

# Plan 2009-2010



## Southern Cone, South America

### Executive summary

The five countries of the Southern Cone – Argentina, Brazil, Chile, Paraguay and Uruguay - are highly exposed to a combination of factors such as floods, earthquakes, volcanic eruptions, droughts, health emergencies, densely populated urban areas, political instability and internal disturbances that exacerbate the vulnerabilities of large poor and marginalized populations. This situation, combined by high levels of **inequity** and lack of access to basic services, makes communities more vulnerable and sets a major humanitarian challenge, which is addressed by Red Cross National Societies in the region. While capacities are in place to respond to vulnerable people's needs, these must be strengthened in order for National Societies to fully contribute to the Federation's Global Agenda Goals and fulfil their humanitarian mission.

The Inter-American Plan 2007-2011 brings the Global Agenda and the Framework for Action to the continental level and focuses on creating "*safer and healthier communities*". The Americas Zone is concentrating on the development of a New Operating Model to support National Societies in a more efficient way to maximize existing Movement resources and achieve the Global Agenda Goals, while focusing on the provision of specific and relevant services to the member National Societies. The New Operating Model makes efficient use of existing resources of the Americas Zone Office, and the Pan American Disaster Response Unit (PADRU) (both based in Panama) and the two centres of reference located in Central America.

During 2008, the Secretariat in South America developed plans for 2009-2010 to support the strengthening of National Societies' capacities in priority areas, taking into consideration the result of a survey carried out with the Societies in April and May of 2008 with an aim to define their priorities and where the secretariat could best support them. Some of the common priorities in the Southern Cone include: disaster risk reduction and vulnerability reduction, health in emergencies, strengthening leadership, building volunteer capacities, promoting youth, and violence prevention.

Programme areas have based their 2009-2010 support plans on the identified priorities to assist specific countries on key issues. Integrated and tailor-made support will be ensured to each National Society. By the end of this period, National Societies will have a stronger organisational structure and better prepared to respond to vulnerabilities at the community level in the strategic areas of Disaster Response and Disaster Risk Reduction, Health and Care, and Principles and Values in line with the four Global Agenda Goals.

In order to be closer to National Societies needs and provide more effective support, the Secretariat made the decision to set up a new Regional Representation for the Southern Cone countries based in Buenos Aires, Argentina. This representation will assist the individual needs of the five National Societies in Argentina, Brazil, Chile, Paraguay and Uruguay. This decision is an important part of the implementation of the International Federation's New Operating Model which seeks to provide improved services to National Societies.

***The total 2009/ 2010 budget is CHF 2,306,463 (EUR 1,469,085 or USD 2,108,284). [Click here to go directly to the attached summary budget of the plan.](#)***

## Regional context

South America comprises the largest population as a region in the Americas, with an overall figure of 374 million people<sup>1</sup>. In the Southern Cone, the population figures stand at a total of 249.5 million people. Socio demographic tendencies for the coming years in Latin America include a predominantly young population, increased number of elderly people, changes in family structures and broader ethnic-cultural diversity. These tendencies also raise the question of resulting vulnerabilities of the population.

In the Southern Cone, centre-left governments are mostly in place, with a few exceptions. While democracy is the norm, tensions still exist between representative and participative democracy and social discontent becomes evident as the diverse needs of people in the region remain unattended. Freedom of expression and of the press has been limited or directly attacked in some countries. In addition, corruption within governments and judicial institutions is far from being solved.

In the Southern Cone, there is more political and economic stability amongst the centre-left governments in place and while national tensions are present, regional tensions are minimal. Economic integration has developed through the Common Market of the South or MERCOSUR, a regional trade agreement to promote free trade and the fluid movement of goods, people, and currency. Argentina, Brazil, Paraguay and Uruguay are full members, while Bolivia, Chile, Colombia, Ecuador and Peru are associated countries. Venezuela is negotiating its incorporation as the fifth full member of MERCOSUR. The Union of South American Nations (UNASUR) is a supranational and intergovernmental union that will unite two existing trade bodies in South America, MERCOSUR and the Andean Community of Nations, as part of a continuing process of economic integration.

Sustained economic growth in South America however, has not translated into more equitable and sustainable development. Latin America still shows the **highest levels of inequity in the world**. Some of the highest levels of inequality of income distribution can be seen in the Southern Cone. The following table shows this and other relevant UNDP statistics for each country<sup>2</sup>:

Data	Argentina	Brazil	Chile	Paraguay	Uruguay
HDI rank	38	70	40	95	46
Population total millions (2005)	38.7	186.8	16.3	5.9	3.3
Population living below USD1 a day % (1990-2005)	6.6	7.5	-	13.6	-
GDP per capita 2005 (PPP USD)	14,280	8,402	12,027	4,642	9,962
Inequality measures, ratio of richest 10% to poorest 10%	40.9	51.3	33	65.4	17.9
Gini index	51.3	57	54.9	58.4	44.9
Gender-related development index (GDI) rank (2005)	36	59	40	85	44

The presence of extreme inequality in income distribution and inequity in access to basic services in the region reveal major challenges in Southern Cone countries in terms of social cohesion and development. High levels of poverty combined with the limited protection of human rights in some cases leads to deficient civil society protection. High population density in urban areas after years of urbanisation also puts increased pressure on these centres and leads to increased vulnerabilities.

<sup>1</sup> Economist Intelligence Unit

<sup>2</sup> UNDP, Human Development Reports 2007/2008 <http://hdrstats.undp.org/countries/#A>

Particular issues of concern in the region include: high levels of poverty of indigenous people and afro-descendants, rise of gender-based violence, the increasingly female face of HIV and AIDS, high vulnerability of migrants (particularly women), and the lack of access to basic services for people with disabilities.

Violence is an increasing concern across the region to the point of being considered a question of public health. Caused by inequalities, vulnerabilities and in some cases the existence of a “culture of violence”, violence includes all its manifestations (youth violence, gender-based violence and domestic violence). Countries with high percentage of young people in their population such as Paraguay (more than 50 per cent) and those countries facing “culture of violence” such as Brazil are particularly vulnerable to youth violence. This seriously limits access to education, considered a key element in overcoming poverty. All forms of violence are seen as having negative consequences for the economic, political, social and cultural development of society.

Countries in South America are constantly affected by ongoing small to large scale **disasters**. The Southern Cone, characterised by mountainous regions, plains and the Amazon, with contrasting climates from the desert to the Antarctic, is exposed to recurrent floods and landslides, cold waves, seismic and volcanic activity. Socioeconomic conditions within these countries constitute a very high level of risk. Also with low development indicators *within* countries the negative impact of disasters remains high. According to the Inter-American Development Bank/Disaster Risk Management (IADB/DRM) study *Evaluation of Inter-American Development Bank’s Operational Policy on Natural and Unexpected Disaster*, in the period from 1975 to 2002, South America experienced a total of USD 53.84 billion in losses arising from disasters, with an average of USD 1.2 billion per year.

*One country facing major humanitarian challenges in the Southern Cone is **Brazil**, the fifth largest and most populated nation in the world. Its economy is considered one of the strongest; however, Brazil is one of the countries with the most unequal distribution of wealth coupled with extremely high levels of poverty and resulting vulnerable populations. Violence and insecurity are major problems faced by civil society. The numerous challenges faced in this country will continue to be addressed in the coming period.*

A cross-cutting trend across South America is that the impact of disasters is far greater where higher levels of vulnerability are present. Inequity levels show that the disparity between income levels *within* countries means that people living in areas of greater vulnerability will often be affected the most affected.

