

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

Principles and values

(Behavioural change, discrimination, gender & violence)

Executive summary

The strategic framework guiding principles and values (P&V):

- Strategy 2010, *Influence behaviour in the community*.
- International Federation Global Agenda, Goal 4: *The reduction of intolerance, discrimination and social exclusion, and the promotion of respect for diversity and human dignity*.
- Emerging Strategy 2020, Strategic Aim 3, *Promote social inclusion and a culture of non-violence and peace*, highlights the following expected results:
 - Stronger public understanding of the Fundamental Principles.
 - Reduced intolerance, stigma and discrimination.
 - Reduced violence and increased peaceful reconciliation of divisions within society.
 - Fuller integration of disadvantaged people in their communities.

What is P&V?

1. Traditionally, this area of focus referred to the dissemination of our **7 Fundamental Principles** (humanity, impartiality, neutrality, independence, voluntary service, unity and universality), with a view to enhancing understanding and application.
2. Since Strategy 2010, it now also includes, a parallel focus on the **humanitarian values** underpinning our 7 Fundamental Principles, such as *respect for the human being, respect for diversity, mutual understanding, friendship, cooperation and lasting peace amongst all people*.
3. In addition, P&V includes **thematic areas of focus**, strongly linked to the 7 Fundamental Principles and underpinning humanitarian values. These are:
 - Promotion of a change of mindset, attitudes and behaviour towards respect for diversity, social inclusion, inter-cultural dialogue and a culture of peace.
 - Discrimination and stigma, including gender discrimination and discrimination against People Living with HIV.
 - Violence: prevention, mitigation and response (including gender based violence).

PRINCIPLES AND VALUES

Programme purpose

To support Red Cross/Red Crescent National Societies to (i) enhance their understanding of and functioning according to our Principles and Values, (ii) prevent and tackle discrimination and stigma, (iii) prevent and mitigate violence, and (iv) promote transformation of mindset, attitudes and behaviour in their community towards a culture of non-violence and social inclusion.

This programme has the 3 **programme components**:

1. **Youth as Agents of Behavioural Change (YABC)** as a concrete skills-based vehicle where youth play the leadership role to promote a change of mindset, attitudes and behaviour in society.

2. **Discrimination** (including **gender** discrimination and discrimination against People Living with HIV).
3. **Violence** prevention, mitigation and response (including **gender based violence**).

The following strategic directions guide the programme outcomes of the programme components:

- To develop appropriate strategies, guidelines and tools for the International Federation.
- To create or support global platforms or networks to share knowledge and experience.
- To contribute to building the capacity of International Federation secretariat staff and NS staff, members and volunteers.
- To technically support International Federation Zones and field structures in their work on P&V.
- To enhance mainstreaming of P&V in International Federation membership services and operations.
- To engage in advocacy and partnerships on P&V.

How do we work?

- National Society driven: active co-development of strategies and tools. Examples from 2008-2009 include: the co-development with a network of 25 National Societies world-wide of the International Federation global strategy on violence or the co-shaping of the YABC initiative and draft toolkit with youth leaders of 30 National Societies world-wide.
- Substantive partnerships with National Societies' technical experts on P&V issues. Examples from 2008-2009: Irish Red Cross (gender), Canadian Red Cross and Spanish Red Cross (violence), Netherlands Red Cross and Canadian Red Cross (YABC toolkit).
- Global IT online platforms to share experiences and questions. Examples from 2008-2009: Yahoo Groups for violence and YABC.
- Strong visibility to National Societies' activities in the area of P&V through the quarterly e-newsletter.
- Skills based & innovation in the format and purpose of meetings and workshops.

The total 2011 budget is CHF 1m ([Click here to go directly to the summary budget of the plan](#)).

