

Revised Plan 2011



East Asia region

Executive summary

In the context of the Asia Pacific zone's demographic, socio-economic and environmental trends, the East Asia region is at high risk from a wide range of disasters and health emergencies. There are five nations within the East Asia region: China, the Democratic People's Republic of Korea (DPRK), the Republic of Korea (RoK), Mongolia and Japan. The countries in the region are plagued with both the threat of major earthquakes and flooding, which recently has intensified caused by changing climate and typhoons, and the high population density in the region accounts for a large portion of the world's disaster statistics.



DPRK Red Cross Society volunteers are checking the content of the family kits before distribution to those affected by floods in Sinuju. Photo: DPRK RCS

Many East Asia populations are unable to recover quickly as poverty is still prominent in the region, with many populations left vulnerable to recurring disasters and the spread of disease. Migrant urban populations from impoverished or disaster stricken rural areas further complicate the social and economic structure of the countries, and make disaster relief or health promotion efforts of humanitarian organizations such as the Red Cross increasingly challenging.

As auxiliaries to their governments, especially in times of disaster and for disaster preparedness, each of the East Asia national societies provides needs-based services which contribute towards meeting the Millennium Development goals as agreed upon by each of these nations. The International Federation of Red Cross and Red Crescent Societies (IFRC) has been actively supporting the Red Cross societies in the East Asia region for many years, with a regional office located in Beijing since 1999.

The overall purpose of this 2011 plan is to coordinate and support IFRC efforts at country and regional levels to assist the national societies of the region to scale up their work in line with IFRC's Strategy 2020. The East Asia regional office continues to be a part of the secretariat zone structure and business model, a model which has been designed in order to create a more context specific approach to IFRC support to national societies across the whole of Asia Pacific.

The goals, means of delivery and strategic framework of this plan fit within IFRC's wider Asia Pacific zone strategy, guided by Strategy 2020. The resolution of the 8th Asia Pacific conference, from October 2010, and the related commitments from that regional conference and the Asia Pacific youth summit will also guide the work of the IFRC in East Asia.

The priorities are to:

- Build safer and more resilient communities through services to member national societies that increase the reach and impact of their programmes;

- Strengthen Red Cross Red Crescent mechanisms and networks that build mutual capacity, improve knowledge sharing, and increase leverage of collective voice;
- Influence changes in humanitarian policies and practices through improved access to and cooperation with governments and key institutions;
- Diversify financial and human resources for the benefit of programmes at the national level through a collective Red Cross Red Crescent approach;
- Lead and coordinate zonal, regional and country planning, performance and accountability mechanisms to increase Red Cross Red Crescent effectiveness and efficiency.

This plan aims to support the national societies' programmes in the areas of disaster management, health and care as well as the promotion of humanitarian values, with cross-cutting opportunities for organizational development and capacity building. This will be achieved through a balance of programme and technical support, as well as advocacy, coordination and international representation.

The total budget for 2011 is CHF 1.25 million.

[Click to go directly to the attached budget summary of the plan.](#)

Regional context

East Asia is a diverse and complex region that is comprised of five countries: Mongolia, China, the Democratic People's Republic of Korea, the Republic of Korea and Japan. These nations represent a wealth of diversity within and amongst their borders, in terms of historic significance, culture, politics, socio-economic factors, demography and geography. The issues these nations face are equally diverse when it comes to humanitarian needs, such as environmental degradation, effects of climate change, disaster relief and the health concerns of the public.

How these issues affect each population varies greatly as well, with complex problems requiring complex solutions and tight partnerships and networks. For example, China is a country with a population of 1.3 billion, while its neighbour Mongolia has only 2.6 million, which is far less than many urban populations in major cities in China. Yet, when a disaster hits, both countries are faced with the challenges of accessibility, timely distribution of relief items and adequate funding to meet needs.

In the recent past, the East Asia region has suffered severe disasters, many of which have surpassed recent historical records. The cold winter that hit Mongolia in late 2009 and early 2010 destroyed more than 25 per cent of its livestock, and it is expected that this coming winter will also be harsh, causing more herders to lose their only source of livelihood. Herders are moving in large numbers to the cities to survive, which increases concern about the potential devastation an earthquake may have on the population of Ulaanbaatar.

China experienced torrential rains again in 2010, which caused heavy flooding and mudslides in many regions of the country. Although the loss of life was significantly reduced, due to good preparedness planning, the economic losses were already at CNY 350 billion (approximately CHF 51.24 billion) by August, and continued to soar during the typhoon season in September and October. In addition, the country continues to deal with massive disasters caused by earthquakes, drought, freezing cold and snows, and extreme heat.

The DPRK was also hit with severe flooding in 2010 and a constant concern about the affects of natural disasters on agriculture production. Frequent droughts, occasional typhoons and other disasters such as fires are of serious concern within the country.

The regional health context has been complex and rapidly changing in the past years. The diversity of East Asia's countries in terms of demographics and socio-economic development is reflected in the nature of the risks posed by HIV and the epidemiology in each of the five countries. The spread of HIV is a constant threat to the region, and governments and Red Cross societies are taking action to promote awareness and prevention. At the same time, concerns of other epidemics such as avian influenza, hand, foot and mouth disease, malaria, and tuberculosis are ever-present in the region.