The impact of **climate change** is increasingly being felt across Latin America as changes in rainfall patterns and the loss of Andean glaciers pose the risk of increased vulnerability to droughts and floods. At the same time, there is an increased recognition of the need for humans to mitigate the effects of climate change. This is closely linked to rising food prices which is now a global concern, as a result of rising fuel prices and the reduction of food production in favour of biofuels. Both climate change and increased food prices clearly represent major humanitarian challenges in the coming period.

The current health scenario in Latin America shows HIV and AIDS as a growing health emergency, with an estimated 1,700,000 people living with HIV. One of the worst affected countries is Brazil with 730,000 people alone living with HIV<sup>3</sup>. Day-to-day health problems, accidents or crises such as conflicts, injuries or disasters caused by natural hazards, highlight the need for community first aid in the region as a cost-effective, safe and simple way to save lives. At present, the majority of countries in Latin America show that only 36 per cent<sup>4</sup> of blood donations come from voluntary, non-remunerated donors according to Pan American Health Organisation (PAHO).

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<sup>3</sup> <http://www.unaids.org/en/CountryResponses/Regions/LatinAmerica.asp>

<sup>4</sup> Figures 2005 from PAHO, while PAHO recommends that 100 per cent of all blood reserves come from non-remunerated voluntary donor, PAHO set a provisional target of 50 per cent to be reached in Latin America and the Caribbean between 2000-2004, clearly yet to be reached.

Mother and child health in Latin America remains a major concern with high rates of maternal and child mortality. During 2007, in the Southern Cone, the average maternal mortality rate<sup>5</sup> was 50 and the average child mortality rate<sup>6</sup> was 17, with the highest figures showing in Brazil and Paraguay. (Maternal mortality rate: Argentina at 39, Brazil at 76, Chile at 19, and Paraguay at 153, in Uruguay the figure is unrecorded. The child mortality rate: Argentina at 16, Brazil at 30, Chile at 9, Paraguay at 39, and Uruguay at 16).<sup>7</sup> Amongst children, the risk of death is greater for newborns from asphyxia, sepsis, and low birth weight. The leading cause of maternal deaths in the Americas is postpartum haemorrhage followed by sepsis and eclampsia. The emergence of dengue fever (DF) and dengue hemorrhagic fever (DHF) are a major public health problem in South America. Recent outbreaks in Brazil, Colombia, Paraguay, Peru and Venezuela reveal the ongoing need to reduce the impact of emerging diseases and carry out epidemic control. In addition, preparation for a possible avian influenza outbreak is necessary considering the constant migration of wild birds in the continent and the health alert linked to this.

The Regional plans for 2009-2010 have been developed to support National Societies in the Southern Cone working to respond to the needs of vulnerable people.

## National Societies' priorities and current work with partners

Strategic Plans are in place in all National Societies in South America and operational planning processes are also underway. All strategic plans are clearly based on *Strategy 2010* and the Inter-American plans. The focus of the current Inter-American Plan 2007–2011 is on *safer and healthier communities* with the aim to scale up the impact of National Societies' actions. This is being incorporated by National Societies during the revision process of their strategic plans.

In 2008, a consultation was held with National Societies (on the basis of the Inter-American Plan 2007-2011 and the Study of the Americas<sup>8</sup>) to identify their priorities and also how to improve International Federation support. As done in previous years through other mechanisms, this consultation contributed to the 2009-2010 planning process. The consultation process will be performed yearly in order to close the gap between needs of member National Societies and support provided. The analysis of the results was carried out considering relevant baselines and documents – Organisational development situational analysis, the Study of the Americas, and the Inter-American Plan 2007-2011.

The main priorities highlighted in the consultation by National Societies of the Southern include: developing resource mobilisation, promoting disaster risk reduction and vulnerability reduction and development of strategic and operative alliances to achieve this, mobilising the volunteer health network and strengthening health in emergencies, promoting leadership within National Societies, building volunteer capacities, promoting youth, and violence prevention. The Secretariat support plan clearly reflects and takes into consideration these priorities.

The validation of these priorities in line with the Southern Cone Regional Representation's plan will be carried out with National Societies at the end of 2008. In this way the consultation and other baselines have contributed to the development of more tailor-made support plans for 2009-2010.

As National Societies expectations are high with regards to scaling-up their action, Secretariat plans to focus on membership services to ensure that support provided to National Societies is centred on key areas. This will help to create a favourable environment for an improved use of Movement resources in an innovative and effective way. As baselines show, National Societies in South America share

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<sup>5</sup> Number of mothers who die as a result of childbirth, compared to every 100,000 children born alive, source PAHO <http://www.guy.paho.org/maternal.html>

<sup>6</sup> Number of children (under five years) who die per 1,000 live births.

<sup>7</sup> Source PAHO, 2007, [http://www.paho.org/spanish/dd/ais/IB\\_2007\\_SPA.pdf](http://www.paho.org/spanish/dd/ais/IB_2007_SPA.pdf)

<sup>8</sup> The Study of the Americas was carried out in November 2007 by the Complutense University of Spain, and it is a study of the Red Cross in the Americas where there are particular recommendations for each National Society.

common challenges: the need for increased youth participation, shared experiences and knowledge, increased south-south cooperation, modernisation of volunteering and management systems, strengthening of leadership through capacity-building and the insertion of new leaders. It is clear that continued investment in organisational development and capacity-building in programme areas by the Secretariat is needed in the next two years.

Key strategic support to National Societies will be provided during 2009-2010 through the following main initiatives:

- The **Global Alliance on HIV** is a global International Federation initiative to reduce vulnerability to HIV and its impact, in which ten countries in Latin America and the Caribbean will participate. In the Southern Cone, the National Society of Argentina (and Colombia and Ecuador in the Andean region) has prepared throughout 2008 for the development of the initiative, and essential support from the Regional Representation will be available throughout its implementation. This National Society will contribute to the major scale-up of Red Cross efforts to address HIV in the Americas region during 2009-2010. The target population of the Global Alliance on HIV in Argentina is estimated at 763,630 and it includes sex workers, men who have sex with men (MSM), people in prisons, youth, injectable drug users, displaced people, children, seasonal workers, transsexuals, businessmen, and staff and volunteers of National Societies.
- National Society priorities in the Southern Cone are clearly in line with the **global alliance for disaster risk reduction**, which contributes to *build safer and more resilient communities* by scaling-up the International Federation's efforts in reducing disaster risks among the most vulnerable communities. Opportunities will be explored to develop this global alliance during 2009-2010.
- It is expected that National Society experiences of effective cooperation in Global Alliances and in-country experiences will contribute to the development of **operational alliances** in the future. This will facilitate joining together resources and competencies to strengthen National Society capacities and achieve greater programmatic impact for vulnerable communities.
- The Safer Communities initiative supported by DFID (UK Department for International Development) will continue during 2009-2010, culminating at the end of 2010. The four year initiative aims to contribute to the development of community and National Society capacities in disaster preparedness. The global initiative is under implementation across the Americas and in the Southern Cone supports the National Societies of Chile and Paraguay (and Bolivia in the Andean region).
- In 2008, the selection of the Brazilian Red Cross (along with two other National Societies in the Americas including Colombia) to present a proposal to the International Federation's **Intensified Capacity-Building Fund (ICBF)** provides a major opportunity for the organisational development of this National Society. The main lines of work proposed by the Brazilian Red Cross are modernisation of organisational structures and human resources. If approved, the ICBF will contribute to the much needed institutional support of this National Society for a three-year period.