Context

*“The most prevalent vulnerabilities arise not just from disasters and diseases but also complex factors such as grievance born from deprivation and unfairness, marginalisation rooted in inequalities, alienation, and injustice, or despair that comes from loneliness, ignorance and poverty. Only too often, these are expressed through violence against oneself and others, and may be magnified into wider conflict within and between communities and nations”.*¹

Violence is a universal phenomenon that touches every country in the world. According to the World Health Organisation, each year, more than 1.6 million people worldwide lose their lives to violence. Each day 4,200 people die from violence, over 90% of them in low - and middle - income countries; approximately 2,300 die from suicide, 1,500 from interpersonal violence, and 400 from war and collective violence. For every one person who dies as a result of violence, many more are injured and suffer from a range of physical, sexual, reproductive and mental health problems. While violence is widespread and often seems endemic, it is not inevitable - behavioural approaches have proven to reduce its incidence.

“As the largest humanitarian network in the world with a mission to help vulnerable people, and given that violence is a leading cause of vulnerability, the Red Cross Red Crescent considers violence as a great humanitarian challenge, especially for the most vulnerable. With its global network in diverse communities, the Red Cross Red Crescent has a significant and crucial role to play in reducing the

¹ International Federation of Red Cross Red Crescent Societies. (2009). *Strategy 2020 (draft 5)*.

level and impact of violence. In particular, it has a unique position to support governments through its auxiliary role and an ability to mobilize volunteers and communities to foster a culture of non-violence.”²

In follow up to Declaration “Together for Humanity” adopted at the 30th International Conference in 2007, the Principles and Values Department, with the active collaboration of a **network of 25 Red Cross/Red Crescent National Societies**, driven by the Canadian and Spanish Red Cross, elaborated and presented the draft International Federation global strategy on violence prevention/mitigation/response to the General Assembly (side event) in November 2009.

Discrimination takes on many forms. The negative prejudicial treatment against a person or a group of people can be based on a range of characteristics, including race, religion, age, sex, caste, health and disability. The need to fight racism, xenophobia, intolerance and social exclusions all the more important today, as technology and transportation bring people closer together. Social exclusion can also result suddenly, as a result of migration, illness, disaster or sudden poverty and the tension they provoke. Whatever its form, discrimination impoverishes social capital and lessens the resilience of communities. **Stigma and discrimination against PLHIV** still remains the greatest barrier to accessing universal HIV prevention, treatment, care or support services and to the meaningful participation of PLHIV.

Gender inequality³ is a major discrimination issue that affects more than 50% of the human population worldwide. Being the most prevalent of all discrimination issues it needs to be made visible and demands our specific awareness and actions to counter the many related vulnerabilities of women. Based on this discrimination, women continue to face serious economic, social and educational barriers. As such, women are more prone to poverty, less likely to be educated, and less likely to access adequate health resources, than men. It is estimated that until today there are 583 million illiterate women and estimated 600 000 deaths from pregnancy per year. Women all over the world have very limited access to well-paying positions, and in many countries can still not own or inherit property. During armed conflicts, women and girls are more and more often victims of systematic rape as a tactic of war, while violence against women is still wide-spread around the globe. While the list of existing gender inequalities is very extensive, our response and resolve to counter them need to be strengthened and refocused within the coming years.

The International Federation is the largest humanitarian network in the world and known for its work in saving lives in disasters and in responding to health emergencies. It also acts as an **agent of social and behavioural change**, bridging differences and divisions in society and among people and cultures. The International Federation promotes a culture of non-violence and social inclusion in society. It takes on this role through people-centred processes, encouraging communities to reflect and to effect positive changes from within. With an overarching operational framework constituted by the RC/RC fundamental principles and their underpinning humanitarian values; human rights inform the International Federation’s decisions and action.

Translating our principles into action, means cultivating mutual respect and understanding, increasing access to services for vulnerable people, and building National Societies’ ability to inspire attitudinal and behavioural change, empower communities and contribute to equity in the world.

Priorities and current work with partners





² High-level meeting on violence organised by the P&V Department, International Federation, Geneva, December 2008 (report). https://fednet.ifrc.org/graphics/Fednet_files/Principles_Values/Violence/Violence%20meeting/Report/Report_ViolenceMeeting05022009final.pdf

³ Gender equality refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration – while recognizing the diversity of different groups of women and men.

