

# Human Dynamic's Support on China 2008 Earthquake

## PSYCHOLOGICAL FIRST AID FOR CORPORATE COMPANIES FOLLOWING ONE OF CHINA'S WORST EARTHQUAKES IN HISTORY: HUMAN DYNAMIC'S RESPONSE

The earthquake that struck China (Sichuan) on 12 May 2008 has been one of the country's most devastating tragedies. As the impact of the catastrophe unfolds, the psychological effect is becoming more apparent among the locals working and living in the area. Human Dynamic covers more than 30,000 employees in China and has been actively supporting major corporations since the disaster struck. Deploying internal and affiliate crisis-, psychology- and counseling-trained consultants from within China and Asian countries, the crisis teams continue to support those in need in the affected regions.

Corporate employees at all levels are experiencing emotional, psychological and physiological disturbances as a result of the disaster. Many are unable to sleep and are suffering from nightmares. A large number are frightened and anxious about the threat of aftershocks, crime, and economic instability. Many employees have reported tearing and a sense of helplessness on hearing of the plight of the victims on the media. Others are overwhelmed by guilt and anger at their inability to aid the victims. Coming to terms with the tragedy is proving difficult for many who are experiencing extreme grief, despondency and fear.

Human Dynamic's consultants are working round the clock to extend our reach to as many impacted employees as possible and to help corporate clients resume businesses effectively. To date (28 May 2008), some 10 companies and 750 lives have been helped by the Human Dynamic's Crisis Teams. Recovery work is ongoing.

## Sequence of Events and Human Dynamic's Response to the Earthquake

TIMELINE	INCIDENT COMMENTARY	HUMAN DYNAMIC CISM RESPONSE
May 12, 2008	An earthquake measuring 7.9 on the Richter scale hit the south-western Chinese province of Sichuan at 2:28 p.m., killing at least 10,000 people. Areas affected include Sichuan, Chengdu, Wenchuan, Beichuan, Yingxiu, Dujiangyan, Mianyang, Mianzhu, and Shifang.	<ul style="list-style-type: none"> <li>Human Dynamic's Team on high alert and preparing for Crisis Management work for customers who have hundreds to thousands of staff working in Chengdu and other affected areas.</li> </ul>
May 14, 2008	The quake's lingering effects complicate rescue efforts. The area experienced numerous aftershocks from the quake, some of which have registered over 6 on the Richter scale. The quake's power and location only 19 km below the earth's surface caused ruptures and faults along an area stretching 150 km, largely to the northeast of the epicenter.	<ul style="list-style-type: none"> <li>Human Dynamic in contact with key customers affected to lend support</li> <li>Human Dynamic extends hotline support to assist clients in other major cities, including Guangzhou and Beijing</li> <li>Human Dynamic provides information sheets pertaining to the educational, psychological and coaching needs on the aftermath of the earthquake for our clients, available both in English and Chinese</li> <li>Account managers in close contact with:                             <ul style="list-style-type: none"> <li>Existing EAP customers who have sites in Chengdu or Sichuan</li> <li>Existing EAP customers who have sites in other parts of China</li> </ul> </li> <li>Human Dynamic extends reach to corporate companies in China to manage the aftermath of the disaster.</li> </ul>
May 15, 2008	Chinese troops and armed police begin to reach the most isolated areas, including the town of Wenchuan at the epicenter. Severe weather and damaged roads have prevented the transport of bulldozers and other heavy equipment.	<ul style="list-style-type: none"> <li>Human Dynamic firms up deployment of Chinese-speaking and local CISM teams to Chengdu to support customers and their employees in the following areas:                             <ol style="list-style-type: none"> <li>To train HR and OH staff of our customers to do counseling and crisis management</li> <li>To train employees of customer companies who have volunteered to help in the disaster areas</li> <li>To conduct CISD sessions for some groups who are shocked and impacted by the earthquake</li> </ol> </li> </ul>