The composition of National Societies in the Southern Cone is as follows:

<b>County</b>	<b>Number of branches</b>	<b>Number of volunteers</b>
Argentina	74	10,000
Brazil	53	10,000
Chile	154	7,000
Paraguay	13	800
Uruguay	19	1,000
<b>TOTAL</b>	<b>313</b>	<b>28,800</b>

These key initiatives will be accompanied by a focus on specific support to priority countries in the Southern Cone. The Secretariat will direct support specifically to Argentina and Brazil during 2009-

2010. The Argentine Red Cross has shown considerable improvement in strategic areas of high importance for the region, and with Secretariat support could become an important actor in the development of other National Societies (south-south cooperation). In Brazil specific support is considered a priority and is expected to show positive results as part of a continuation of International Federation support to this National Society.

National Societies have long been developing alliances to strengthen their work and in some cases have a wide network of local partners. These partnerships provide excellent opportunities for strengthening efforts at the national and regional levels. A mapping exercise is currently being carried out with National Societies to identify all partnerships at the country level.

In addition to the multilateral support provided by DFID through the strategic partnership with the British Red Cross, and the ongoing support from the Finnish, Spanish and Swedish Red Cross; the following Movement partners are working with National Societies in Southern Cone countries:

Country	Movement partner
Argentina	Finnish Red Cross/International Federation, Spanish Red Cross, Swedish Red Cross, ICRC
Brazil	American Red Cross, German Red Cross, Spanish Red Cross, Swedish Red Cross, ICRC
Chile	Spanish Red Cross, ICRC
Paraguay	Finnish Red Cross/International Federation, Spanish Red Cross, Swiss Red Cross, ICRC
Uruguay	Italian Red Cross, ICRC

At the same time, National Societies have shown strong interest (particularly Argentina, Colombia and Ecuador) in increasing south-south cooperation, supporting their peers in the region and strengthening work through optimising regional and continental resources. In line with the New Operating Model, the Secretariat during 2009-2010 will support innovative ways of working, in particular south-south cooperation.

## Secretariat supported programmes in 2009-2010

*Since the second half of 2008, Secretariat support to the membership in South America has been provided from two regional offices, one for the Andean region and one for the Southern Cone Region. The programme support on the key areas of Disaster Management, Health and Care, Principles and Values continues to be provided from Lima for both offices. The new structure in place aims to be closer to the needs of National Societies and to provide more effective support. The Southern Cone Regional Representation supports the individual needs of the five National Societies in Argentina, Brazil, Chile, Paraguay and Uruguay of this sub region.*

*Secretariat supported programmes show the continuity of work under way, previous plans and the alignment with priorities as identified by National Societies. The country focus can be seen at the indicator level and also in the country plans, which are available upon request.*

### Disaster Management

#### a) The purpose and components of the programme

<b>Programme purpose</b>
<b>Global Agenda Goal 1: To reduce the number of deaths, injuries and impact from disasters.</b>

The Disaster Management programme for the Southern Cone in 2009 and 2010 is CHF 663,537 (EUR 422,635 or USD 606,524).

**Programme component 1: Community-based disaster risk reduction****Outcome 1 Improved self-reliance capacities of individuals and communities to reduce their vulnerabilities to disasters (participatory approach to reduce risks and response to disasters)**

The outcome aims to promote a culture of safety in target communities in the five National Societies of the Southern Cone, with specific actions in Argentina, Brazil, Chile and Paraguay, focusing on:

- Continuous support to National Societies in the preparation of local and national disaster management and disaster risk reduction plans based on local priorities. These priorities will be identified through community-based and institutional assessments, applying DPP/DRR (Disaster Preparedness Programme/Disaster Risk Reduction) indicators, Vulnerability and Capacity Assessment (VCA) methodology, Well Prepared National Societies (WPNS) as well as vulnerability and capacities geo-referenced maps. (Argentina, Brazil, Chile and Paraguay)
- Providing the community disaster risk reduction tools (toolkit) and monitoring the quality of how plans are implemented, systematizing and disseminating lessons learned. (Argentina, Brazil, Chile and Paraguay)
- Promoting in each National Society the participation of key stakeholders such as schools, health centres, and community centres in social protection and community resilience initiatives, aiming for an increase (20 per cent increase from the previous year) in each National Society. (Chile and Paraguay)
- Strengthening National Society volunteer skills to work and engage with communities, and promote community capacities to develop partnerships and alliances. (Chile and Paraguay)
- Analysis of good practices in the creation and management of community disaster risk reduction brigades promoting the reflection on community work.
- Increasing the implementation of early warning systems through effective coordination between Red Cross branches and local actors. (Argentina, Chile and Paraguay)

**Programme component 2: Organisational preparedness for disaster risk reduction and disaster management****Outcome 1 Improved National Societies abilities to plan and prepare for disasters and respond to and effectively cope with their consequences.**

Support to the five National Societies of Argentina, Brazil, Chile, Paraguay and Uruguay:

- Promoting the participation of all five National Societies in the consultation process of disaster management and disaster risk reduction global policy. Also to provide technical assistance for the revision, updating, creation and dissemination of national disaster management and disaster risk reduction policies, in line with the global policy.
- Support National Societies in the preparation of national disaster management and disaster risk reduction plans, in coordination with Principles and Values, Organisational Development and Health and Care programmatic areas as an integrated and comprehensive approach. These plans will be implemented using the International Federation preparedness and planning methodologies that promote the participation of National Societies governing board. All plans will be in line with National Societies strategic plans, and the Inter-American Plan 2007-2011. (Argentina, Brazil, Chile and Uruguay)
- In coordination with Principles and Values, Organisational Development and Health and Care programmatic areas, support the creation or the revision of national response plans to incorporate a non-discrimination and equity approach. (Argentina, Brazil, Chile and Paraguay)

**Outcome 2 Improved National Societies development capacity skills for an effective human, financial, material and technological disaster management**

The outcome aims to support all five National Societies to scale up existing capacities in disaster management and skills to promote disaster risk reduction awareness and mitigation activities in the following way:

- National Intervention Team members (NITs) will use the guidelines for national disaster response and preparedness system. In addition, the development of community disaster response teams in connection with local grassroots organisations.
- Support to specialized training according to needs and identified priorities.

- Support will be ensured for the harmonization of disaster management and disaster risk reduction tools and standards in coordination with the Regional Centres of Reference in Costa Rica and El Salvador and PADRU, promoting their implementation in all National Societies.
- Increase exchanges and internships initiatives, learning and knowledge-sharing opportunities and peer-to-peer support amongst National Society members of the network through the DesAprender learning platform, in addition to promoting this platform among regional organisations.