Priorities for 2010-2011 are:

- Field-testing, finalisation and international launch of the YABC skills-based toolkit, in conjunction with the International Year of Volunteering.
- Development of a revised gender strategy.
- Disseminate the International Federation global strategy on Violence and share experiences.
- Work on stigma and discrimination against PLHIV.
- Establish platforms for peer education between National Societies.

Partnerships in 2009

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|---|---|---|---|--|---|
| Active co-shaping of P&V tools with National Societies networks |  |  |  |  |  |
| YABC Toolkit Total of 42 NS | Cameroon Côte d'Ivoire Ghana - Liberia Mali - Namibia Sierra Leone South Africa Togo - Uganda | Canada Colombia Panama* Peru* Uruguay Honduras U.S.A* | Australia* India* Nepal* Philippines South Korea* Thailand* | Belgium* - Croatia* Finland - France Macedonia Netherlands - Serbia Spain - Sweden* Switzerland United Kingdom + CCM | Egypt Iraq Israel Lebanon Palestine Syria - Tunisia Yemen |
| VIOLENCE Strategy Total of 24 NS | Kenya Liberia D.R. of Congo Sierra Leone South Africa | Argentina Canada Colombia Guyana Honduras - Jamaica El Salvador | Australia Cambodia ✕ India Mongolia Samoa Sri Lanka | Austria Ireland Italy Norway Serbia Spain | |

* National Societies who have contributed to the YABC toolkit by sending their P&V non-cognitive materials (11)

✕ National Societies who have collaborated in the violence strategy after the high-level meeting in December (2)

Secretariat programmes in 2010-2011

Principles and values

a) The purpose and components of the programme

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| Programme purpose |
| To support Red Cross/Red Crescent National Societies to (i) enhance their understanding of and functioning according to our Principles and Values, (ii) prevent and tackle discrimination and stigma, (iii) prevent and mitigate violence, (iv) promote transformation of mindset, attitudes and behaviour in their community towards a culture of non-violence and social inclusion. |

The principles and values programme budget is CHF 1m.

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| Programme component: Youth as Agents of Behavioural Change (YABC) |
| Youth as Agents of Behavioural Change is an initiative to empower youth to play a lead role in transforming mindsets, attitudes and behaviour in their local community. It starts from the premise that a prior commitment to inner change and being the living example of our Fundamental Principles and Humanitarian Values is the best way to reach this objective. YABC uses innovative and artistic platforms and integrates peer education and non-cognitive learning to promote behavioural change. As such, it uses games, role plays, visualisation, drama, dance, art and movement for youth to make the journey " <i>from the heart to the mind</i> " and engage in social mobilisation. |
| In 2008-2009, the P&V department developed a draft skills-based toolkit for YABC, together with the Youth Commission, Youth focal point of the Organisational Development Department, and a |

network of youth leaders from National Societies world-wide. The draft toolkit's contents are:

- *Part 1. Behavioural skills:* (i) active listening, (ii) empathy, (iii) critical thinking, dropping bias and non-judgement, (iv) non-violent communication and peaceful resolution of tensions, (v) mediation and reconciliation, (vi) operating from inner peace and harmony.⁴
- *Part 2. Thematic issues:* (i) non-discrimination and respect for diversity (e.g. elderly, disabled, migrants, PLHIV), (ii) promotion of a culture of non-violence and peace, (iii) promotion of gender equality, (iv) social inclusion, (v) inter-cultural dialogue
- *Part 3. Artistic platforms for social mobilisation* (to be developed in 2010): (i) music, (ii) dance, (iii) theatre, (iv) visual arts, (v) sports, (vi) video.

The draft toolkit also furthers **mainstreaming of "P&V" topics into other RC/RC areas of work**. As such, it covers discrimination, stigmatisation and prejudice against PLHIV, resisting peer pressure on substance and alcohol abuse, managing stress, enhancing resilience and self-empowerment.

