

Revised Plan 2011

 International Federation
of Red Cross and Red Crescent Societies

China

Executive summary

The People's Republic of China, with a population of 1.3 billion people, is the most populous country in the world, and has both one of the most dynamic and fastest growing economies, while at the same time very marked disparities in income distribution, health status and other vulnerability indicators. Extreme poverty remains an ever-present reality in some parts of the country, regardless of China's rapid economic progress.

In recent years, China has experienced a wide range of severe disasters, including the 8-magnitude earthquake which devastated parts of Sichuan and neighbouring provinces in 2008, the 7.1-magnitude earthquake in Yushu, Qinghai province in 2010, along with annual flooding, mudslides, drought and snow fall that have set records in many parts of the country. In 2009, natural disasters affected 480 million people in China¹, while in 2010, up until August, the cost of economic disasters was already up to CNY 350 billion (CHF 51.24 billion).² Statistics show that from 1990 to 2008, approximately 300 million people were affected on average each year, with the loss of an average of 3 million homes each year. Those most seriously affected are those already in or very near poverty levels.

At the same time, many of China's people find themselves unable to afford medical care even as the country faces a growing threat from the spread of infectious diseases, such as HIV. The concern of the government to control various infectious diseases, such as the spread of A (H1N1) influenza virus and hand, foot and mouth disease has put epidemic/pandemic control at the forefront of health issues in China as well.

The Red Cross Society of China (RCSC) plays an important role as an auxiliary to the government at all levels in addressing the needs of vulnerable populations. With 33 provincial/regional levels and over 3,000 county-level branches throughout the nation, RCSC has a mandate to respond to disasters with relief items and recovery plans, and continues to serve its communities with health education and first aid training nationwide.

Although a significant amount of money was raised for the earthquake relief, response and recovery, RCSC is in great need for support of programmes and capacity building initiatives that extend far beyond the reach of funds raised for the earthquake areas. The support of these activities will be crucial, as RCSC sees an opportunity to build on the momentum and strengths gained in the lessons learned and capacities built through



The Hunan branch of the Red Cross Society of China sent an emergency relief team (ERT) to provide water to thousands of people affected in Yushu, Qinghai province, after an earthquake flattened the area on 14 April, 2010. This ERT was established through the handover of equipment and training to the RCSC after the 2008 earthquake in Sichuan. (Photo: RCSC, April 2010)

¹ http://www.gov.cn/zwgk/2009-05/11/content_1310227.htm

² <http://www.chinanews.com.cn/qn/2010/08-31/2503275.shtml>

support of the earthquake operations, and carry it forward to other areas of the country where other provinces face similar serious threats.

At the end of 2009, RCSC unveiled its 2010-2015 strategy which outlines their goals to strengthen their capacity and actions in relation to disaster management, health, and organizational development, including volunteer services.

Towards these goals, in 2011, RCSC will continue to strengthen its capacity to respond to disasters, reduce risks caused by the spread of disease, and increase the number of people who are trained in first aid skills throughout the country. Recognizing both the strength of RCSC's volunteer base and the weaknesses in proper utilization and management of these volunteers in a major disaster, the National Society will continue to focus on volunteer management and strengthening its organizational capacities at the grassroots level as a key priority in the coming year. RCSC partners with key government agencies, grassroots organizations, communities and the private sector to carry out its plans each year and to advocate for the needs of those most vulnerable. Partnerships will continue to expand, especially related to the earthquake relief efforts as well as the HIV global alliance strategy.

The International Federation of Red Cross and Red Crescent Societies' (IFRC) support will focus on several key areas in this plan - disaster management, health and care, and organizational development – all supporting the principles and values of the Red Cross Red Crescent Movement. The plan is based on experience built up through a strong collaboration between IFRC and RCSC over the past years. It also takes into account the programmes that are being implemented bilaterally by RCSC's partners whom the IFRC's regional office cooperates closely with. IFRC will also advise and support RCSC in its ambition to become a stronger international partner of the IFRC.

Beneficiaries of these programmes are wide-ranging and include the most vulnerable and in need of support, such as people living with HIV and communities at high risk of being affected by disasters. These programmes will contribute to all four IFRC Global Agenda goals determined through its Strategy 2010 and towards the aims of Strategy 2020, and will move China closer to meeting Millennium Development Goals over the next year. The resolution of the 8th Asia Pacific conference, from October 2010, and the related commitments from the conference and the Asia Pacific youth summit will also guide IFRC's work in China.

The total 2011 budget is CHF 1.1 million.

