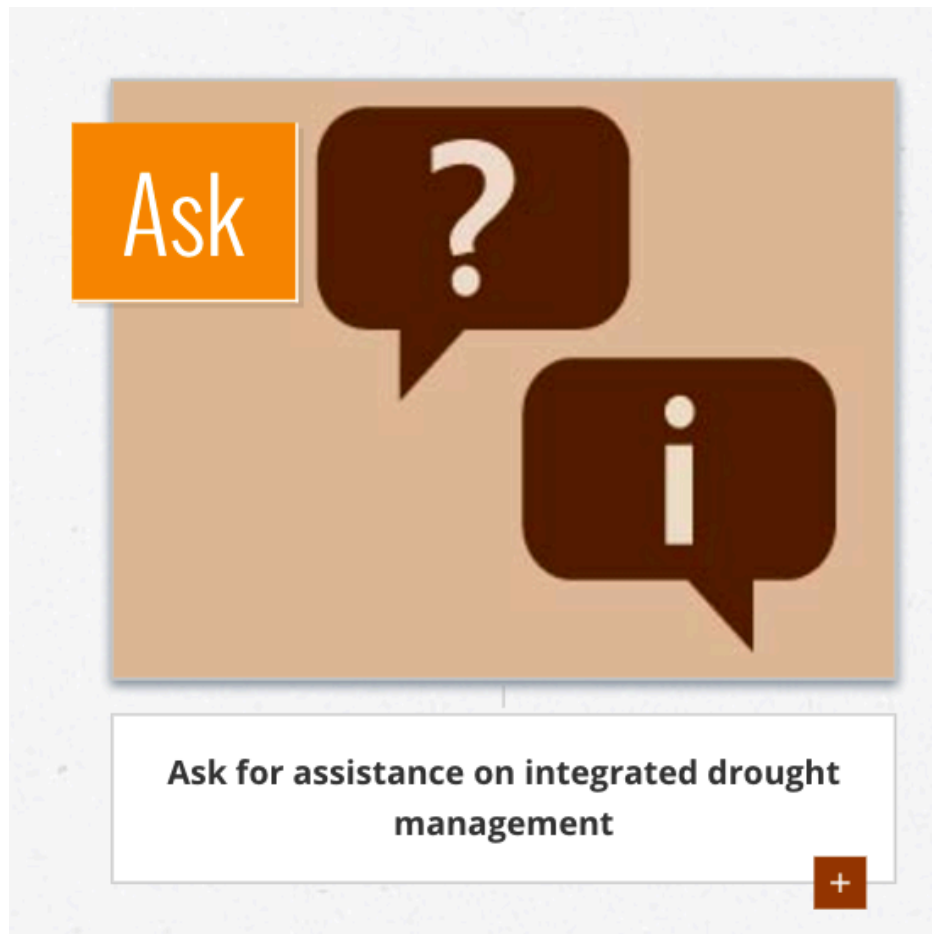
Learn about the activities of IDMP and connect to them



[www.DroughtManagement.info](http://www.DroughtManagement.info)

# Integrated Drought Management Helpdesk

## Request Assistance



**IDMP**  
Integrated Drought Management Programme

HOME ABOUT **ASK** FIND CONNECT-ACTIVITIES

Search

HOME / ASK / REQUEST ASSISTANCE

**Ask a question**  
You may ask a question to experts using this form.

**Given name**  
  
(ex. John)

**Family name**  
  
(ex. Smith)

**Email \***

Your e-mail address will not be made public. It will only be used for communications regarding your question.