The **draft toolkit was pilot-tested in Solferino**, June 2009 by 20 YABC youth leaders reaching 250 youth. Later in 2009, multi-cultural teams of YABC peer educators further pilot-tested the toolkit (e.g. Atlantis youth camp for Mediterranean National Societies and international youth camp in Uganda).

In 2010-2011, YABC will pursue the following objectives:

1. **Field-testing** of the draft YABC toolkit in the Zones and National Societies, so as to integrate feedback and lessons learned and finalise the toolkit.
2. **Broaden NS base using the toolkit**
3. **Develop indicators measuring the impact of YABC** on National Societies and the communities in which the toolkit is used;
4. **Obtain international, external recognition** of the initiative through its official launch at the 31st International Conference in 2011, and expand external partnerships.

Component outcome 1. 130 youth leaders from National Societies world-wide are able to support zonal and National Society field-testing of the draft YABC toolkit.

Organisation of an international YABC gathering and training in Mali, for 50 National Society youth leaders world-wide (2010 and 2011). The aim is to equip them to technically support through peer education the field-testing of the draft toolkit in their National Society, region or zone. Art professionals will join to train the youth on social mobilisation through art, music, dance, theatre, modern communication technology and sports. Members of the **RCRC+** network will take part and sessions will include countering discrimination and stigma against PLHIV.

The 2011 international YABC gathering will be actively linked to the **2011 International Year of Volunteering (IYV)**, and co-organised with the Organisational Development Department. In addition to bringing together National Societies youth volunteers from above the globe, **youth leaders from the World Alliance of Youth** (YMCA, YWCA, Scout Movement, International Award Association), will be invited to join the YABC training. The programme will also include a focus on Youth Volunteering in Emergencies, as well as Community Based First Aid in violent settings. The Mali gathering will as such play a significant role in profiling the International Federation in the IYV, and serve as a milestone towards its official celebration in the 31st International Conference in 2011.

Component outcome 2. YABC toolkit is finalised and available online and in DVD rom (Arabic, English, French, Spanish and Russian).

The draft YABC toolkit needs further development, which will include improvement of current materials through field testing and new contents, such as a peer education manual; short concept papers for all thematic issues and skills, and a module on social mobilisation on humanitarian values through dance, sports, music and theatre.

⁴ During 2010, under the leadership of the Organisational Development department (Youth focal point), materials will also be developed on charismatic and ethical leadership.

A self-catering technical meeting of the Toolkit Steering Committee (is planned in 2010 and 2011, in the Swiss Alps to integrate feedback from field-testing (2010) and finalise the toolkit (2011).

The toolkit will be translated and finalised in June 2011. It will be promoted and **launched at the 31st International Conference of the Red Cross and Red Crescent**.

Component outcome 3 Increased number of RC/RC National Societies actively using the YABC toolkit, as well as increasing external recognition of the International Federation YABC initiative

- The finalised YABC toolkit will be **launched at the 31st International Conference of the Red Cross and Red Crescent**. A photo exhibition and short marketing video will be prepared.
- The **YABC Yahoo Group** will leverage more youth support for the initiative, and allow for sharing of experiences and lessons learned.
- External partnerships will be stepped up, illustrating the informal educational role which the RC/RC is playing in society by shaping mindsets, attitudes and behaviour towards a culture of respect for diversity, non-violence and peacefully living together. External partnerships will include:
 - Education for Sustainable Development – Values based indicators (EU-funded): identification and field testing of YABC indicators;
 - Edexcel, accreditation and curriculum development organisation in the U.K.: collaboration on the development of a Global citizenship qualification and exploring partnerships for RC/RC National Societies on the implementation of the YABC toolkit.

