

Five Factors Driving Neglected Crises

2 Lack of media coverage and profile

Reflections from Medair's work in Africa - Medair is supporting communities vulnerable to drought, tropical storms, cyclones and floods.



A new house; this family survived an intense cyclone which destroyed their home © Medair

Imagine a large island, the fourth largest in the world, breathtakingly beautiful, with a unique culture and a wide variety of endemic animal and plant species.

However in this tropical paradise, the coastal regions are frequently hit by cyclones. High winds and intense rain cause destructive flooding. The fields are covered with water and the crops are lost. Seventy five percent of the population live below the poverty line and the impact of these floods mean they lose everything.

This is an island of extremes. While some regions are hit by floods, others in the Great South have been ravaged by persistent drought. These extremes of floods and droughts are the consequence of climate change.

However, this crisis affected country remains under the radar and few media outlets report on the situation. This makes it very hard for national and international organisations to work alongside communities as they recover.

Despite approximately 4.5 million people being in need of humanitarian assistance, this country has become neglected and is not getting the media coverage it deserves.

Proof of this: how many of us know which country we are talking about?

Medair is working in Madagascar implementing emergency projects in health, nutrition, water, sanitation and disaster risk reduction supporting communities who are extremely vulnerable to drought, tropical storms, cyclones and floods.

Madagascar suffers on average three severe natural disasters each year, along with epidemics often linked to a lack of access to clean water. The effects of global warming are exacerbating the phenomenon, with more frequent and intense disasters, further increasing the extreme vulnerability of the Malagasy population.

What more is needed to get the world's attention?