**Name of Organisation \***

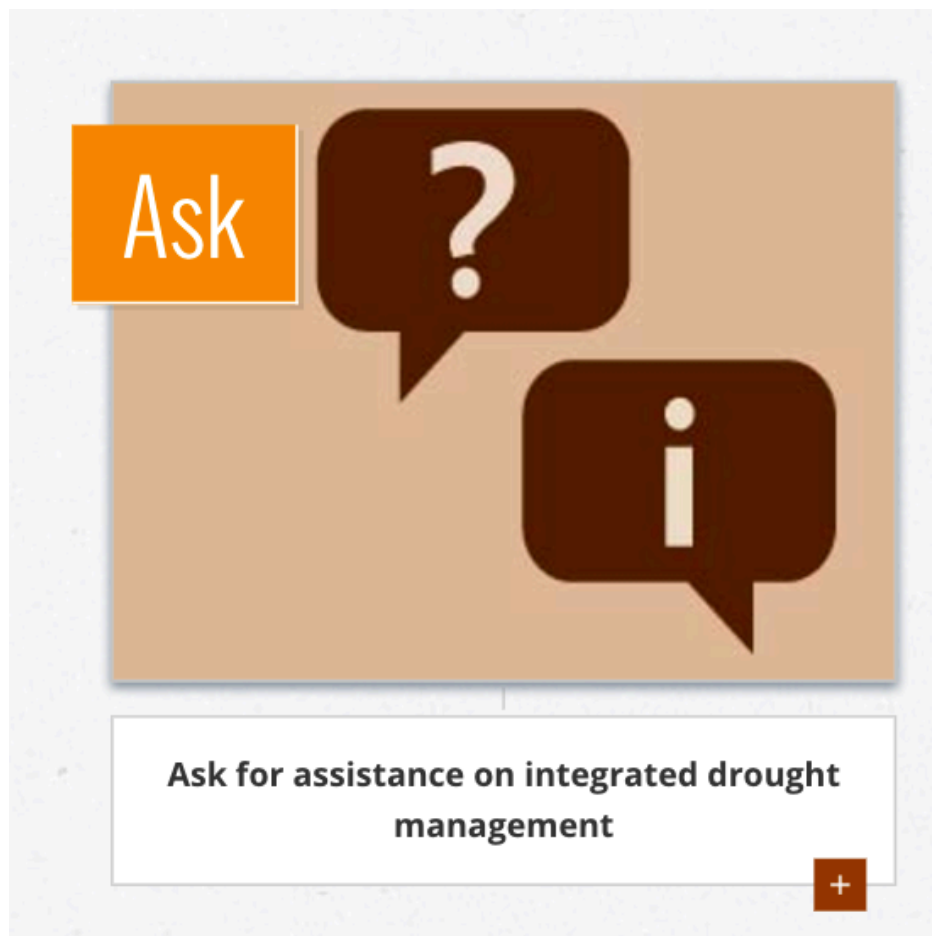
**Website**

**Subject \***

**Question / Request \***

# Integrated Drought Management Helpdesk

## Sample Questions



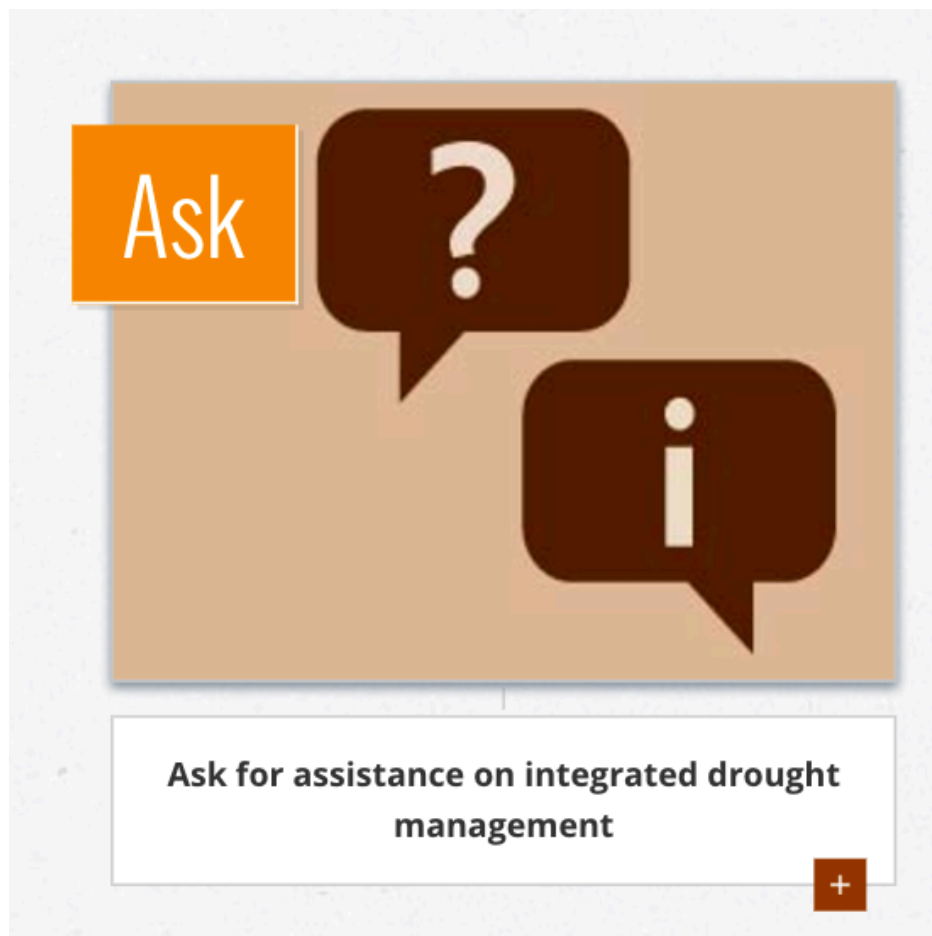
The screenshot shows the IDMP (Integrated Drought Management Programme) website. At the top, the IDMP logo is on the left, and the WMO and Global Water Partnership logos are on the right. Below the logo is a navigation bar with links: HOME, ABOUT, ASK, FIND, and CONNECT/ACTIVITIES. A search bar is on the right. Below the navigation bar is a breadcrumb trail: HOME / ASK / SAMPLE REQUESTS. The main heading is 'Who can benefit from the HelpDesk?'. Below this is a paragraph of text: 'Advice is being offered primarily to government bodies responsible for drought management. Also civil society organizations, the private sector and academia can contact us for support in developing an all-of-society engagement to advance integrated drought management. Examples of questions the HelpDesk is receiving are provided below.' Below the text are four sample questions, each with a profile picture, a title, a scenario, and a question.