### **Programme component 3: Disaster risk reduction coordination and advocacy**

**Outcome 1 Participation and coordination processes have been strengthened between local authorities, other organisations, Red Cross branches and community risk reduction teams and response and recovery during disasters.**

This component is focused on improving the prevention culture at all levels to promote and ensure that communities, families and people know their risks and how to reduce them. Three National Societies are prioritized for this initiative in South America (Bolivia in the Andean Region). In the Southern Cone, Chile and Paraguay (with support from DFID) will receive support for activities with national and local authorities and Red Cross Societies; at the headquarters and branch level will join efforts to increase initiatives around disaster risk reduction, including the creation and development of national and local platforms for disaster risk reduction. The National Societies mentioned before and the Argentine and Paraguay Red Cross will also focus on the following initiatives:

- Increase awareness-raising and communication initiatives of National Societies to include a disaster risk reduction approach in the humanitarian national agenda.
- Systematize and promote in sectoral and national platforms good practices from Red Cross and other organizations, about participation and coordination in risk reduction, response and recovery initiatives.
- Support awareness-raising activities on adaptation to climate change (Chile), systematizing and sharing experiences and lessons learned with all National Societies.
- Support the positioning of National Societies in their coordination, advocacy and supporting role to Civil Defence National System, as well as in national and regional platforms about disaster risk reduction. (Argentina, Chile, Paraguay)
- Provide technical advice, support and follow up on the opportunities for south-south cooperation and identify training needs; support the facilitation of regular training activities for National Societies and International Federation staff on disaster management and disaster risk reduction or related subjects, in close coordination with the Regional and Global Red Cross Centres of Reference, the Americas Zone Office, the South American Disaster Network and PADRU (Argentina, Brazil, Chile, Paraguay and Uruguay)

### **Programme component 4: Recovery**

**Outcome 1 Improved assistance to restore or improve pre-disaster living conditions and reduce the risk of future disasters.**

The outcome aims for improved self-reliance capacities of individuals and communities to recover from their vulnerabilities to emergencies and disasters by providing the National Societies and communities with instruments and tools to orient recovery actions. The most disaster prone countries (Chile and Argentina) will enhance the National Societies' recovery capacities. Work in the following areas will be carried out:

- Promote National Society participation in the revision of the global recovery policy and include recovery approaches, instruments and tools into National Society actions and plans.
- Mainstream the use of the emergency assessment guidelines and initiatives on early recovery and recovery such as cash vouchers and grant allocations amongst others, through participatory consultation and decision making processes with affected communities.
- Support the implementation of recovery components into emergency operation plans as a key element of comprehensive risk management.
- Encourage learning from recovery pilot experiences and systematization.

<b>Programme component 5: Disaster Response</b>
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<b>Outcome 1 Ensure strong coordination with PADRU for efficient and effective Disaster Response in the region</b>
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The Southern Cone Regional Representation will work in close coordination with the PADRU to enhance Red Cross ability to respond to disasters through a range of mechanisms including Field Assessment and Coordination Teams (FACT), Emergency Response Units (ERUs), Regional Intervention Teams (RITs). The aim is to enhance National Societies' capacity to carry out tasks such as needs assessments, relief, rescue, shelter management, humanitarian aid distribution and water and sanitation interventions. This programme component will link with the support provided by the Andean Regional Representation to ensure that National Societies disaster response teams (NITs) have in place the knowledge, skills, information management systems, trained personnel, equipment, material, and procedures to act swiftly and effectively in disaster response.

### **b) Profile of target beneficiaries**

The main direct beneficiaries will be disaster management department headquarters, volunteer development units, health departments, communication and public information departments and other technical departments involved in the support of the disaster management initiatives. At the branch level, increased attention will be given to branch decision makers and the disaster management and disaster risk reduction staff and volunteers. While National Societies have been prioritised per outcome, the ten National Societies of South America will benefit from the activities; for the Southern Cone specifically the National Societies of Argentina, Brazil, Chile, Paraguay and Uruguay. Through the achievement of the programme outcomes other programmes and areas, as well as other National Societies from other sub-regions and organizations are expected to be positively impacted. In line with the integrated and mutual support approach, special attention is given to the interaction amongst technical references in National Society headquarters and branches and the strengthening of national and regional networks as well as the articulation amongst regional thematic networks.

### **c) Potential risks and challenges**

- There is a need to continue mainstreaming, strengthening and promoting an integrated community approach and focus actions to ensure that the needs of communities are responded to jointly, in line with Inter-American Plan 2007-2011 objectives,
- Red Cross branches and volunteers play a crucial role in the achievement of programme outcomes of the five components; their limitations in terms of capacity, numbers and inadequate volunteering management procedures limit programme implementation and their impact. In this respect, institutional strengthening strategies will be implemented in the Regional Disaster Risk Reduction programme and Organisational Development programme.
- In order to measure the impact of actions at the local and regional level, it is important to contribute to the technical planning processes and the establishment of standard monitoring and evaluation tools, as part of national planning processes.
- Facilitate the coordination processes between National Societies and Partner National Societies and National Societies links to national, regional and global platforms on community risk reduction and disaster risk reduction.
- Particular attention needs to be given to seasonal subsequent operations, which is likely to affect human resources available to carry out regular programmes.

## Health and Care

### **a) The purpose and components of the programme**

<b>Programme purpose</b>
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<b>Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</b>
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The Health and Care programme for the Southern Cone in 2009 and 2010 is CHF 236,898 (EUR 150,890 or USD 216,543), **reaching approximately 787,030 direct and indirect beneficiaries.**

Programme work for 2009-2010 considers the six lines of the Global Health and Care Strategy 2006-2010 and is in line with the Inter-American Plan 2007-2011.

During 2009-2010, the health programme will focus on:

#### **Programme component 1: HIV and AIDS**

**Outcome 1 National Societies have been strengthened to apply the Global Alliance on HIV through prevention, care, treatment and support reducing HIV stigma and discrimination.**

This outcome focuses on the main lines of work within the Global Alliance on HIV. The National Society of Argentina (and Colombia and Ecuador in the Andean Region) will be strengthened and supported to promote the areas of prevention, care, treatment and support, and reducing HIV and AIDS stigma and discrimination. The Global Alliance aims to reach 763,630 people in Argentina by 2010.

- Support will be provided to the Argentine Red Cross in preventing further HIV infection and improving the condition of specific groups at high risk.
- Technical support for the National Society will be provided in the implementation and expansion of HIV care, treatment and support.
- Activities will be developed to reduce HIV and AIDS-related stigma and discrimination.
- Capacities will be strengthened to deliver and sustain scaled-up HIV programmes

The budget for the implementation of global alliance is approximately CHF 135,000 (including support to one National Society and regional support). This will contribute to the global alliance objectives, and will particularly improve the lives of people facing high levels of vulnerability and risk, with the efficient management and monitoring and evaluation system of the global alliance. [Please click here for further information on the Global Alliance on HIV in the Americas.](#)

**Outcome 2 Capacities are strengthened for the future incorporation of additional National Societies in Global Alliance on HIV.**

This outcome aims to improve capacities of National Societies in Brazil, Chile and Paraguay for the future participation in the Global Alliance on HIV in the fulfilment of the Global Agenda in the coming years. Overall the following areas will be focused on:

- Technical support will be provided to National Societies not yet integrated into the Global Alliance (Brazil, Chile and Paraguay) to strengthen their capacities in the methodologies, processes, and standards of the Global Alliance.
- National Societies in Chile and Paraguay will be supported in the implementation of the peer-education methodology "Together We Can" (TWC).
- The promotion and implementation of the Code of Best Practice in HIV and AIDS will be supported in the Argentinean and Paraguayan Red Cross.
- It is expected that all National Societies will have incorporated a rights-based approach with a specific emphasis on gender, non-discrimination and inclusive development in HIV and AIDS programmes and projects. To ensure this, the following has been planned: introducing "work place policies in HIV" as a component within National Societies capacity-building. Themes such as gender, violence, stigma, discrimination, and respect for diversity will be promoted between National Societies based on the experiences developed in each country.
- In addition the Health and Care programme will continue to promote the representative group of Federation members living with HIV [people living with HIV (PLWH)] in the region Red Cross Red Crescent Plus (RCRC+).