Newly emerging and re-emerging diseases in the region continue to threaten the health of a large number of people and have wider negative social and economic repercussions in those affected countries. For example, in the last two years, the countries have experienced a region-wide outbreak of hand, foot and

mouth disease. While significant progresses have been made by China, DPRK and Mongolia in controlling tuberculosis, the disease, especially in China in its multi-drug resistant form, affects a large number of people every year.

Besides disasters and the spread of diseases, ongoing rapid urbanization, population movements, ageing population and other broad social phenomena are having a collective impact on the nature and extent of health problems in the region. These, of course, change how disasters and diseases affect the populations, and ultimately affect how the Red Cross responds in each situation.

For example, many of the communities in disaster prone areas in East Asia have been unable to cope with the frequent onset of disasters. What was once an annual occurrence, has spread into multiple disasters that build upon one another, such as summer droughts followed by *dzud*¹ in Mongolia, making agricultural production virtually impossible, or the examples in 2008 in which Sichuan province, China, was hit with heavy snows in February, followed by the devastating earthquake in May, immediately followed by heavy torrential rains and mudslides for the past three summers. Populations that rebuilt after the earthquake are having to start all over again after the floods have destroyed homes and agriculture. Similarly, populations of the DPRK face annual flooding, which are compounded with health concerns, including malnutrition.

People living in these disaster prone areas are unable to cope time after time, especially after losing their homes. Many chose to move to the urban areas, hoping for better opportunities, only to be left more vulnerable to the spread of disease, often without adequate health care and social services. In many cases, humanitarian organizations such as the Red Cross in each area help these populations overcome these circumstances, and protect themselves from the effects of disasters and diseases.

Regional priorities and current work with partners

Red Cross national societies in the DPRK, China, Japan, Mongolia and the RoK all play critical roles as auxiliaries to their governments and have demonstrated their strength in disaster and public health emergencies. These national societies have a wide range of disaster response mechanisms in place, and also invest in long-term community-based disaster preparedness. Each of the societies is also involved with key public health issues such as the promotion of voluntary non-remunerated blood donation. Although each continues to implement dynamic services and programming, they all face the challenge of remaining relevant and adapting some of their programmes to meet the evolving needs in the region. Developing volunteer networks, supporting Red Cross youth structures and activities, improving and scaling up HIV prevention activities, improving disaster response and preparedness and improving public advocacy are common objectives shared by the five national societies who strive to serve the needs of the more than a billion people they seek to assist.

The national societies of the region enjoy strong mutual support and knowledge sharing traditions which include a number of annual self-financed exchange visits to facilitate better capacity building approaches and practises. In 2010-2011, IFRC seeks to further support the national societies in the region through programme funding and technical assistance, as well as in advocacy and representation. The support for direct programme development will focus on three of the five countries, namely China, Mongolia, and the DPRK, in disaster management, health and care, and the promotion of principles and values. The underlying current of organizational development and capacity building within the region will cut across all programme activities and will be extended to all five national societies, as needed.

The three areas of focus comprise of many opportunities to build capacity in the region, as well as provide opportunities for partnership, collaboration and cross-sharing. IFRC will also support the region's national societies to adapt and implement the Federation's Strategy 2020 and follow up with national societies on the commitments from the 8th Asia Pacific Conference in 2010 and the commitments from the Asia Pacific Youth Summit.

IFRC regional programmes are designed to support the national societies and their staff and volunteers. The main objective is to focus on achievable goals that build capacity within the national societies, and help develop long-term sustainable programmes for the beneficiaries they serve. At the same time, the regional office will continue to build relations and cooperation among all IFRC members active in the region, including the cooperation agreement strategy and Global Alliance partnerships already established in the region.

¹ Harsh, cold winter weather that causes the loss of livestock due to inaccessibility to grass and hay.

The regional office also provides technical support in many functions, especially needs identified in technical input. Since the regional office does also act as a country office in China, regional delegates and staff spend a significant part of their time supporting the needs of Red Cross Society of China (RCSC). They also provide support to Mongolian Red Cross (MRCS) programmes through the integrated country office in Ulaanbaatar.. Further technical support to the DPRK Red Cross (DPRK RCS) and the country office in Pyongyang has been considerable due to restrictions on having long-term in-country delegates.

The regional office will look for opportunities to more fully engage all five national societies in the region to better utilize their human resources and technical expertise for the benefit of each other. Although programme support focuses on the three above mentioned national societies, the regional office looks to assist the Japanese Red Cross Society and Republic of Korea Red Cross in the adaptation of and implementation of the Federation's Strategy 2020 and the commitments from the 8th Asia Pacific conference and the related youth summit in their local contexts.

Partners of the East Asia national societies are many, with both bilateral and multilateral support going directly to country programme plans, as noted in the country programme plans for 2011. The East Asia regional office is also directly supported by both Red Cross members as well as non-Red Cross partners. In the areas of disaster management, health, organizational development, humanitarian values, planning, monitoring, evaluation and reporting, communication and regional representation, the region is supported through contributions from the Australian, British, Chinese, Finnish, German, Japanese, Netherlands, Norwegian, and Swedish Red Cross Societies as well as the United Kingdom's Department for International Development (DFID). Cooperation with the regional ICRC delegation is strong, leading to shared plans and strategies to support overall national society development goals in the respective countries. Other partners include United Nations Fund for Population Activities (UNFPA), Joint United Nations Programme on HIV (UNAIDS), World Health Organization (WHO) and United Nations Children's Fund (UNICEF).