Profile	Title	Scenario	Question
	Agrometeorologist at National Weather Service	Scenario: Individual is developing new drought products for weekly agrometeorological bulletin.	Question: Which drought indices are best to determine the impacts of drought on crop yields?
	Chief of Staff at Ministry of Environment	Scenario: Recent droughts have had major impacts on the economy. The Prime Minister has requested country to develop a new policy	Question: How does a country start developing a national drought policy?
	Staff Member at National Hydrological Service	Scenario: Recent drought has reduced hydropower generation.	Question: Which drought indices are best to determine the impacts of drought on river flows and reservoir levels?
	Meteorologist at National Weather Service	Scenario: Individual is developing a map of drought indices.	Question: Can you send the computer source code or software to calculate the Standard Precipitation Index?



# Integrated Drought Management Helpdesk

## Support Base Partners



The screenshot shows the IDMP website interface. At the top, the IDMP logo and navigation menu are visible. The 'ASK' tab is selected. Below the navigation bar, the page title 'HOME / ASK / SUPPORT BASE PARTNERS' is displayed. The main content area features a list of partner organizations and a detailed description of ICARDA.

**IDMP**  
Integrated Drought Management Programme

HOME ABOUT **ASK** FIND CONNECT-ACTIVITIES

HOME / ASK / SUPPORT BASE PARTNERS

IDMP partner organizations and IDMP cosponsors, WMO and GWP, will respond to the HelpDesk requests submitted [here](#).

- Australian Bureau of Meteorology (BOM)
- Drought Management Centre for Southeastern Europe (DMCSEE)
- International Center for Agricultural Research in the Dry Areas (ICARDA)