TIMELINE	INCIDENT COMMENTARY	HUMAN DYNAMIC CISM RESPONSE
		<ul style="list-style-type: none"> <li>4. To provide onsite counseling support to the employees at different sites and premises of our customers</li> <li>5. To provide psychological first aid talks to those who were not in the disaster zone but have been affected by the news and undergoing survivor guilt</li> <li>6. To provide psychological first aid to those who were not in the disaster zone but had friends and family in the Sichuan area</li> </ul>
May 16 - 18, 2008	<p>Rescue efforts are often proceeding with hand tools for lack of heavy machinery, which in any case cannot reach many of the worst-hit areas due to narrow mountain roads being blocked by landslides. Paratroopers are being dropped into some of these accessible regions.</p> <p>Smaller earthquakes continue to shake the area. A tremor in Sichuan's Lixian County registered 5.9 on the Richter scale caused further landslides, building collapses, and road blockages, and hampered telecommunications by knocking out more cell phone transmission towers.</p>	<ul style="list-style-type: none"> <li>● There is a huge need and demand for onsite counseling and crisis incident stress debriefing across corporate companies</li> <li>● Fact sheets and educational information for customers are made available online on Human Dynamic's website in both English and Chinese</li> <li>● Human Dynamic announces the extension of hotline services throughout the weekend to ensure availability of continued support</li> </ul>
May 19, 2008	<p>Russia, Japan, Singapore and South Korea, as well as Taiwan and Hong Kong, send small rescue teams.</p> <p>The Chinese government announces three days of mourning from 19 May, with three minutes of silence at 2.28pm on 19 May</p>	<ul style="list-style-type: none"> <li>● Human Dynamic's CISM Team 1 arrives in Chengdu in the midst of public panic, after the government warns of a major aftershock.</li> <li>● Human Dynamic continues to deliver Debriefing sessions and support to the impacted staff from corporate clients</li> <li>● Human Dynamic sets up and maintains a CISM Service Centre in Chengdu to support China companies and MNCs.</li> </ul>
May 21 - 22, 2008	The local government rescinds the major earthquake warning.	<ul style="list-style-type: none"> <li>● Human Dynamic pulls together more resources and deploys Chinese-speaking consultants for crisis management work in Chengdu</li> </ul>
May 23 - 25, 2008	<p>Areas affected by the earthquake have now been sealed and no entry is allowed. The survivors depart for safety in Chengdu.</p> <p>The search for buried survivors is being scaled down. Most of the rescue teams and troops have begun to leave the affected areas. Landslides and quake debris have blocked rivers and streams, creating 34 unstable "barrier lakes". These lakes could burst their artificial barriers, unleashing devastating floods on downstream communities in the upcoming rainy season. Villagers continue to be evacuated for safety reasons.</p>	<ul style="list-style-type: none"> <li>● Human Dynamic's CISM team 2 arrives in Chengdu</li> <li>● Human Dynamic prepares for Chengdu Crisis Care Center to be operational on 26 May using a temporary office. Follow-up crisis care measures are being discussed and put in place to ensure that customers' employees continue to receive ample care and support throughout the coming months.</li> </ul>

Sources: Reuters, Yahoo, US Geological Survey (National Earthquake Information Center).

**Contact Us** for more information on Human Dynamic's response and support for corporate customers.





## China's 2008 Earthquake

At 2.28pm on 12 May 2008, an earthquake measuring 7.9 on the Richter scale struck China. Its epicenter was in Wenchuan County, about 80 kilometers west-northwest of Chengdu (the capital of Sichuan), at a depth of 19 km. Tremors were felt as far away as Beijing and Shanghai, and in neighboring countries. As of 27 May 2008, official figures state 65,080 confirmed dead (with 64,571 in the Sichuan province alone), 360,058 injured, and 23,150 listed as missing. The final death toll is expected to exceed 80,000. The earthquake has left about 4.8 million people homeless, though the number could be as high as 11 million. It has been the strongest and deadliest earthquake to hit China since the 1976 Tangshan earthquake, which caused an estimated 240,000 deaths. Thousands of aftershocks and forecasts of more rain have compounded the difficulties for military, government and private workers trying to deliver aid. Major transnational and Chinese corporations operating in Sichuan have survived largely intact, except for mining operations and power suppliers. Japanese plants in Chengdu and US operations have been shut for the safety concerns, but suffered little damage.



## China's 2008 Earthquake

The Management of Human Dynamic wishes to acknowledge the exemplary work of Consultants and Coordinators who have been working tirelessly to help those impacted. These teams have been put together for their training in clinical psychology and counseling, as well as their experience in crisis management.

The Management also thanks all other China Team and members of Human Dynamic who have contributed to touching the lives of those affected in one way or another.



CISM TEAM 1	CISM TEAM 2	OTHER KEY CONSULTING MEMBERS
<ul style="list-style-type: none"> <li>● Amelie Bobsien (Hong Kong)</li> <li>● Cathy Wei (Taiwan)</li> <li>● Eric Kung (Hong Kong)</li> <li>● Joanna Kwok, (Hong Kong)</li> <li>● Jun Liu (China)</li> <li>● Li Ping Ma (Beijing)</li> <li>● Sarah Chan (Hong Kong)</li> <li>● Sophie Wang (Shanghai)</li> <li>● Wong Yee Men (Malaysia)</li> <li>● Yang Li (Shanghai)</li> <li>● Xiao Yan Lin (Guangzhou) (Logistics Co-ordinator)</li> </ul>	<ul style="list-style-type: none"> <li>● Alison Jin (China)</li> <li>● Carol Yang (Shanghai)</li> <li>● Cathy Wei (Taiwan)</li> <li>● Jeanne Liang (Shenzhen)</li> <li>● Li Ping Ma (Beijing)</li> <li>● Sophie Wang (Shanghai)</li> <li>● Miranda Mulyana (Singapore)</li> <li>● Wang Nan (China)</li> <li>● Xiao Yan Lin (Guangzhou) (Logistics Co-ordinator)</li> </ul>	<ul style="list-style-type: none"> <li>● Clara Chan (Hong Kong)</li> <li>● Kevin Menon (Singapore)</li> </ul>