Secretariat supported programmes in 2011

Disaster management

a) The purpose and components of the programme

The East Asia disaster management programme in 2011 will build on the achievements of 2010 and continue focusing on the national societies' capacity building in the field of disaster management, with a specific focus on disaster response, contingency planning and community-based disaster preparedness linked to disaster risk reduction and climate change adaptation. The programme is guided by IFRC's disaster management policies. The East Asia disaster management programme will support each national society in the region to develop their own response capacity according to their priorities in line with the current Federation global and Asia Pacific disaster management strategies. Technical support and guidance will come from both the Beijing regional office, as well as the Asia Pacific zone office in Kuala Lumpur.

The disaster management programme budget for 2011 is CHF 355,071.

Programme component 1: Disaster management planning and organizational preparedness
Component outcome 1: National society disaster management strategies and contingency plans are developed and implemented, promoting national societies as respected humanitarian organizations with effective disaster management capacity in their country.
Component outcome 2: Capacity of national societies in the region to respond to disasters is strengthened.
Key activity areas:
<ul style="list-style-type: none"> • Support and facilitate DPRK RCS, MRCS and RCSC in contingency planning process. • Support MRCS to review their disaster management strategy and policy, following disaster management review recommendations made in 2009. • Provide assistance to DPRK Red Cross in acknowledging and establishing its participation in the Global Alliance in disaster risk reduction (DRR). • Assist RCSC and DPRK RCS in their development of emergency response team (ERT) and national disaster response team (NDRT) strategy and implementation process. Engage with the Asia Pacific regional disaster response team (RDRT) processes and nominate individuals from national societies suitable to participate in this tool. • Assist national societies in the region to complete the well-prepared national society (WPNS) phase 3

survey.

- Support MRCS, RCSC, and DPRK RC in reviewing and enhancing their pre-positioned stock, warehousing and logistic procedures.
- Organize a relief to recovery workshop in East Asia region in corporation with the Asia Pacific zone disaster management unit and technical department in Geneva.
- Promote legal preparedness and arrange for IDRL awareness and events

The national societies in the region all play an important role in disaster response, especially as auxiliaries to their governments. The regional disaster management team will support the national societies to engage in the national mechanisms that exist as well as advocate for the principles of the Red Cross and key humanitarian actions in preparedness, relief and recovery activities. The effects of urbanization and climate change on the region's vulnerable populations in disaster management will also be considered in programme activities and humanitarian advocacy.

Programme component 2: Community preparedness/disaster risk reduction

Component outcome 1: The capacity of East Asia national societies is strengthened to support hazard-prone communities in reducing the impact of disaster through increased awareness and preparedness activities.

Key activity areas:

- Support the national societies in the region to better understand the disaster risk reduction (DRR) concept, with a clear understanding on the link between disaster risk reduction and climate change adaptation.
- Standardize the disaster preparedness/ risk reduction advocacy package for village-level capacity building.
- Enhance vulnerability capacity assessment (VCA) outcomes by providing opportunities to utilize "best practices" through participation and agreement.
- Support ongoing development of early warning systems at the village, county, provincial and national levels.

The regional office will continue to support community-level hazard, vulnerability and capacity assessments from which community-based disaster management programming will be based. Specific country-level programmes outlined in each country plan will be further supported by the regional disaster management team in both region-wide activities as well as technical support at the country and community levels. The technical support of the regional office will aid community-level hazard awareness and the identification of appropriate measures in mitigating and reducing the potential risks associated. Topics related to climate change, urbanization and community early warning and actions will also be integrated into trainings to broaden the scope of disaster risk reduction measures.

Programme component 3: Coordination and cooperation

Component outcome 1: The East Asia disaster management programme is supported through the effective coordination and cooperation with international and external groups.

Key activity areas:

- Facilitate disaster management working group (DMWG) and arrange a meeting for East Asia region.
- Organize a regional DRR knowledge sharing, good practices and lessons learned workshop with focus on East Asia.
- Asia / Pacific regional exchange workshops to demonstrate lessons learnt and provide case studies from within each region.
- Represent IFRC in external conferences concerning disaster management in East Asia region.

The regional office will organize and facilitate an East Asia disaster management working group which will include disaster managers from all five national societies' headquarters, and also will welcome participants from partner national societies. The regional disaster management working group (DMWG) has one meeting every year to serve as a platform for experience sharing and learning, developing regional disaster management response strategies and fostering closer cooperation. The 2011 meeting will follow up on the previous DMWG regional meeting that took place in Shandong province of China in 2009, and the Asia Pacific meeting that was held in Brisbane in 2010.

In addition, the regional disaster management programme will continue to support national societies in their various relationships with partners and organizations such the European Commission department and services , Interagency Standing Committee (IASC), UN Office for the Coordination of Humanitarian Affairs

(UNOCHA), and International Strategy for Disaster Reduction (ISDR). This will ensure that the region and national societies have strong links with other actors in disaster risk reduction and response.

Sharing experience with other regions, particularly with the Southeast Asia region on the early warning system and school safety, will be coordinated through the Asia Pacific zone disaster management unit.

b) Profile of target beneficiaries

The direct targets of these activities are the staff and volunteers of three national societies in the region that are highly prone to serious impact from natural disasters: China, Mongolia and the DPRK. Through the improvements of these systems and capacities, the disaster-affected populations in these countries will experience long term benefits.

c) Potential risks and challenges

The regional office supports a wide range of disaster management related issues within this vast region, with a small and dynamic team. Although some communication problems have resulted in technical barriers in supporting the DPRK RCS, these have been greatly overcome by persistence and good collaboration between the IFRC's regional and country offices.