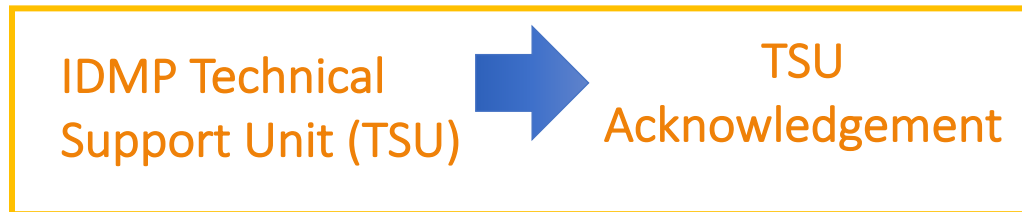
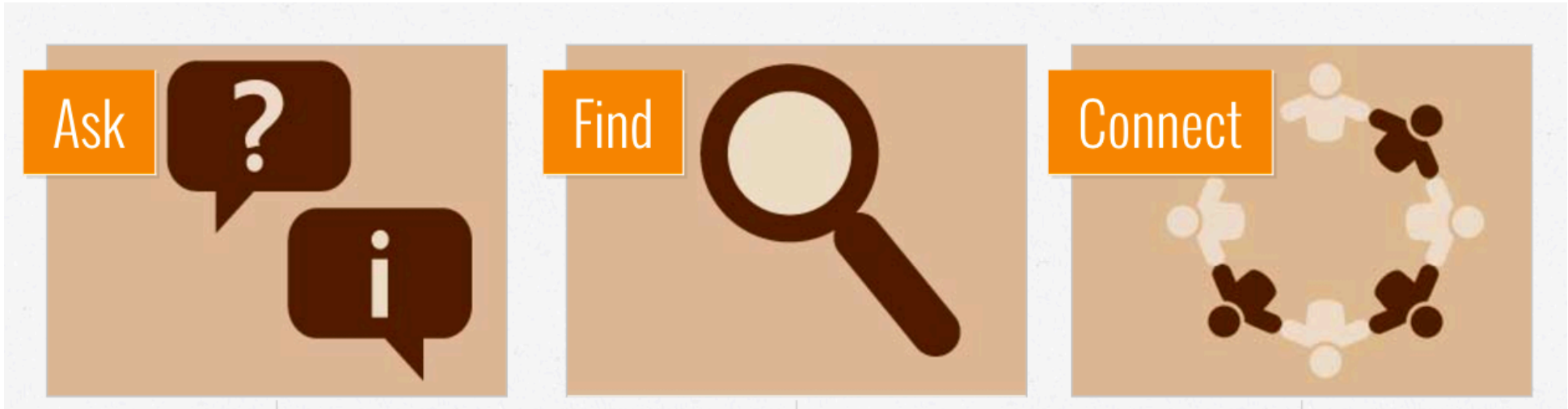
**ICARDA**  
International Center for Agricultural Research in the Dry Areas

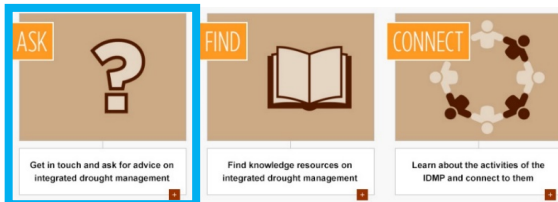
The International Center for Agricultural Research in the Dry Areas (ICARDA) is a research center whose mandate is to promote agricultural development in the world's dry areas, located predominantly in developing countries. The rise of droughts and desertification of agricultural land has intensified the work of ICARDA. ICARDA engages in the in-field delivery of its research outputs, specifically with helping to solve the obstacles faced by resource-poor farmers. The aims are to help alleviate the larger problems of food insecurity and poverty while promoting sustainable growth in agriculture. Some of the interventions on the field by ICARDA include helping with water harvesting, conservation agriculture, diversification of production systems, integrated crop/rangeland/livestock production systems, and the empowerment of rural women.

Promoting standard approaches to vulnerability and impact assessment	Implementing effective drought monitoring and early warning system	Enhancing preparedness and mitigation actions	Implementing emergency response and recovery measures	Understanding the cost of inaction and benefit of action
<ul style="list-style-type: none"><li>Promotes agricultural development in the world's dry areas</li></ul>	<ul style="list-style-type: none"><li>Conducts research</li><li>In-field delivery of research outputs</li></ul>	<ul style="list-style-type: none"><li>Develops technical, institutional and policy options for preparation and mitigation through effective technologies</li></ul>	<ul style="list-style-type: none"><li>Helps with water harvesting, conservation agriculture, and diversification of production systems</li></ul>	<ul style="list-style-type: none"><li>Directly helps resource poor farmers</li><li>Goal is to alleviate food insecurity and poverty</li></ul>

- IGAD Climate Prediction and Applications Center (ICPAC)
- Joint Research Centre (JRC)
- Mexican Institute of Water Technology (IMTA)
- United Nations Convention on Biological Diversity (CBD)