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

Country context

While China has been very successful in reducing poverty, with the number of people living on less than USD 1 a day having declined by some 400 million over the past 20 years, extreme poverty still remains an ever-present reality in some parts of the country. Many of China's poor live in rural areas, and in the western regions far from economic hubs, with little or no access to the benefits brought about through the country's new economic opportunities. More and more people from these areas are migrating to the cities, where they can find higher wages and entrepreneurial opportunities. Yet, this population is vulnerable to discrimination and socio-economic inequities and is thus considered a high risk group, especially in the area of health care. According to the national bureau of statistics, during the economic downturn in 2009, an estimated 23 million migrant workers were without jobs.

Over the past years, China has seen an increase in the frequency of natural disasters caused by intensified severe weather patterns and the changing climate in the region. Furthermore, the impact on populations is often compounded as they face multiple disasters at the same time and often cannot afford to rebuild or replenish what they have lost.

As noted before, two significant earthquakes hit China in the past two years. Other smaller earthquakes continue to plague the country, and there are still risks of equally devastating earthquakes along other fault lines within China. In addition, annual flooding caused by torrential rains, tropical storms and typhoons leave millions displaced each year and destroys thousands of homes. Drought in the northern provinces has worsened in the past years as well, which further threatens hundreds of thousands each year for a lack of water.

Health issues also continue to raise concerns. By the end of 2009, about 740,000 people were estimated to be living with HIV in China. Since 1999, there has been a 30 percent annual rate increase of reported HIV infections. Although the epidemic is now largely concentrated in key vulnerable populations and in poorest

communities, there is a potential risk of the virus spreading from high prevalence groups to the general population.

Existing and new and emerging diseases continue to be of concern to the government and the RCSC. In the past years, avian influenza, A (H1N1), hand foot and mouth disease as well as recent outbreaks of pneumonic plague have circulated through China.

The government is showing increasing concern about these issues and has been actively stressing the importance of more balanced development, a more “harmonious society” for all people, and has raised the Millennium Development Goals high on the political agenda.

National Society priorities and current work with partners

Established in 1904, the Red Cross Society of China (RCSC) has grown to be one of the largest national societies in the world and has the potential to become one of the strongest. The government of the People’s Republic of China continues to recognize RCSC as an important institution for addressing a variety of humanitarian and social needs facing China’s people. The headquarters in Beijing acts as a central body, and branches corresponding to state administrative units (provinces, autonomous regions, municipalities, and special administrative regions) are directly under the responsibility of the headquarters.

RCSC aligns itself to global priorities and new strategies such as developing integrated programming, and combining disaster management, health and care and water and sanitation have been adopted. Dissemination of international humanitarian law, the promotion of humanitarian values and knowledge of the Red Cross Red Crescent to the public are important activities, especially in light of the changing role of RCSC as an independent organization, with specific national and international roles and responsibilities. While the National Society has a diverse and rich experience in implementing programmes and capacity at local levels is high, they are hampered by inadequate resources for the actual needs of the communities they serve.

RCSC is currently a valuable auxiliary partner to the government in times of disaster and aligns its programmes and activities to those of the overall Red Cross Red Crescent Movement. RCSC is a first respondent to communities affected by disasters, providing relief supplies and support. Due to the massive scope of recent disasters over the past few years, disaster preparedness stocks were depleted and RCSC volunteer and staff capacities were maximized. The support from partners and IFRC enabled the RCSC to provide much needed relief to those affected.

RCSC is able to fundraise for disasters domestically and internationally, as was seen in the massive scale of the Red Cross Red Crescent relief and recovery operation for the 2008 earthquake. Taking into account funding from RCSC, IFRC and its partners, the total amount of funds raised surpassed the 2004 Asian tsunami operation (CHF 3.01 billion), with donations received by the RCSC alone equalling around CNY 19.1 billion (CHF 3.13 billion). Likewise, the Yushu earthquake was able to bring more than CNY 2 billion (CHF 292.8 million), and CNY 62 million (CHF 9 million) was raised for the mudslide in Zhouqu on 12 August 2010. Unfortunately, these funds are limited to the immediate relief and recovery of those operations, and many other disaster prone or affected areas are left without proper funding.

The extent of these disasters demonstrates the amazing strength and speed of RCSC and the people of China to respond quickly to disasters. At the same time, there are tremendous potentials for organizational development and community based development cooperation. For example, volunteer management was a critical issue identified by the branches and headquarters that needs improved capacity. After the twinning scheme³ of the 2008 earthquake to ensure spread-out support, provincial branches throughout China also reported that they learned where some of the shortcomings of the organization were through their own support of the affected branches, and seek opportunities to put into practice the lessons learned from this earthquake experience.