For Mongolia, the regional and country offices, as well as MRCS, have reached the consensus that there is a real need to increase the human resources in the disaster management department of the MRCS. There is only one full-time disaster management staff in the MRCS headquarters and this does not meet the needs of the programme's development and implementation. Possible solutions are being discussed.

The regional office has been trying to work with the RCSC to improve its overall reporting capability in the disaster management programmes. It is expected that through joint collaboration of the regional disaster management team and regional programme coordinator, reporting skills for disaster management at RCSC headquarters will be improved.

Health and care

a) The purpose and components of the programme

Health programmes/services remain one of the major areas of involvement of the region's national societies. The Japanese Red Cross Society and Republic of Korea Red Cross maintain an extensive system of hospitals and blood banks nation-wide. DPRK RCS currently provides one-third of all essential medicines in the country and has installed almost 280 water and sanitation installations in communities over the last ten years. Today, nearly three quarters of total programme funding of the MRCS is spent on health and care programmes. The East Asia regional health team will continue to provide important technical support to these programmes.

The health and care programme budget for 2011 is CHF 281,267.

Programme component 1: HIV prevention
Component outcome: Capacity of national societies to design, implement, monitor and evaluate effective HIV programmes has increased.
Key activities: <ul style="list-style-type: none">• Technical visits and support to MRCS in strengthening the HIV programme reporting and monitoring under the framework of the Global Alliance for HIV.• Profiling of Red Cross HIV activities in East Asia at major international and regional HIV forums and Asian Red Cross and Red Crescent HIV and AIDS Network (ART) meetings.• Regional coordination and facilitation of implementation of cross-border HIV prevention project by the MRCS and RCSC.

Activities under this outcome are aimed at supporting the RCSC and MRCS in scaling up their nationwide HIV programmes and further integration of the seven principles of the Global Alliance on HIV framework in those programmes. The two national societies joined the Global Alliance on HIV in 2008.

In 2011, the programme will continue to disseminate HIV prevention guidelines and youth peer education standards, and support national societies in making effective use of those tools in their HIV programming. Through representation at global and international HIV conferences, these two national societies can promote the achievements of their HIV programmes and also learn latest internationally recognized practices and innovations in the field.

The health and care programme will also continue to provide coordination within the Red Cross network and liaise with all project stakeholders (China and Mongolia UNFPA offices and governments) to ensure effective and smooth implementation of HIV prevention projects at two key border points between Mongolia and China in the south/north and west. This cross-border HIV programme, supported by the UNFPA office in Beijing, gives these two national societies an opportunity to explore joint measures to tackle HIV issues along their borders with the support of the regional health team.

Programme component 2: Health and water and sanitation in emergencies
Component outcome: Capacity of national societies to respond to public health and water sanitation issues in emergencies has increased.
Key activities: <ul style="list-style-type: none"> • Maintenance of a regional roster of Red Cross health in emergencies responders; regional health in emergencies workshop (2010). • Dissemination of best practices and tools in health, water sanitation and psychosocial support in emergencies, regional experience sharing.

In the past few years, the Red Cross capacity in the region to respond to health and water sanitation needs in emergencies has significantly increased. A total of 51 Red Cross staff and volunteers were trained in public health in emergencies through two regional trainings in 2007 and 2008 and now form a part of the Asia Pacific-wide pool of disaster responders specialized in health. DPRK RCS is in the process of establishing its own national response system to provide safe water and access to sanitation in emergencies, by adapting for the DPRK context deployment concepts and equipments from global water sanitation ERU (emergency response unit) tools. With support from the Sichuan earthquake operations, RCSC is undergoing a similar development using the equipments from its three water sanitation ERUs deployed in 2008 during the earthquake. MRCS plays an increasingly active role in responding to public health emergencies and outbreaks of emerging diseases including outbreaks of avian influenza, hand, foot and mouth disease (HFMD) in 2008 and 2009 and the A (H1N1) pandemic in 2009.

In the coming months, the health unit will continue to seek to establish synergies between these simultaneous processes and create opportunities for mutual learning and adaptation of best internationally recognized practices in these areas. These activities will be closely coordinated with the East Asia disaster management team and Asia Pacific water sanitation delegate based in Kuala Lumpur.

Programme component 3: Blood donor recruitment
Component outcome: Capacity of national societies to manage non-remunerated, voluntary blood donor recruitment programmes has increased.
Key activities: <ul style="list-style-type: none"> • Profiling of Red Cross blood donor recruitment and Club 25 activities in East Asia at major international blood forums and special occasions. • Support to national societies in establishing young donor clubs (Club 25).

All five national societies in East Asia are involved in securing adequate supply of safe blood, either directly (collecting blood and blood components) or indirectly (through services that promote voluntary blood donation and awareness raising).

The programme will place a special emphasis on promoting the concept of voluntary blood donation among youth. To this end, it will encourage the national societies to adopt a new youth-friendly concept of "Club 25". This concept is based on establishing youth clubs made of 16-25 year olds who are motivated to donate their blood regularly (at least 20 donations by the age of 25), learn more about healthy lifestyles and influence their peers.