# Users





# Partners

- FAO Food and Agriculture Organization of the United Nations
- UNCCD United Nations Convention to Combat Desertification
- UN CBD UN Convention on Biological Diversity
- AEMET Spanish Meteorological Agency
- Australian Bureau of Meteorology
- CONAGUA Mexico's National Water Commission
- FEWS NET Famine Early Warning Systems Network
- George Mason University Global Environment and Natural Resources Institute
- ICARDA International Center for Agricultural Research in the Dry Areas
- ICID International Commission for Irrigation and Drainage
- IMTA Mexican Institute of Water Technology
- IWMI International Water Management Institute
- JRC Joint Research Centre
- SEI Stockholm Environment Institute
- NDMC U.S. National Drought Mitigation Center
- NIDIS U.S. National Integrated Drought Information System
- UNDP Cap-Net
- UNDP United Nations Development Programme
- UNESCO United Nations Educational, Scientific and Cultural Organization
- UNEP United Nations Environment Programme
- UNISDR United Nations Office for Disaster Risk Reduction
- University of Nebraska Daugherty Water for Food Institute
- University of Southern Queensland
- UNU Flores
- World Bank

# HelpDesk: Total Number of requests 75 (reporting period 44 requests)

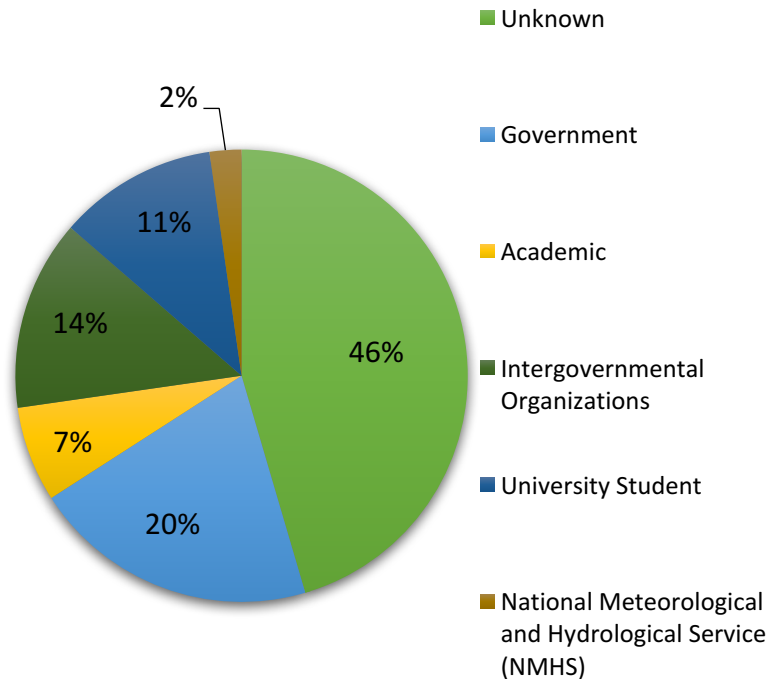


Figure 1: Percentage of request by user type (1 July 2017 – 30 June 2018) (Total 44 requests)