#### **Programme component 2: Community Health and Health in Emergencies**

**Outcome 1 National Societies have strengthened capacities to promote and scale up actions in maternal and child health, voluntary non-remunerated blood donation (VNRBD), first aid, community based first aid, water and sanitation and road safety within an integrated**

## **community health strategy.**

This outcome aims to support the creation of a national integrated community health strategy in all National Societies, focusing on the areas of support in the global health strategy: capacity-building, social mobilization, partnerships, advocacy and community empowerment. Through these lines of work the following community health initiatives will be promoted: first aid, community based first aid (CBFA), voluntary blood donation, maternal and child health, water and sanitation and road safety.

The CBFA initiatives and the promotion of voluntary non-remunerated blood donation through the Club 25 strategy are two community health initiatives which clearly respond to all areas within the global health strategy. CBFA brigades will be promoted as a way to improve community health and thereby support community development processes. This integrated approach to community health aims to strengthen National Societies in first aid at the community level. The Club 25 initiative will continue to promote healthy lifestyles among young people. Both initiatives will be priority areas of support during 2009-2010 to strengthen National Societies in community health in an integrated way. Actions will focus on:

- Supporting National Societies in the creation of an integrated community health strategy to work on health thematic lines defined in plans of actions (all five National Societies)
- Improving capacities to promote social mobilization throughout any of their health thematic lines (all five National Societies)
- Promotion of partnerships and strategic alliances, specially the Club 25 (Brazil, Chile and Paraguay) and first aid and CBFA initiatives (Argentina, Brazil, Paraguay and Uruguay) with the aim of ensuring increased impact and sustainability.
- Strengthening of National Societies' advocacy capacities with respect to maternal and child health and road safety (Brazil, Chile and Paraguay).
- Supporting the improvement of management and coordination capacities through community participation and jointly used tools in health actions (Argentina, Brazil, Chile and Paraguay).

## **Outcome 2 National Societies work in an integrated way and have intervention strategies in place to respond to cases of public health emergencies including epidemics control and disasters.**

During the consultation held with National Societies, the majority identified the need to scale up health in emergencies interventions at the regional, local and community level. This component is focuses on improving National Societies' capacities to prevent and respond in any emergencies related to public health issues, such as epidemics, pandemic and emerging diseases such us malaria, dengue, yellow fever, avian influenza, etc. The following areas will be focused on:

- During 2009, the Health and Care department will support the creation of regional and local platforms for healthy communities, focused on prevention and preparedness of emerging diseases such us malaria, dengue, yellow fever and avian influenza, in two National Societies (Argentina and Paraguay) in 2009 and one (Uruguay) during 2010.
- Providing support for the creation of National Intervention Teams in health in emergencies in Chile in 2009 and Paraguay during 2010, in coordination with PADRU and the El Salvador Centre of Reference.
- Supporting National Societies in the implementation of International Federation protocols for the prevention and attention of infectious emerging and reemerging diseases.
- Promoting the component of health in emergencies in National Society emergency contingency plans and emergency plans of action.
- Promoting the inclusion of psychological support in National Societies emergency response plans.

### **b) Profile of target beneficiaries**

The Health and Care programme will work to strengthen the capacities of National Societies health departments in the five countries of the Southern Cone. The National Society health departments in turn work to support branches and volunteers to improve the living conditions of vulnerable people.

The target population of the Global Alliance on HIV include sex workers, MSM, people deprived of their liberty, young people, injectable drug users, displaced people, children, transport workers, transsexuals, businessmen, and personnel and volunteers of National Societies. The Global Alliance aims to reach 763,630 people in Argentina by 2010.

The target populations of "Together We Can" (TWC) based on projections for 2009 in this region are 3,800 direct beneficiaries and 15,400 indirect beneficiaries. The target population for Club 25 members is 4,200 people in the Andean Region (based on 2007 and 2008 baselines).

### c) Potential risks and challenges

- The high turnover of technical personnel in Health and Care departments in National Societies and the lack of integrated work and management capacities of National Society staff (implementation, monitoring and evaluation) to carry out health actions. The two Regional Representations will prioritise support to strengthening National Society Health and Care departments to minimize these risks.
- Limited funding from traditional donors for the Secretariat's support to the membership. The two Regional Representations will continue highlighting opportunities for donors and searching non-traditional sources of funding.
- The identification of opportunities and spaces to work with other institutions to strengthen National Societies actions and to ensure their continuity at national and regional levels.

## Organisational Development/Capacity-Building

### a) The purpose and components of the programme

<b>Programme purpose</b>
<b>Global Agenda Goal 3: To increase local community, civil society and Red Cross/Red Crescent capacity to address the most urgent situations of vulnerability.</b>

The Organisational Development programme for the Southern Cone in 2009 and 2010 is CHF 301,212 (EUR 191,855 or USD 275,331).

<b>Programme component 1: National Society capacity development in organizational development.</b>
<b>Outcome 1 A renewed, representative and diverse leadership in National Societies.</b>

This expected result aims to support and provide guidance to National Societies in developing governing, management and youth leadership, and management strategies that take into account integrity, accountability, transparency, diversity and clear human resources systems. This will be carried out through:

- Leadership training for youth representatives through the third year of the long distance learning initiative (postgraduate diploma coordinated with the Latin-American Faculty of Social Sciences, FLACSO) and the implementation of the youth policy. (Argentina and Chile)
- Promoting improved gender equality within governing bodies and management (Argentina and Chile)
- Increasing awareness amongst National Society governing bodies and management on the context of their respective countries (Argentina, Brazil and Chile).
- Specific attention will be placed to support the National Society in Brazil in the fulfilment of the institutional reconstruction plan.

<b>Outcome 2 Increased, renewed and diverse volunteering in National Societies.</b>
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In most National Societies of the region, there is recognition of a crisis within volunteering. While there is little renovation and increase in numbers, volunteer management maintains a rigid system or there is no system in place. This limits growth in numbers and diversity, making the Red Cross unattractive to

new volunteers. Other problems identified are that National Societies are not able to retain volunteers or apply good practices in their recognition. On the other hand, there is a lack of understanding in the type of volunteering the organization needs to make reality what National Societies' have committed through the Inter-American Plan 2007-2011.

During 2009-2010, the work in this area will focus on supporting the adoption of clear volunteering policies and modern management systems by all National Societies using peer support to learn from one another and from other organizations through the exchange of best practices:

- Support to Argentine, Brazilian and Chilean National Societies to facilitate the design and application of the Volunteering Policy and the Volunteering Management Cycle. This will help to implement programmes with an appropriate management and development system for volunteers adapted to the reality and needs (programmatic and organisational) of each National Society.
- Facilitation of training modules for community work, pilot experiences and inputs for the development of community work methodologies: instruments, procedures, processes and participatory tools, formulation of micro-projects, DesAprender (instruments and discussion forums).
- Support for the inclusion of issues introduced by the Global Alliance on HIV: Argentina.
- Strengthening of the volunteer network and the provision of opportunities for the exchange of experiences and information.