Programme component 4: Community-based health and first aid (CBHFA)
Component outcome: Capacity of national societies to provide quality community-based health and first aid services has increased.
Key activities: <ul style="list-style-type: none"> • Establish regional working group on community based health and first aid; • Organize regional health team meeting (annually) and skills building workshop; • Conduct regional mapping (annually). • Support the integration of road safety in community based programmes

- Support integration and knowledge sharing of psychological support services

The new approach to community-based health and first aid (CBHFA) is being adapted in three of the region's national societies (Mongolia, China and DPRK) with support and information sharing with RoK and Japan Red Cross Societies as needed. Following up on master trainer courses and other technical support from the region and zone, the regional office will continue to support these country processes in the next year by providing support to the master facilitators with tools and sharing experiences from other regions. Support for the strengthening and integration of psychological support services will also be a focus of the IFRC health team in Beijing.

In addition, the programme will establish a regional working group on community based health and first aid. The inputs from East Asia from CBHFA focal points will be merged into the zone-wide CBHFA discussions and learning workshop held in October 2010 in Bangkok. Actions to be taken forward will be followed up by the regional office.

The IFRC regional office will also map ongoing road safety activities in the East Asia national societies and establish focused road safety support making use of the capacities of the hosted GRSP unit in Beijing and following up from the 2010 health meeting in Beijing that focused attention on integrating road safety.

b) Profile of target beneficiaries

Under each of these four components, the main focus groups include respective key staff and managers in charge of different health related programmes and sectors within their national societies:

Component 1 (HIV prevention): Red Cross staff and volunteers working at national and provincial/district branch level and representatives of community groups such as men who have sex with men (MSM) and sex workers who are involved in the design and delivery of HIV programmes.

Component 2 (Health and water & sanitation in emergencies): national society managers and key officers of health, water & sanitation, and disaster management departments.

Component 3 (Blood donor recruitment): key staff of blood donor recruitment programmes and youth services of five national societies;

Component 4 (Community-based health and first aid- CBHFA): health managers of all five East Asia national societies, Federation health and water sanitation delegates and officers based in China and DPRK as well as health advisors and representatives of partner national societies supporting health programmes in East Asia (the intended participants of annual regional health team meetings); Specific CBHFA facilitators and key health and first aid staff of RCSC, MRCS and DPRK RCS

The impact of each of these capacity building activities at the regional level (and the number of people actually reached) is dependent on to what extent those staff and volunteers are able to disseminate their newly acquired knowledge and skills within their headquarters and to their branches and apply their new insights and tools in their daily work.

Therefore, the regional health programme will seek to integrate in its regional level activities a mechanism that promotes such horizontal information sharing and learning. Through these activities it is expected that at least 210 Red Cross staff and volunteers will receive direct support from these programmes in 2011, following similar activities rolled out in 2010.

c) Potential risks and challenges

There is constant risk of large scale emergencies in the region. The subsequent disruption in regular health programme activities of the national societies would result in potential delays of weeks or months, depending on the scope of the disaster. In addition, there remains a lack of an adequate number of health programme staff in both MRCS and RCSC. This puts a strain on various programme activities, which the East Asia health team tries to mitigate by providing extra support where needed.

Organizational development

a) The purpose and components of the programme

There is no separate organizational development/capacity building programme budget for East Asia programmes. These costs have been incorporated into the disaster management, health and principles and values budgets, as well as into the individual country and zone budgets. The delegates in each programme area, with the support of the regional programme coordinator, work closely together to identify opportunities and needs in the region on organizational development and coordinate with the Asia Pacific zone office to

utilize available resources. Further coordination with partner national societies taking active roles in the region and the ICRC office in Beijing, will ensure that capacity building initiatives are optimally utilized. The programme components below outline some of the cross-cutting initiatives that will be built into the regional programmes.

Programme component 1: Tailor-made organizational development and capacity building initiatives
Component outcome: Organizational issues have been addressed in individual national societies through tailor-made organizational development and capacity building initiatives.
<p>Key activities:</p> <ul style="list-style-type: none"> • Exploration of “new organizational development approach for national society development” is conducted with national societies in the region. • Discussions with national societies regarding the adaptation of Strategy 2020 and the commitments from the Asia Pacific conference and the Asia Pacific youth summit into national strategies and plans. • Incorporate cross-cutting capacity building and organizational development opportunities into national society core programme plans through discussions with management and teams at national societies. • Promote volunteering development. • Support the development of national society youth and help to strengthen the role of East Asia youth as part of the Asia Pacific Youth network.

As the needs of the national societies in the region are so varied, the regional office will support organizational development and build capacities through initiatives that fit the specific needs of each national society. The East Asia regional office provides the leadership of each national society support in addressing key issues faced by their organization and can link them to technical support where appropriate. The regional office builds on its long term relationships with the leadership of each national society to promote development as well-functioning national societies. Support in various areas such as integrity, governance, resource mobilization, reporting and quality assurance will be provided by the head of regional office and the regional delegates as appropriate, with further support from the Asia Pacific zone office and Geneva secretariat technical units.

Activities in this area include regular visits by the head of regional office to the leadership of the East Asia national societies. The annual leadership meeting, bringing together all national societies in East Asia, provides an opportunity for the regional office to better understand the current challenges of each national society and talk with programme managers and leadership about their organizational issues and needs for support.