Building on lessons learned, IFRC and partners support RCSC in carrying forward much of the experiences of these past years into other work of the National Society. The progress made on community-based programmes, especially in disaster risk reduction and disaster preparedness as well as health and first aid, are being replicated in other areas of the country. Support from partners over many years has strengthened RCSC’s role

³ The government of China paired up (or twinned) other provinces and major municipalities with affected areas of the 2008 earthquake, which enabled each area to be given specific financial and technical support from other parts of China.

at the community level, and government, communities, and other stakeholders recognize the valuable contribution of RCSC in these areas of expertise.

In 2011, RCSC's strategy will focus on building upon the achievements gained in the previous two years and especially during the earthquake operations in both volunteer development and management, as well as in intensified capacity building at the grassroots level. RCSC's three-year grassroots organization development initiative, supported by an intensified capacity building grant from IFRC, has enabled the National Society to scale up services while building capacity at all levels and promoting programme integration with cross-cutting issues.

RCSC has an active programme of international cooperation with other members of IFRC, including its special autonomous branches in Hong Kong and Macao, the American, Australian, British, Canadian, Finnish, Netherlands, Norwegian, Spanish, Swedish and Swiss Red Cross Societies, the Qatar Red Crescent, and the International Committee of the Red Cross (ICRC). More partnerships with IFRC members are under preparation.

Secretariat supported programmes in 2010-2011

Disaster management

a) The purpose and components of the programme

Programme purpose: Reduce the number of deaths, injuries and impact from disasters
Provide technical support and capacity building activities to improve Red Cross Society of China domestic competency in disaster response and prevention, on both institutional level and implementing practice, especially aiming to reduce damage by big scale, multi-hazard and complex disasters such as earthquakes, regional floods and cyclones. Through advice and practical support, enable RCSC to become a stronger participating National Society in IFRC disaster response.

The disaster management programme budget for 2011 is CHF 643,952.

Programme component 1: Disaster management planning and organizational preparedness
Outcome: RCSC'S capacity to develop and maintain skilled human resources, financial and material capacity, and effective systems and procedures for the disaster management are supported.
Key activities:
1. Support RCSC to strengthen their national disaster response team/ emergency response team response capacity, with focus on specific areas.
2. Assist RCSC to upgrade their current disaster contingency plans and standard operation procedures.
3. Support and facilitate RCSC branches to organize disaster management training to targeting disaster management managers at the prefecture and county levels to strengthen their human resources capacity. The training will focus on relief and recovery in emergency, volunteer management in disaster response and needs assessment.
4. Organize an international disaster response laws, rules and principles (IDRL) introduction workshop to RCSC to promote and advocacy IDRL.
5. Support RCSC to develop adequate response tools and teams building on RCSC specific disaster management knowledge and capacity for IFRC international disaster response.
6. Support exchange of knowledge between RCSC and IFRC in disaster management policies, systems and practice.

With IFRC's support, RCSC will develop its disaster response contingency planning and standard operating procedures to enhance preparedness for disasters such as floods and earthquakes. Given China's size and the diversity of its disasters, this includes setting up coherent disaster response strategies, identifying effective operational models, linking up disaster response stakeholders on different levels, and defining management responsibilities of each stakeholder.

The linkage between disaster preparedness and disaster response will also be strengthened in contingency plans and standardized operating procedures. On the provincial level, IFRC will support targeted provincial Red Cross branches to upgrade their hazard specific contingency plans as well. In flood-prone provinces, provincial Red Cross branches have developed primary contingency plans which need to be more specific on particular aspects, including with the early warning system and to develop 24-hour, 48-hour and one-week response

actions, among others. Through the process of upgrading branch plans, provincial Red Cross branches are expected to grasp the skills and concepts of developing contingency plans, so they can guide grassroots Red Cross branches to elaborate on their plans as well. Due to the frequency of natural disasters, developed contingency plans will be tested through real-life situational practice. There will be a review workshop in 2010 to examine these results. Other key activities under this component include training workshops for related decision makers, and the upgrading and simulation of disaster contingency plans and response plans.

Furthermore, IFRC will coordinate closely with the ICRC's regional advisor on restoring family links to incorporate elements of the programme into the national disaster response team concept in China.