### **Outcome 3 National Societies have reduced the risk of integrity problems**

Several National Society Statutes in the region have been updated, but a few still do not adhere to the Movement's guidelines. This result aims to protect the integrity of National Societies. This period will focus on essential actions such as promoting, supporting and providing guidance to National Societies in updating their statutes in order to make members more engaged in their National Society and more accountable to their stakeholders. A strong legal base should ensure: i) democracy; ii) distinction between the governance, management and control; iii) clear and transparent elections systems; iv) distinction between the headquarters and branch structures. For this the following will be carried out:

- Technical support to National Societies in the renewal of legal bases (statutes and internal rules) in coordination with ICRC: Brazil, Chile and Uruguay.
- Technical support to five National Societies to protect their integrity and identify risks of integrity problems.
- Facilitation of spaces for discussion on the issue of integrity with governing bodies of the five National Societies.
- Argentina, Brazil and Chile have reached classification 1 according to the Joint Commission.

### **Outcome 4 The sustainability of National Societies has increased with respect to the 2006 baseline.**

In the region, the majority of National Societies lack knowledge and capacities on Resource Mobilisation and Development (RMD) strategies, which has been identified as a priority by the National Societies themselves. Where RMD plans are in place, they are not aligned with their strategic plans, which are the basis of National Society actions.

In order to strengthen RMD at the National Society level, baseline information was gathered in 2006. The following period will benchmark National Societies services against their competitors, review MDR plans, and support the generation of exchanges of experiences and peer support.

- Argentina, Brazil and Chile will develop RMD plans aligned with their strategic/operational plans and within the framework of the International Federation policy on resource mobilisation.
- Brazil and Chile in the Southern Cone are expected to have a focal point in RMD.

### **Outcome 5 Knowledge management is part of National Societies' culture.**

National Societies are systematizing their best practices, but those practices are not being used as a way to scale up capacities to address the most urgent situations of vulnerability. This result aims to

develop a more systematic approach to share knowledge and best practices in South America by implementing peer-to-peer support on topics related to organisational development, youth, volunteering and community risk reduction, as well as enhancing the knowledge management strategy of the DesAprender platform, promoting the sharing of experiences, knowledge and good practices in risk reduction and community work amongst Red Cross and other actors.

- Support will be provided to Argentina in the systematisation of an experience using the knowledge management focus.
- The Organisational Development programme will facilitate the development and functioning of community of practitioners who work in organisational development (including volunteering and youth): exchanges, internships and peer education.

<b>Outcome 6 A common planning, monitoring and evaluation system is in place.</b>
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There have been advances in participatory planning processes that take into account the importance of accountability in and outside the Movement. However, planning, monitoring and evaluation (PME) processes are still seen as independent instead of part of the same management system.

Special attention will be devoted to linking the Inter-American Plan 2007-2011 and the strategic and operational planning processes within National Societies in order to measure outcomes at local, national and regional levels in an effective way. This interconnection supposes a common system that takes into account harmonized PME tools tailor-made for each National Society.

- Appropriate technical support to National Societies to facilitate the harmonisation, monitoring and evaluation of National Societies strategic plans (Argentina, Brazil, Chile and Uruguay).

#### **b) Profile of target beneficiaries**

While it is not possible to identify all beneficiaries to be supported by the OD area, estimates can be made as to direct and indirect beneficiaries in the Southern Cone. Estimated direct beneficiaries include 20 youth, 45 members of governing boards (3 National Societies), 10 members of volunteering and youth networks, 30 members of top management in Argentine and Chilean Red Cross and 25 OD community practitioners. Estimated indirect beneficiaries include 3,000 members of branch (from 4 National Societies) who will participate in the revision of statutes and strategic planning processes.

#### **c) Potential risks and challenges**

- The need to strengthen leadership capacities remains. The renovation and incorporation of new leaders in National Societies remains a challenge at this stage.
- While integrity risks are present in the region, the organisational development plan will contribute to the mitigation of these risks through close monitoring and support to National Societies in the revision of statutes and electoral processes.
- The Organisational Development support to the membership will increasingly be provided by a combination of resources and capacities of the Americas Zone Office, where the best capacity will be mobilized for the identified need. These capacities can be the Secretariat's, the National Societies' themselves through increased facilitation of direct cooperation, the ICRC's, other National Societies', or external to the Movement. The details of this innovative approach are available in the Americas Zone Office organisational development plan.

## Humanitarian Principles and Values

### **a) The purpose and components of the programme**

<b>Programme purpose</b>
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<b>Global Agenda Goal 4: To promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.</b>
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The Principles and Values programme for the Southern Cone in 2009 and 2010 is CHF 37,433 (EUR 23,843 or USD 34,217).

**Programme component 1: Dissemination and promotion of fundamental principals and humanitarian values amongst National Societies and Regional Representation Programmatic Areas.**

**Outcome 1 Principles and values is cross-cutting in National Society and Regional Representation operational and strategic plans.**

Building on the Principles and Values capacity-building toolkit developed in 2008 and the existing baseline, during 2009-2010 the Principles and Values programme in the Southern Cone will focus on:

- Development of mechanisms to enhance principles and values within Regional Representation programmatic areas.
- Revision of strategic plans in Brazil, Chile and Uruguay is also underway to advocate for the inclusion of non-discrimination initiatives in close coordination with the Organisational Development programme, especially for volunteers and youth areas. Differently from the Andean National Societies, in the Southern Cone National Societies do not single out a concern on discrimination and diversity within the National Society or the community. Only Argentina has already revised its Statutes and has approved a Code of Conduct, which will be used in south-south cooperation.
- Preparation of an e-newsletter to keep the Principles and Values network connected and to share experiences on programmes, projects and actions held globally between National Societies, zones and the secretariat in Geneva. The e-newsletter intends to develop an understanding of the principles and values internally, raise awareness of good practices on non-discrimination worldwide, promote south-south cooperation and influence behaviour of the community.

**Outcome 2 Invisible and discriminated against people actively participate in programmes, projects and activities within National Societies (at branch and headquarter levels).**

This outcome will strengthen capacity-building of National Society volunteers and youth in non-discrimination and respect for diversity through the following actions:

- Development of a validated tool to identify especially vulnerable people, and a validated checklist (with Chilean Red Cross). Both tools will be developed in cooperation with organizations such as Handicap International, Help the Aged and Save the Children. As the identification of “vulnerable people” and *what-to-do-with-them* actions are not evident for most National Societies consulted in the 2008 consultation,
- Incorporation - in Argentina and Paraguay and in close coordination with the Health and Care programme - of community diagnosis of PLWH, usually invisible and discriminated against.
- Capacity-building with at least three National Societies (Brazil, Chile and Uruguay) in the promotion of a diverse volunteering through the capacity-building kit on principles and values.