Follow up on the commitments agreed upon by the national societies at the 8th Asia Pacific Conference and the youth summit in Jordan in 2010, as well as preparations for the 2011 General Assembly and the International Conference will be also carried out on an individual basis by the head of regional office and included in the 2011 regional leadership meeting

Programme component 2: Integration with health, disaster management and principles and values
Component outcome: Increased integration of organizational development and capacity building aspects within health and disaster management programmes.
<p>Key activities:</p> <ul style="list-style-type: none"> • Work closely with disaster management and health departments of the national societies and country offices to ensure organizational development and humanitarian diplomacy components are integrated into regular programming. • Cross-cutting initiatives and opportunities are identified and utilized by various departments. • Training on capacity building and organizational development initiatives are built into programme plans. • Support and sharing learning across national societies on the impact of the Intensified Capacity Building programme in RCSC.

The regional programmes will integrate various aspects of organizational development and capacity building into the planned components. Likewise, the regional office will look for opportunities to help the national societies integrate these aspects into their own programmes and increase cooperation between the different country programmes in the region. With further support of technical expertise, existing within the region, the zone, and in partner national societies, the national societies will be strengthened in their organizational development and capacity building programming, as well as volunteer development,

including volunteering in emergencies. Scheduled consultancies and exchange visits can be built upon and information can be shared amongst national societies through the facilitation of organizational development and capacity building discussions at regional meetings, workshops and trainings done by the East Asia regional office.

Programme component 3: Information sharing and knowledge management
Component outcome: Lessons learned and best practices shared and peer support provided by skilled national society practitioners in organizational development and capacity building across all Movement components in Asia Pacific.
Key activities: <ul style="list-style-type: none"> • Host annual regional leadership and partnership meetings. • Arrange and host exchange visits. • Produce best practice materials.

Through regional workshops in disaster management, health, planning, monitoring, evaluation and reporting, and communications, the regional office will look to help promote information sharing and learning. Printed materials highlighting the strengths of East Asia programmes will also continue to be produced in 2011 and promoted in regional, zone and global levels.

The annual leadership meeting provides an opportunity for the leaders of the national societies in the region to gather together and share their experiences in management and governance. The East Asia head of regional office will use this opportunity over the next two years to build upon relationships already established, and highlight some of the pressing issues that the national societies face in the region. The annual partnership meeting will contribute to an inter-regional dialogue and the opportunity for international knowledge sharing and intensified cooperation in the sense of the code for good partnership.

b) Profile of target beneficiaries

The leadership, staff and volunteers of all the national societies in the region will benefit from this support.

c) Potential risks and challenges

The wide-ranging needs of the national societies create many opportunities for organizational development and capacity building initiatives, supported by all staff at regional level. Additional support will continue to be provided by the Asia Pacific zone organizational development team. In order to develop more organizational development support capacity, the regional office needs to consider regional networking and knowledge sharing models, not excluding the possibility of inviting a national society to provide a dedicated expert delegate.

Principles and values

a) The purpose and components of the programme

The Fundamental Principles and the Red Cross values are already at the core of all regional activities across all programmes. These are cross-cutting issues are a part of IFRC's work in the region. However, beyond the basic implications of the principles and values in IFRC's daily work, the Federation's East Asia regional office also strives to promote the principles and values in specific activities that will strengthen the image of the Red Cross throughout the region and bring East Asian national societies closer to achieving the goals set forth by the Federation of the Future.

The principles and values programme budget for 2011 is CHF 469,558.

Programme component 1: Promotion of humanitarian values and Fundamental Principles
Component outcome 1: The Red Cross Red Crescent Movement in the region is recognized by national and international media as a primary source of information on disasters and humanitarian response.
Key activities: <ul style="list-style-type: none"> • Professional non-Red Cross and Red Cross information resources and allies are identified and used to support International Federation information work in the region. • Partner national societies are supported in promoting awareness of their programmes, which impacts programme implementation and evaluation. • Coordinate with regional health teams and in particular, the Global Alliance on HIV programmes to disseminate best practices in non-discrimination and principles and values work.

Component outcome 2: All national societies in the region have increased the capacity of their information departments.

Key activities:

- Distribute global modules to improve existing dissemination and training of staff, volunteers, youth, and governance.
- Ensure that IFRC and national societies integrate humanitarian values into all their programmes and services.
- Contribute to, and draw from, the zone pool of trainers to coach other national societies seeking to enhance capacity.
- Exchange information and identification of good practices between national societies and at zone level.

Key activities under this programme include, but will not be limited to: disseminating information on disasters and new emergencies, as well as national society development projects; identifying and utilizing communication vehicles to promote advocacy initiatives in our core areas, especially in promoting Red Cross principles and values; increasing awareness of media value/priorities among national society leadership at headquarters and provincial levels; encouraging and developing knowledge sharing through regional information flow; providing information from other Asia Pacific national societies on regional issues to be used in national society newspapers and other publications distributed to all branches; and increasing cooperation with partner national societies and the ICRC.

These tasks will be primarily carried out by the communications delegate in the East Asia regional office, but some will be taken on by other delegates and team members to ensure these important tasks can be fully carried out.

Increased attention will be given in East Asia region to undertaking initiatives that feed into the emerging Asia Pacific zone strategy on strengthening work in principles and values. These contributions will follow the three programme guidance areas of the global principles and values priorities: (1) to document and promote best practices in dissemination and advocacy work on humanitarian values, (2) integrated approaches to IFRC principles and values in existing health and disaster management programmes, and (3) the identification of specific programmes targeted at improving the respect, dignity, and services provided to vulnerable groups who do not always fall under the health and disaster management programmes, such as the youth as behavioural change (YABC) approach.

