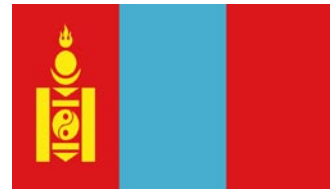


ADRA MONGOLIA: CREATING OPPORTUNITY, CHANGING LIVES

STEP-BY-STEPPE



PEOPLE BREATHE ADRA THIS MONTH

Swine flu concerns did not prevent the Health Education Against Tobacco (HEAT) Team from drawing the Mongolian public's attention to the effects of tobacco during the month of May and during World Non-Smoking Day.

Permission to hold the planned World Non-Smoking Day event was withdrawn due to swine flu concerns. In spite of this, the non-smoking message was well publicised and reached the target audience through additional television, radio and newspaper coverage.

A "smoker kid" article drawing attention to the statistics of Mongolian youth that smoke, was published in Mongolian's number one daily, "Daily Newspaper".

A media conference, organised as part of the promotion of World Non-Smoking Day achieved great attendance by media representatives. Those attending received information about the effects of tobacco, the project and its results thus far. As a result numerous articles were published in newspapers, magazines and



Clockwise: HEAT team present at media conference, Anti-tobacco poster on UB streets, ADRA staff attend anti-tobacco performance, outdoor training

websites. This created follow on media opportunities.

The HEAT team have been busy full-filling their media obligations, participating in television and radio interviews, including some live TV talk shows that were a result of the media conference.

The mass media strategy adopted by the HEAT team has been effective, as S. Badarch,

Information and Communication Officer for HEAT, commented during a live radio talk show "I am happy with the work we've done, this month was very effective. Although we didn't organise the public event, we had a press conference, and many TV and Radio interviews and newspaper and website articles were published. People say they breathed ADRA this month rather than tobacco".

WHAT WOULD YOU DO ? ADRA PARTICIPATE IN SIMULATION EXERCISE



Participants of simulation training

Chaos, simple accommodation and media attention faced ADRA Mongolia Disaster Response team members, Saraa Delegchoimbol and Gerry Ganaba who participated in a disaster management simulation held in the Philippines this April.

The simulation exercise, organised and sponsored by ADRA New Zealand, ADRA Australia and World Vision, forced participants to respond to a heavy flood in a mountainous Philippines village. Participants were confronted with destitute villages, local military and governors as they planned and implemented their response.

The aim of the 9 day simulation was to build the capacity and capability of ADRA and World Vision network offices in Southeast Asia to respond to major disasters as well as to enhance local disaster response networks and inter-agency relationships. ADRA Mongolia participant

D. Saraa believed this aim was reached. Her knowledge of how to address children issues during a disaster and the importance of communications in any response effort was increased.

Participant from ten countries including China, Myanmar, Vietnam, Mongolia, Fiji, Indonesia, Philippines, Australia, Singapore and New Zealand attended the simulation. The international mix of participants enabled the sharing and exchange of experiences in disaster response.

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ADRA STAFF CLEAN UP TUUL RIVER

On the morning of Friday the 15th of May, ADRA Mongolia staff and visiting Canadian donors trekked to the Tuul River where they spent the morning collecting rubbish.

ADRA Mongolia's Green Team, a group dedicated to reducing ADRA Mongolia's carbon footprint, recently decided a 'clean-up day' of



Teamwork: ADRA staff work together to clean the river.

Ulaanbaatar's main water source was a good opportunity for a staff outing, team building and to help the natural environment.

A seemingly un-polluted area of the river yielded a considerable amount of rubbish; it wasn't long before all garbage bags were full.

Staff enjoyed a picnic lunch together and a series of team building games once the clean-up had been completed. "It was nice to get out of the city and clean the river," remarked staff member and organiser N. Chimgee.

YOU ARE MAKING A DIFFERENCE

Education Intern, Carly Fletcher, shares with us her experiences of visiting beneficiaries on a recent project monitoring trip.

To see real people, face-to-face, with joy shining in their eyes, now with opportunities and new possibilities to explore was quite amazing. This was my experience on our recent trip to Bayanhongor

MICRO ECONOMIC DEVELOPMENT

A PROGRESS UPDATE ON MICRO ECONOMIC DEVELOPMENT (MED) PROJECT EVENTS AND ACTIVITIES

Spring fashion show in Zavkhan: The Chair Committee of Tes soum together with the Zavkhan Province and the Women's Committee successfully organised and hosted the "Spring Fashion Show".

Models hit the catwalk in a range of attire including modern deels (traditional clothing), jackets and woolen products.

Local representatives including the Soum Governor were invited to attend the fashion event. The show was well received and proved to be beneficial promotion for the designers. Batnasan from Bayanbural Self Help Group sold two *deels* for 80.000 tugrugs (75\$).

Vocational training in Bayankhongor: Self Help Group members of the Bayankhongor province are increasing their vocation skills.

Recent delivery of baking, dressmaking, shoe making, and cooking training has enabled at least 60 participant to not only improve knowledge of their craft, but to increase business skill in a particular field.

Additionally, carpentry classes will start in October.

Self Help Group activities in Huvsgul Province: Tarialan soum of Huvsgul province's Self Help Group recently held the "Championship of Sport



Self Help Group members of Bayankhongor province learning to make clothes

and Art." event. In total 10 different kinds of competition were held.

S. Javzandulam from Evsanaa Self Help Group recently graduated cooking class at the Labour Office and is now running a small cafeteria that services local people. Her new business was made possible by the financial support and education she received via the MED project.

Has Bank and MED partnership evaluated: Has Bank and MED project staff recently met to discuss its current partnership, areas for improvement and future direction. The meeting was beneficial for both parties and enabled a firm direction to be set for the partnership in regards to banking services and training. The suggested changes and improvements will help a more effective project to be conducted.

in the West of Mongolia; a place of extremes. Dust, wind, camels wandering by, stretches of sand and nothingness is the landscape in which our beneficiaries try to carve out an existence.

I was able to visit the beneficiaries of both the Youth Education Program (YEP) and Micro Economic Development (MED) projects and see the hope that ADRA has given them. People involved in garden-

ing, preserving food, fixing electrical appliances, making jewelry, baking bread, sewing traditional clothing and making other local products were happy to share their experiences and how ADRA had helped them.

Because of your contribution our beneficiaries are able to attend training, access resources and get advice that will help them learn how to 'help themselves.'

Adventist Development Relief Agency (ADRA) Mongolia
Central PO Box 1038
Ulaanbaatar 210613
Mongolia

Tel: (976) 11 315730
Fax: (976) 11 311970

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ADRA Switzerland
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ADRA New Zealand
European Commission
ADRA Czech
Czech Republic Development Cooperation
DEKA

Without their support we would be unable to improve the lives of many Mongolians.

ADRA Mongolia has been serving people locally since 1993 and we need **your** support and resources to continue this necessary and important work. To find out how you can help improve the lives of Mongolians, contact us via email: director@adra.org.mn

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