**Programme component 2: Influence community behaviour and attitudes to reduce discrimination, promote diversity and prevent violence.**

**Outcome 1 Initiatives to prevent and reduce discrimination and violence will be identified.**

Given that people’s vulnerability is not only based on their personal conditions, but also on the environment in which they live and the prejudices of the people with which they associate – taking the form of violence and stigma – the Red Cross efforts, that are very wide in nature but absolutely indispensable, help to promote respect for human dignity. This outcome will focus on the following:

- The principles and values capacity-building kit will be used as a tool to scale up on the understanding of non-discrimination initiatives not only towards community, but internally as well, as a way to achieve objective seven of the Inter-American Plan 2007-2011.
- As National Societies seem have yet to find clarity on what vulnerability means in terms of social exclusion, the principles and values programme will work closely with National Societies in promoting the use of the capacity-building kit as a tool that calls up for self

reflection and change of attitudes and mental barriers, both for staff, governance bodies and volunteers.

- Following the gender workshop held in Argentina in 2008, at least two National Societies (Argentina and Chile) will be supported in including a gender-based approach in their organisational culture.
- As a way to introduce gender equality within National Societies, discussion groups will be promoted in National Societies that reflect the interest shown in the 2008 workshop.
- Argentine Red Cross experience working on gender-based violence will be considered as a way of promoting peer-to-peer support.

**Outcome 2 National Societies capacities in risk management will be strengthened with the inclusion of initiatives to reduce discrimination.**

Being risk management a key area for National Societies interventions, this outcome will contribute to the following:

- Support to the National Societies in Argentina, Chile and Uruguay in the active participation of youth and volunteers in the DesAprender principles and values module.
- 100 per cent of emergency plans of action supported by Disaster Relief Emergency Funds will include non-discrimination elements.

**Outcome 3 Violence reduction is incorporated as an important issue in National Societies agendas.**

Violence is one of the priority areas for action amongst National Societies, as clearly stated in the consultation process and reflected in the Inter-American Plan 2007-2011. During 2009-2010 some focal points in this area will be:

- The development of guidelines on violence prevention and reduction will be a major objective for 2009 as a first step to develop initiatives on violence reduction.
- The identification of violence prevention strategies will be identified with the National Societies of Chile and Brazil.
- Support will be provided to the National Society in Argentina to scale up their programme in gender-based violence incorporating more branches.
- Campaigns against stigma towards people living with HIV will be supported in coordination with Health and Care area in National Societies participating in Global Alliance. Youth and volunteers are considered key actors for community interventions when discrimination and/or violence situations occur. Participation in annual meetings with them will be supported.
- Provide technical assistance to National Societies on how to apply the capacity-building kit on principles and values will be provided, and initiatives such as architectural accessibility to headquarters and branches will be promoted as ways to ensure that National Societies are opened to everyone.

**Outcome 4 National Societies advocacy capacities in principles and values are strengthened.**

Discriminated people and groups need to know their rights and recognize that not only their dignity is affected when they are discriminated against, but that such acts compromise their health, security and autonomy, and that patterns of discrimination are perpetuated if not protested against and silence broken. Advocacy initiatives developed by civil society itself should be an indicator of the progress with regard to the activities carried out by the National Societies. This outcome will be carried out focusing on the following areas:

- Anti-stigma campaigns towards people living with HIV will be supported in coordination with Health and Care departments of National Societies participating in the Global Alliance on HIV. Youth and volunteers are considered key actors for community interventions when discrimination and/or violence situations occur. Participation in annual meetings with them will be promoted.
- Technical support for dissemination of principles and values through mass media will be provided to National Societies (Argentina and Chile).

- A global forum on non-discrimination to position the Red Cross as a leading organisation in the issue will take place, in coordination with the Americas Zone Office and Secretariat in Geneva.

## **b) Profile of target beneficiaries**

Governance, staff and volunteers of National Societies, as well as the staff in the Regional Representation, are the main target audience of the Principles and Values programme. Youth and volunteers will be particularly regarded as active collaborators with the initiatives of the principles and values area in 2009 and 2010. Focal points in the ten National Societies in South America will be the main network that will support and disseminate this work (National Societies in Argentina, Brazil, Chile, Paraguay and Uruguay in the Andean region).

## **c) Potential risks and challenges**

- The consultation held in 2008 with National Societies reveals that their interest in Global Agenda Goal 4 is low. This is particularly challenging, acknowledging that poverty, death, inequality and exclusion have age, colour and gender.
- There is a need to work more in-depth with National Society on the areas mentioned in the Inter-American Plan 2007-2011, as this needs to be a relevant tool for National Society planning in addition to the document developed by Thematic Group three on non-discrimination of the Inter-American Conference.
- The limited financial support to the programme itself represents a challenge. While new ways of working in coordination with other programmes are in place to ensure the cross-cutting nature of principles and values; however, hands on work with National Societies in this area is still limited.
- There is a need to promote and ensure strategic alliances with organizations that develop activities to reduce discrimination and stigma. In particular there is a need for increased willingness to include marginalized people not only as beneficiaries but as actors with strengthened voices to be members of their communities.
- The lack of open, participative analysis facilitating institutional consensus with regards to concepts such as “discrimination”, “diversity”, “violence” and “respect for diversity”. Moreover, the generation (and thus cultural) gap in National Societies (notably between governance and volunteers) complicates the development of this conceptual consensus.

## **Role of the secretariat**

*The role of the Secretariat in this part of the world is to focus on the provision of services to the member National Societies, targeting programme support such as capacity building for the Societies to scale up their programmes, enabling a conducive environment for improved cooperation within the Movement, promoting increased and more diversified cooperation with external actors, providing tools and mechanisms to capture the learning generated and to share it, leading innovative approaches.*

The secretariat’s budget for its support role for 2009 and 2010 is CHF 1,067,380 (EUR 679,860 or USD 975,667).

## **a) Technical programme support**

The programme support provided to the membership focuses on building their capacities in order for them to scale-up their programmes in compliance with the Inter-American Plan 2007–2011 and the Global Agenda.

In order to be closer to the needs of the membership, the structure of the Secretariat in South America has been optimized with the opening of a Regional Representation for the Southern Cone funded by the Swedish and Spanish Red Cross Societies, and covers Argentina, Brazil, Chile, Paraguay and Uruguay. The Regional Representation for the Andean countries covers Bolivia, Colombia, Ecuador, Peru and Venezuela and maintains responsibility for political support to the statutory Sub-region II of the Americas (South America). In addition, technical programme support is provided from the Lima

office for the whole of South America, granting continuity with programme support provided in recent years.

The existence of networks in the region has provided a basis for National Societies to share experiences in the areas of health and care, disaster management, community based work, youth, communication and volunteering on a regional level and for the Regional Representation to facilitate this exchange. The Regional Representation's work is further strengthened by a network of consultants, some new to the Red Cross and others with years of experience working with us. In addition, in line with the development of the New Operating Model, innovative ways of matching the most appropriate resource to the identified and expressed need of a member National Society will be developed during 2009-2010, making increasingly efficient use of the overall Movement resources.

Capacities and experience in responding to disasters has increased greatly over recent years. Since 2001, PADRU has developed systems and deployed resources, both in response to emergencies and in support to capacity-building initiatives in disaster preparedness. PADRU has also ensured overall coordination of disaster response - both with the Red Cross and external actors - assisted in the development of disaster response policies and procedures, adhered to international standards for disaster relief operations, and built and sustained operational links with key strategic partners.