The East Asia communications programme will also promote and support the participation of East Asian national societies in the Asia Pacific zone or global workshops on communications. Plans for communications capacity building are taking shape at various levels; on one hand, in the regional context, they are closely interlinked with PMER training programmes aimed at various levels of national society staff. Also, under the Asia Pacific communications network, communications staff from China, Mongolia, DPRK, Japan and the RoK are engaged in planning for capacity building, particularly focused on the Year of the Volunteer and beyond. Plans for this to advance will be taken to an increasingly concrete stage through sub-meetings at the communications forum in Kathmandu in November 2010. Direct and technical support on the production of promotional materials for the national societies' programmes will be another important activity in the coming year.

The earthquake relief and reconstruction operation in China has focused unprecedented attention on the role of non-governmental organizations as a complement to the government. Meanwhile, preparation against natural disasters and response to climate change – both at home and in the world at large – are issues in focus for the whole Red Cross Red Crescent Movement.

The East Asia regional and Asia Pacific zone offices will also provide specialized support to the Japanese Red Cross Society in developing an international media communications contingency plan in the event of a major disaster on the islands.

b) Profile of target beneficiaries

This programme targets many staff and volunteers within the national societies at various levels. Both the governance and leadership levels will benefit from the increased capacity and recognition gained through these activities. Furthermore, the programme will target the information and reporting officers within the national societies, at headquarters and local levels, to build their capacities in information dissemination.

c) Potential risks and challenges

The importance of communications in this region cannot be underestimated. The region has experienced multiple disasters seeking appeals, as well as large-scale events, such as the Beijing Olympics and the World Expo, which require a communications specialist to work with the foreign media and the national societies in conveying the work of the Red Cross Red Crescent.

Role of the secretariat

The East Asia regional office's budget for its coordination role for 2011 is CHF 150,165.

a) Technical programme support

The regional office in Beijing provides technical and funding support, as well as coordination in implementation and management, to the national societies and their partners. One of the coordination responsibilities is to bring in additional short-term technical resources and expertise from the Red Cross Red Crescent membership as needed. The regional office will continue to find ways to engage the national societies within the region to provide technical support or expertise to their neighbours, especially the Japanese Red Cross Society and the Republic of Korea Red Cross. Likewise, the regional office will continue to explore the support needs of all national societies in the region and find innovative solutions that bridge together Red Cross members.

The East Asia regional office in Beijing will provide technical support to the region's national societies through both the health and disaster management programmes, especially in areas of capacity building, programme coordination, resource mobilization, advocacy, monitoring, reporting and accountability.

The regional programme coordinator will also continue to incorporate Federation strategies and standards into the overall implementation and management of programmes by supporting counterparts in each national society through trainings/ workshops and individualized guidance, as needed across the region.

In addition to the support outlined in the programme areas of this plan, the East Asia regional office has the opportunity to provide specialized support to the Japanese Red Cross Society and the RoK Red Cross. Technical support in communications, logistics and organizational development as well as health and disaster management, where needed, will be part of the work of the regional office, provided either by regional delegates or requested from technical units in the Asia Pacific zone office.

IFRC's East Asia regional office also plays a key role for the country office in Pyongyang, DPRK. The large scale of health, disaster management and water and sanitation programmes being implemented in the country over the next year will continue to demand substantial technical and logistics support to the country office and the national society as well as support to fulfil reporting requirements attached to programme implementation. With Beijing being the only centre for international flights to DPRK, the East Asia regional office in Beijing is well placed both to host visitors from the national society and provide logistical support for DPRK RCS staff participating in international workshops and forums. At the same time, the regional office procures many of the items needed for DPRK RCS's administrative and programme needs.

The regional team plans to strengthen its capacities to provide together more procurement and logistics support to DPRK and all other operations in East Asia. Procurements from the Chinese market and from other countries in East Asia can be arranged more efficiently with a better resourced East Asia procurement unit which is connected to the Asia Pacific regional logistics unit.

The office also acts as a key link to international media, as there is a continuing high degree of interest in the work of the national societies in East Asia and IFRC, especially during times of disaster, and there are many opportunities to profile the work of the East Asia national societies and IFRC in Asia Pacific and globally.

In Mongolia, IFRC maintains a small office comprised of one head of country office, a programme officer and an experienced finance officer. The regional office plays a key role in providing technical support to the national society with disaster management and health programming, while at the same time facilitating and coordinating support from partner national societies for MRCS programme activities and reviews.

b) Humanitarian diplomacy

In line with Strategy 2020, humanitarian diplomacy will be a high priority in the Asia Pacific zone and the regions. Humanitarian diplomacy is persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles. Humanitarian diplomacy is a tool to enhance and further develop the work of national societies and IFRC.

The IFRC *Humanitarian Diplomacy Policy*, which was adopted in May 2009 by the Federation's Governing Board, is an overarching policy which recognizes that our diplomacy involves all aspects of our work and is exercised in different ways as required by the objective: advocacy, negotiation, communication, formal agreements, fundraising and other measures.