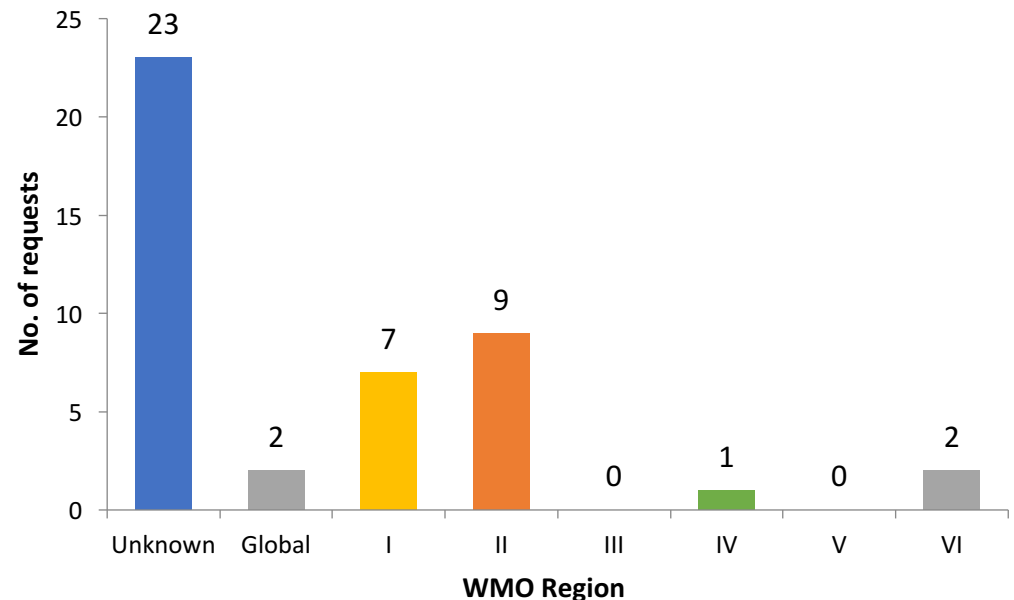
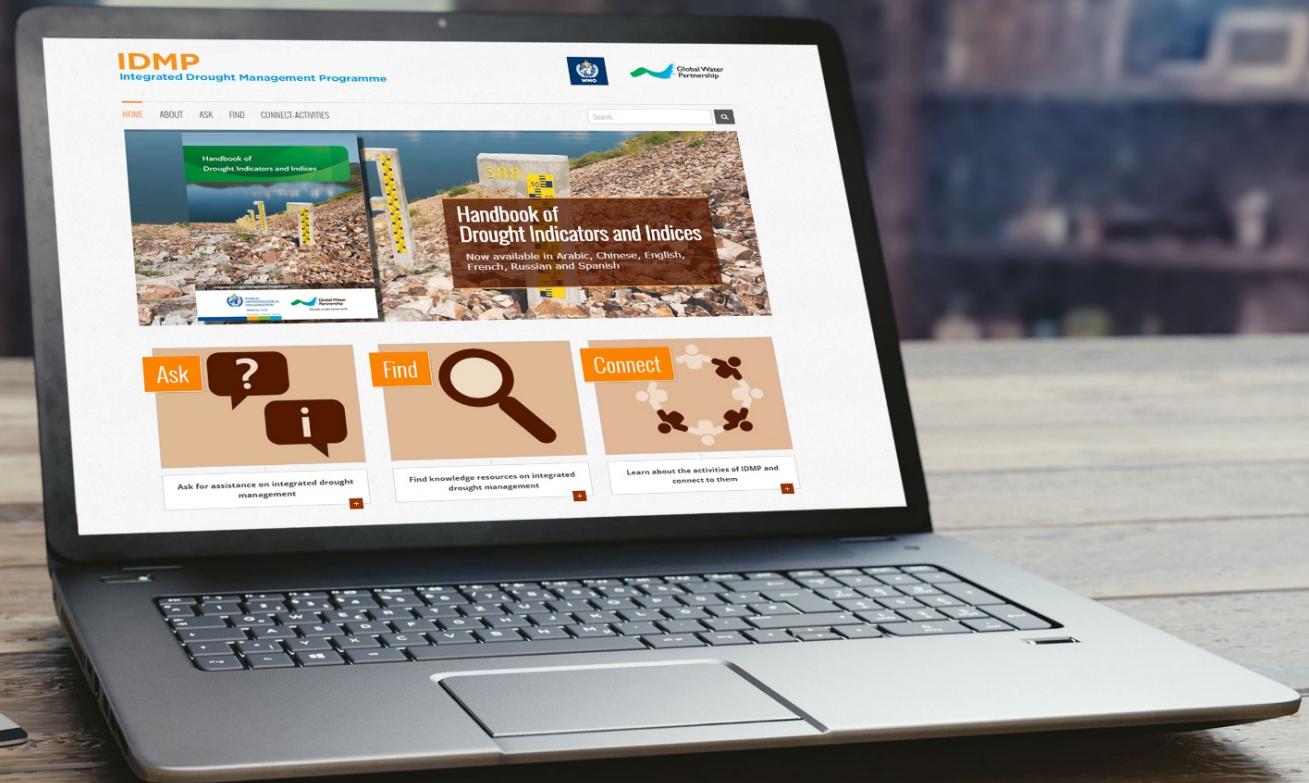