## **b) Partnership development and coordination**

The Regional Representation works in collaboration with all Movement actors working in the region to ensure that Red Cross actions are complementary and strengthened by one another. Close relationships exist with the ICRC through the Regional Representations in Bogotá, Buenos Aires, Caracas and Lima to coordinate actions on a regional level in providing support to National Societies. The fruitful experience of tripartite agreements will be extended to all five National Societies in the Southern Cone, and pre-agreements in case of disasters based on the Seville agreement and its supplementary measures will be developed during 2009 in Brazil and Chile.

The existing relations with Partner National Societies (PNS) that cooperate with the ten National Societies of South America will be strengthened. They include the American, Belgian, German, Finnish, French, Italian, Netherlands, Norwegian, Spanish, Swedish and Swiss Red Cross. Cooperation meetings are held during the year at the level of the Americas Zone Office with the participation of the PNS working bilaterally or multilaterally in the region, and colleagues from ICRC.

The Regional Representation has developed effective partnerships and strategic alliances with a number of key actors such as academic institutions, donors, private companies and humanitarian organizations. This has not only strengthened the work being carried out in key programme areas but has provided the opportunity for new initiatives to be established. Concrete examples of these partnerships and civil society engagement are detailed below:

Partnerships have been developed with the Facultad Latinoamericana de Ciencias Sociales - Latin American School of Social Sciences (FLACSO), both for health and youth leadership training. In addition, PAHO, the Latin American Network of People Living with HIV and AIDS (REDLA), and UNAIDS in the promotion and development of health initiatives. The initiative of Club 25 has been providing a means for National Societies to establish new partnerships and alliances at the local level, while the Secretariat has started building the regional ones. The Global Alliance on HIV, underway, and the future global alliance on disaster risk reduction are additional opportunities to gather non-traditional donors to support the improvement of programmes.

In disaster management and community risk reduction, partnerships with the ProVention Consortium, the APEC 21 economies, PAHO, DFID, Oxfam GB, ECHO, REDLAC and OCHA are in place. The partnerships with the Inter-American Development Bank (IDB), the Economic Commission for Latin America and the Caribbean (ECLAC/CEPAL) should be strengthened with a continental vision. In addition, common initiatives with the Panama Regional Representation are promoted, such as that with ProVention, DFID and Sphere Project.

While a number of partnerships have been established with actors such as academic institutions, donors, private companies and humanitarian organizations, innovative approaches to these will need to be adopted during the coming years to grant sustainability and scale up the impact of the work being carried out.

As the Regional Representation for Andean countries maintains the political role in relation to Governance initiatives for the whole of South America, statutory sub-region II of the Americas, it will facilitate the holding of the annual meeting of Presidents and General Directors, coordinate the monitoring process of the Inter-American Plan 2007-2011, and the work around the establishment of Strategy 2020.

### **c) Representation and Advocacy**

The Regional Representation has in several occasions actively promoted the representation of the International Federation in regional or continental events through the National Society of the country where the event was taking place. This will continue during 2009 and 2010.

The developments in the area of violence and the common Movement framework that is being developed together with the ICRC will allow for sustained advocacy work with governments and regional institutions in fields like social unrest, gender-based violence, youth violence, domestic violence.

## Promoting gender equity and diversity

Thanks to the work carried out by the humanitarian principles and values area of the Regional Representation in Lima, and the interaction of these issues with an organisational development perspective and the capacity-building orientation of our programme support, diversity and gender equity are increasingly being included as cross-cutting issues in our programme support to the membership through the integrated work of the Lima Regional Representation-based technical programme team.

One of the obstacles identified is the attitudes of gender stereotypes still present internally in National Societies and their branches, which are linked to social prejudice in Latin American society today. Including gender equity in a cross-cutting way in the Regional Representation programmes is a way of addressing discrimination against and lack of opportunities for women, which can be observed through education, health and work indicators. The gap shown by them has an evident link with one of the major challenges the region confronts: violence, both domestic and social, with women and children being the main victims.

The set of indicators on community disaster preparedness, the principles and values mapping and capacity-building kit, the identification of discriminated groups of women in the community health plans, are some of the indicators that will show if the expected results on gender equity and diversity have been accomplished.

## Quality, accountability and learning

The Regional Representations in South America have focused the 2009-2010 plan more than ever before on promoting accountability and learning processes within the Southern Cone Regional Representation and within National Societies.

Plans will be followed up on a regular basis using a monitoring tool developed by the Andean Regional Representation in 2008, to measure progress and the impact of work. This tool will be used by all the Disaster Risk Reduction, Health and Care, Organisational Development and Fundamental Principles and Humanitarian Values. The tool was aligned with existing tools to measure specific initiatives such as DFID Safer Communities and the Work Plan monitoring tool for 2009-2010 plans. The use of harmonised tools will contribute to common approaches to monitoring and will contribute to broader PMER (Planning, Monitoring, Evaluation, and Reporting) processes within the Americas Zone. Regular

monitoring of programmes will also contribute to the preparation of timely narrative and financial reports according to the International Federation standards.

Support for monitoring the Inter-American Plan 2007-2011 at the mid-term stage in 2009 is an additional priority considered in the regional plan, and the development of an effective tool and process for this is expected to be developed with the Americas Zone Office.

At the National Society level, both Regional Representation will promote the development of common planning, monitoring and evaluation, based on the expected PATS (Performance and Accountability Tracking System) announced by *The Federation of the Future* process. Ensuring links between planning processes is considered key at National Society, regional and global levels.

Constant learning has become a way of working within the Southern Cone Regional Representation, as the value of sharing experiences and knowledge to improve programme work is recognised. This has been shown in the inclusion of knowledge management across regional plans. One example is the DesAprender virtual platform which was set up by the Regional Representation to share experiences, knowledge and good practices in risk reduction and community work amongst Red Cross National Societies and other actors to encourage the promotion of good practices at national and local levels. In the 2009-2010 plans emphasis will be placed on the increased use of DesAprender to facilitate learning processes beyond risk reduction within and between National Societies.

The systematisation of best practices at the National Society level will also continue, and joined with the DesAprender platform, as both Regional Representation will promote the use of these experiences to scale up capacities to address the most urgent situations of vulnerability and will link these to global Red Cross initiatives on knowledge management.

How we work	
<p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p><b>Global Agenda Goals:</b></p> <ul style="list-style-type: none"> <li>• Reduce the numbers of deaths, injuries and impact from disasters.</li> <li>• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</li> <li>• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</li> <li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li> </ul>
Contact information	
<p>For further information specifically related to this plan, please contact:</p> <ul style="list-style-type: none"> <li>• <b>In the South Cone, South America: Gustavo Ramirez, Regional Representative Southern Cone, Buenos Aires, Argentina; email: <a href="mailto:gustavo.ramirez@ifrc.org">gustavo.ramirez@ifrc.org</a>; Telephone: (temporary) + 54 9 11 3698 0422.</b></li> <li>• <b>In the Americas Zone Office in Panama: José Garcia-Lozano, Head of Zone, Americas Zone; email: <a href="mailto:jose.garcialozano@ifrc.org">jose.garcialozano@ifrc.org</a>; Telephone + 507 380 0250; Fax + 507 317 1304</b></li> <li>• <b>In the Americas Zone Office in Panama: Maria Alcazar, Resource Mobilization Coordinator, Americas Zone; email: <a href="mailto:maria.alcazar@ifrc.org">maria.alcazar@ifrc.org</a>, Telephone: + 507 380 0250; Fax + 507 317 1304</b></li> </ul>	