Programme component: Discrimination, including gender discrimination

Component outcome 1: International Federation revised Gender Strategy 2010-2020 developed

The current International Federation gender policy stems from 1999 and has been outdated by international developments in the area of gender. Based on the forthcoming new International Federation Strategy 2020 (S2020), the P&V department will work, with a world-wide network of National Societies, on a new gender strategy in 2010. The foundation for this endeavour has already been put in place by providing extensive input into S2020 and by the setting-up of a **new gender task force**. The task force includes nominations of all zone offices in order to ensure a regional balance and cultural diversity within the team. A first task force meeting is foreseen in the beginning of 2010 and will outline the main components of the International Federation's future gender strategy. The gender strategy will be finalised in 2010 and guidelines to implement it will be drafted in 2011.

Component outcome 2: Capacity of National Societies developed

Discrimination

The self-reflection and self-training tool on **non-discrimination and respect for diversity** developed by the P&V department, with the substantive input and feedback from National Societies world-wide, will be translated from French into English, Spanish, Russian and Arabic, and made available online as well as in DVD format. Training on its use and promotion will be systematically included in all meetings organised by P&V.

Gender

The current International Federation *Training Pack on Gender Issues* was produced in 2003. This pack will be reviewed and revised in 2010 to adjust its content to a 2-3 day gender workshop accompanied by a training manual. The new manual is intended to be rolled out to all National

Societies to increase overall gender capacity within the International Federation and to set minimal standards on gender work⁵. In order to be able to roll-out the training pack worldwide, P&V will develop a Training of Trainers (TOT) Manual and identify 2 around 5 gender champions within the RC/RC who will be trained as gender trainers in 1-2 TOT workshops during 2010-2011. The new gender training pack will be piloted in 1-2 National Societies in order to check the training methodology and to verify the applicability of the training package to NS gender needs. In addition, all gender trainers will be given the opportunity of at least one on-the-job-training opportunity. The worldwide roll-out of the Gender Training Initiative is expected to commence in 2011. The Training Initiative foresees training to be held within all National Societies who have applied for the training.

To further help build gender capacity at national, as well as international level, P&V and the senior gender officer stand ready to **technically support** National Societies upon request, through the zone. This can be in the form of field missions to conduct gender analysis in preparation of new programme activities, for the review of on-going activities, and /or to help with the design of new emergency operations.

As a continuation of the momentum built in 2009, the International Federation gender expert will continue to provide input and technical advise to **mainstream gender and diversity** within International Federation membership services and operations on a demand and continuous basis and assist colleagues in mainstreaming gender in appropriate tools, such as appeals, policies and tools (e.g. DM, health, shelter, human resources).

Component outcome 3: Contribution to the change of mindset within the organisation vis-à-vis PLHIV and support the RCRC+

The P&V department will work with both relevant International Federation and National Society colleagues on the implementation of the Code of Good Practice for NGOs (and RCRC) responding to HIV and provide technical support to the Zones, field structures and National Societies on the implementation of output 3 of the Global Alliance on HIV, referring to tackling stigma and discrimination against PLHIV.

Programme component: Violence Prevention, Mitigation and Response, including gender based violence

Component outcome 1 – The International Federation global strategy on violence prevention, mitigation and response is finalised and widely disseminated – programme guidance is developed

After its presentation in the 2009 General Assembly (side-event), feedback received from National Societies on the draft **IFRL Global Strategy on violence** will be integrated into a finalised version and made available online and in hard copy (International Federation languages and Russian). Wide dissemination will be ensured through the P&V E-newsletter, fact sheets and standard PowerPoint presentations as dissemination tools for National Society staff and volunteers.

Strategy implementation guidelines and programme guidance on specific types of violence (e.g. urban violence, violence against children, youth violence, xenophobic violence) will be developed, in a collaborative process with National Societies.

Component outcome 2: International Federation gender based violence strategy developed

Gender based violence is pervasive and wide-spread in the world. In continuation of its collaboration with the Southern African zone office in 2009 on the development of a GBV linked to the HIV Global

⁵ International Federation will investigate opportunities to cooperate with ICRC on rolling-out a Movement-wide gender training initiative.

Alliance Programme, the P&V department will step up technical support to zone offices – starting with the Americas zone - on the elaboration of GBV plan of action and the preparation of GBV guidelines and training materials to further help develop the capacity of National Red Cross Societies in the Zones to implement GBV activities. Based on the different zonal strategies, a global International Federation GBV strategy will be developed in 2011.