In the Asia Pacific zone and the East Asia regional office, our ambition is to develop existing and new relations with a number of major international and regional organizations and key governments active in the humanitarian field. The goal of the work is to ensure that agreements and partnerships with such organizations realize their operational potential, adding real value for national societies and IFRC and their programmes. It also supports the strengthening of national society capacity to use their auxiliary role for the benefit of vulnerable people. Humanitarian diplomacy also improves our overall humanitarian access, maintains humanitarian space for national societies and IFRC and strengthens the ability of national societies to pursue their own national objectives.

In East Asia, humanitarian diplomacy will be given high priority both in terms of strengthening new partnerships, promoting the humanitarian agenda, including principles and values and in strengthening the auxiliary role and advocacy of the national society. More details are given below under partnership development and representation and advocacy.

b.1) Partnership development and coordination

IFRC's East Asia regional office works with the national societies to guide them in their relations as auxiliaries to their local governments and communities. The regional office cooperates with many partner national societies and the ICRC, as well as non-Red Cross partners, especially within the UN system, such as WHO, UNICEF, UNAIDS, UNFPA and other international and non-government organizations. Furthermore, the regional office works with international media agencies and other partners to promote the work of the Red Cross national societies in the region.

The national societies in the region have many Red Cross Red Crescent partners, supporting them both multilaterally and bilaterally. IFRC supports the national societies in their coordination with partner national societies, specifically the cooperation agreement strategy process that has been established in both DPRK and Mongolia and the Global Alliance on HIV in both Mongolia and China.

The annual partnership meeting, hosted by the regional office, provides the national societies with an opportunity to profile their work and priorities, while gathering with partner and neighbouring national societies to discuss collaboration. The Cooperation Agreement Strategy process in DPRK continues to add significant value to mobilizing strategic resources for programming, and is being explored as a potential modality for enhanced coordination in Mongolia.

b.2) Representation and Advocacy

IFRC supports the national societies in the region regarding international representation both at home and abroad. The Federation's regional office often participates in international events throughout the region and supports the co-organization of international events, raising awareness of the presence of the Red Cross in East Asia. The regional office also regularly receives visiting partners and diplomats during their visits to the region.

In the coming year, IFRC has committed to taking a more active role in advocacy and humanitarian diplomacy. The goal of such activities will be focused on persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles. The regional office will play a key role in supporting national societies in their preparation for the General Assembly and the International Conference and the arrangements for the 2011 Red Cross Red Crescent Year of Volunteers.

Promoting gender equity and diversity

The work of national societies in the region greatly focuses on both gender equity and diversity. Many of the programmes implemented are specifically focused on vulnerable and marginalized groups, especially in programmes such as the HIV prevention work done with sex workers and men who have sex with men and people living with HIV.

The community-based disaster preparedness programmes throughout the region ensure that women actively participate in the village committees and provide input on the project implementation. In China's

case, many of the beneficiaries are women, elderly and children due to labour migration of men to the urban areas.

Gender equity and diversity in the health and care programmes are addressed through planning, programmes and documentation. For example, in youth peer education workshops, an equal number of men and women are invited to participate. The gender issue will also be addressed at the time of programme evaluation. The recent HIV mapping showed that there are more women than men active as volunteers. This kind of information is valuable as the issue can be addressed when recruiting volunteers.

Quality, accountability and learning

All national society programmes in East Asia have been evaluated comprehensively over the last decade, to measure quality and effectiveness of programmes, and capture lessons learned and contribute to redesign of policy and strategic plans – and this has been done increasingly as a normal step in the programme cycle.

The regional disaster management programme will continue to promote international standards through the usage of the Sphere standards and tools such as emergency assessment and vulnerability capacity assessment developed by IFRC. These quality tools will support the national societies to further strengthen their disaster management interventions. In order to further develop cooperation in the region and cross-learning, the regional office also arranges for working group meetings to be held in the region. These will provide good opportunities for national societies to continue sharing their best practice and experiences.

As disaster relief and management is a critical component of each of the region's national societies, it is critical that the assistance they deliver to the beneficiaries takes into consideration their real needs and circumstances. Community-based disaster preparedness projects in the region are mainly developed by the communities supported by the Red Cross. The communities will take the leading role in the design, implementation and monitoring of progress. The positive impact of community-based disaster preparedness efforts in the DPRK and China have been seen in a reduced impact from subsequent disasters.

Focus on quality assurance of East Asian national societies health and care programmes has been an issue of discussion in recent years. The regional delegates have been able to introduce more scientific tools to the national societies to be used in monitoring and evaluation work. Exchange visits between the national societies will continue to be supported and facilitated by IFRC in order to ensure best practice experience sharing.

The IFRC's vision is to:

Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of non-violence and peace.

Contact information

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<budget and map below; click here to return to title page>

MAA54001 - East Asia region

Budget 2011

Budget 2011

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	Total
Supplies						
Land, vehicles & equipment						
Transport & Storage						
Personnel	204,000	204,000		372,000	50,000	830,000
Workshops & Training	100,000	35,000		20,000	45,000	200,000
General Expenditure	29,400	25,100		48,900	46,000	149,400
Depreciation						
Contributions & Transfers						
Programme Support	21,671	17,167		28,658	9,165	76,661
Services						
Contingency						
Total Budget 2011	355,071	281,267		469,558	150,165	1,256,061



International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

East Asia



The maps used do not imply the expression of any opinion on the part of the International Federation of Red Cross and Red Crescent Societies or National Societies concerning the legal status of a territory or of its authorities.

Map data sources: ESRI, Federation