Figure 2: Requests by WMO Region (1 July 2017 – 30 June 2018) (WMO regions: Africa I; Asia II; South America III; North America, Central America and the Caribbean IV; South-West Pacific V; Europe VI)



## IDM HelpDesk Campaign developed by Brooke Hirsheimer



# Regional campaign: Eastern Africa

## OVERVIEW



**IDMP**

Integrated Drought Management Programme



# Eastern Africa Campaign

## TARGET AUDIENCE

### Primary:

- East African National Government Officials
- East African State/ Province Government Officials
- East African Local Government Officials/ City and Town Leaders

### Secondary:

- East African Climate Scientists i.e. Meteorologists, Hydrologists, Climatologists
- East African NGO's
- East African businesses
- East African Opinion Leaders/ Influencers
- East African farmers
- East African Public

# Eastern Africa Campaign

## GOALS AND OBJECTIVES

**Goal:** Raise awareness about the IDMP HelpDesk and increase HelpDesk inquiries within the Eastern African region

- **Objective #1:** Obtain at least 10 relevant HelpDesk inquiries from the Eastern African region by December 1, 2018.
- **Objective #2:** Launch at least 10 Eastern Africa-specific social media posts across GWP, APFM and WMO social media channels (Twitter, Facebook, Instagram, LinkedIn) by December 1, 2018.

# Eastern Africa Campaign

## TACTICS

**Tactic #1:** Email

**Tactic #2:** Facebook Messenger

**Tactic #3:** Social Media Posts

**Tactic #4:** Face-to-Face Engagement

**Tactic #5:** Regional Offices



# Eastern Africa Campaign

## SWOT ANALYSIS OF CAMPAIGN

Strengths

Weaknesses

Opportunities

Threats

# Eastern Africa Campaign

## EMAIL SAMPLE

### EMAIL SAMPLE



Dear XX,

In particularly vulnerable economies, a 50% reduction in drought effects could lead to a 20% increase in per capita GDP over a period of 30 years. Increasing drought resilience enhances citizens' livelihoods and leads to a more prosperous economy.

The World Meteorological Organization (WMO) and the Global Water Partnership (GWP) are committed to assisting local governments\* in [insert specify country] with drought-related issues. Through the new online Integrated Drought Management Programme (IDMP) [HelpDesk](#), local governments\* can now obtain fast and free access to drought guidance.

The IDMP [HelpDesk](#) can connect you with an expert to answer questions on the following issues related to drought:

- Policy
- Economic benefits of action
- Infrastructure
- Indices
- Public participation
- Vulnerability assessments
- Coping capacities
- Preparedness strategies
- Mitigation strategies



There are drought experts from over a dozen international and regional environmental [organizations](#) ready to answer your questions. Simply fill out the [form](#) and your question will be vetted to the drought expert who is best equipped to provide a custom response.

Watch the IDMP HelpDesk [video](#) to learn more about the IDMP HelpDesk and its functions.

Best,  
vv

# Eastern Africa Campaign

## FACEBOOK MESSENGER SAMPLE



Dear XX,

We see that you are active in the East Africa region!

The World Meteorological Organization (WMO) and the Global Water Partnership (GWP) are committed to assisting NGOs\* in East Africa with drought-related issues. Through the new online Integrated Drought Management Programme (IDMP) HelpDesk, NGOs\* can now obtain fast and free access to drought guidance.

The IDMP HelpDesk can connect you with an expert to answer questions on the following issues related to drought:

- Policy
- Economic benefits of action
- Infrastructure
- Indices
- Public participation
- Vulnerability assessments
- Coping capacities
- Preparedness strategies
- Mitigation strategies

Visit the following link to learn more about the International Drought Management Program (IDMP) or pose a question to a drought expert:

<http://www.droughtmanagement.info/ask/>



# Eastern Africa Campaign

## Social Media Posts

# IDMP

Integrated Drought Management Programme



LOCATION: Somalia

QUESTION: How can I link drought intervention projects to the specific needs and interests of my community?

*#DroughtHelpDesk*

[www.droughtmanagement.info](http://www.droughtmanagement.info)

# IDMP

Integrated Drought Management Programme