Component outcome 3 – National Societies have appropriate platforms to share experiences and knowledge

In 2010, an **internal on-line global tool** (based on the new FedNet structure) will be established to allow National Societies to share tools, programmes, experience and training modules on violence. In 2011, a **Global Forum on Violence and Discrimination** is planned in co-organisation with the Americas zone is the first part of the forum will bring together 60 National Societies to share programmes and experiences and analyse current implementation of the International Federation global strategy. A platform for future National Society peer education will be established. Part 2 will convene various external humanitarian and academic actors, such as UN, NGOs and research institutes.

Component outcome 4 – Technical support to Zones and International Federation field structures

In 2009, the P&V department developed a **P&V baseline survey**, shared for comments with Zones, field structures and technical staff, as planned in its 2009-2010 plan. The baseline seeks to **identify the priorities, needs and capacity of National Societies** in the area of Principles and Values (as defined on page 1 under “What is P&V?”). Conducted by each zone during 2009-2010, the findings will constitute the basis and reference point for **zonal “P&V” plans of action** (e.g. on violence, gender, etc), reflecting regional priorities and anchored in that context. In this regard, technical support will be provided by the P&V department to the Zones. In 2011, the different zonal plans and analyses will feed into a **global P&V report reflecting the current status of National Society action, needs, challenges and capacity on Strategic Aim 3 of Strategy 2020**.

A technical meeting with Heads of Zones and P&V field focal points will be convened each year.

Component outcome 5: Building of an organisational culture in which diversity, equality and non-violence are embedded

Based on work conducted in 2009, P&V has taken the lead in advancing the International Federation’s commitment to the **Prevention of Sexual Exploitation and Abuse (PSEXA)**. As such a PSEXA taskforce was set up in 2009 and is headed by the Under-Secretary General for Development. During 2010-2011, this work will be continued and further strengthened. Field missions to review existing complaints mechanisms, prevention initiatives, and accountability measures will be re-examined as part of an overall peer review process guided and initiated through UNOCHA.

Role of the secretariat

a) Technical programme support

With regard to all 3 programme components, technical support is provided upon request to International Federation Zones, field structures and National Societies as reflected above.

b) Partnership development and coordination

As explained above, the P&V department’s activities are conducted in close collaboration with the Zones, and networks of National Societies with expertise and commitment to P&V. Increasing collaboration will be sought with ICRC.

c) Representation and advocacy

General: to the Human Rights Council, and other appropriate UN for a; celebration of International Days (e.g. International Women's Day).

YABC: to the World Alliance of Youth Organisations (through the Organisational Development, Youth).

Gender: IASC Working Group on Gender, UN PSEA. Interaction and exchange with major international gender networks is actively sought and will be further strengthened during 2010-2011. International Federation will aim to play a lead role on gender internationally and to be recognized for its outreach to women and girls within the poorest global communities.

Violence: WHO Violence Prevention Alliance.

HIV/AIDS: UNAIDS Collaborating Centre and Global Network of People Living with HIV/AIDS (GNP+).

Promoting gender equity and diversity

The entire plan focuses on promoting diversity and gender equality.

Quality, accountability and learning

As mentioned above, concrete platforms will be established to share lessons learned and good practices and significant effort is invested in peer education and capacity-building with a view to fostering replication of successful elements of the programme in other National Societies.

YABC will, through external partnerships, integrate a component focusing on producing values-based indicators measuring the impact of behavioural change.

| How we work | |
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| The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the International Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity". | Global Agenda Goals: <ul style="list-style-type: none">• Reduce the numbers of deaths, injuries and impact from disasters.• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity. |
| Contact information | |
| For further information specifically related to this plan, please contact: <ul style="list-style-type: none">• In the International Federation secretariat: Vera Kremb, ag. Head, Principles and Values department, vera.kremb@ifrc.org, + 41 22 730 46 39, fax + 41 22 730 03 95. | |