Through the recent earthquake operation, RCSC has gained certain knowledge, skills and understanding of the IFRC's global emergency response tools such as emergency response units. This has led to discussion and agreement on developing similar emergency response teams in China based on RCSC's human resources and other inputs. IFRC will continue to support RCSC to develop several national disaster response teams with a focus on emergency health, water sanitation, relief and logistics in 2011. These teams will compose of personnel from RCSC and its associated organizations such as hospitals. IFRC will help train these teams. The goal is that within two years, these teams can provide effective and efficient emergency response to domestic disasters. These teams will also provide human resources for RCSC's international emergency support. In addition, IFRC also intends to support RCSC's capacity to participate in IFRC international disaster responses.

On the grassroots level, IFRC will support selected county-level branches to improve their fundraising capacity and volunteer management capacity. This will increase grassroots level branches' overall capacity in self-sustainability and organizational development, improving their capacity in helping local communities to prepare for disasters and their response to disasters. The selected county-level branches will be those that have community-based disaster preparedness projects. IFRC's organizational development support will also help these branches to advocate for and continue to support community-based disaster preparedness project communities in exploring financial support from other sources such as local governments or the public.

Programme component 2: Community preparedness/disaster risk reduction
<p>Outcome: Capacity of RCSC to support community preparedness and mitigation and adaptation actions is strengthened and harmonized.</p> <p>Key activities:</p> <ol style="list-style-type: none"> 1. Provide technical support to RCSC/partner national societies for both bilateral and multi-lateral programmes to implement community resilience and community-based disaster risk reduction (DRR) programme and projects in China. 2. Coordinate partner national society-supported CBDRR programmes in China and promote and facilitate the exchange and knowledge sharing of best practices. 3. Support the development of the RCSC DRR approach and facilitate the planning of integrated DRR and climate change adaptation programmes. 4. Enhance the development of RCSC community-based approaches and facilitate their strategic integration in the planning and implementation of programmes. 5. Support RCSC to use community participatory tools such as VCA in the process and strengthen village-level disaster preparedness training by promoting a standardized village training package which includes Red Cross knowledge, first aid, disaster preparedness knowledge, simulation, village-level early warning and action. 6. Organize a CBDRR manager refresher workshop to strengthen RCSC staff's CBDRR programme management capacity. 7. Support RCSC to further review and develop CBDRR model as well development of a written manual.

With an increase in the frequency and types of natural disasters in China, it has become apparent to RCSC and Red Cross partners that building the capacities of the local communities to protect themselves is critical. IFRC will continue to support RCSC in building up the capacity of communities in preparing for and responding to disasters by further consolidating the community-based disaster preparedness model in the China context.

Based on the past five years' experience, RCSC headquarters and several provincial branches have strengthened their capacity to facilitate and manage community-based disaster preparedness projects without technical support and guidance. The concept of the Red Cross supporting local communities to conduct vulnerability and capacity assessment, developing their own mitigation measures and investing in labour costs is generally accepted by project staff. Another two provinces will be introduced to this model (for selected communities). Tasks include identifying disaster risks, developing disaster preparedness plans, training village

volunteers in disaster preparedness, and implementing mitigation measures. Through all of these activities, the local Red Cross branches' capacity in community-based disaster preparedness will be strengthened, especially in areas such as managing and monitoring programme activities, and improving communication facilities at the county and village levels.

Opportunities for cross-sharing and exchanges among all project sites will be facilitated and strengthened. A pool of vulnerability and capacity assessment trainers will be consolidated through refresher trainings and practice, supported by IFRC. First aid, water and sanitation as well as hygiene promotion are planned to be more closely integrated into community-based disaster preparedness projects, with emphasis on raising awareness and changing behaviours. Furthermore, women, the elderly and children will be encouraged to participate in community-based disaster preparedness and local community self-management, especially as they are often the ones most affected when disaster strikes, considering trends of labour migration of men to the cities.

On a national scale, IFRC will also support the National Society in strengthening its disaster information system, which will enable communities to receive early warnings and relay information back about their situation in a rapid and timely manner.

Programme component 3: Disaster response
Outcome: RCSC's capacity to respond to disasters is increased.
Key activities:
7. Support RCSC to distribute relief items, both food and non-food, to people affected by natural disasters within China
8. Support RCSC to deploy emergency response teams to disaster affected areas.
9. Support RCSC in reconstruction and recovery programming in disaster affected areas.

RCSC is positioned and has a mandate to respond to disasters throughout the nation as they occur. While mega disasters such as the 2008 Sichuan earthquake are not frequent, smaller scale disasters affecting millions of people are happen annually, causing economic losses in the billions of US dollars each year, not to mention a significant loss of lives.

Within the scope of the 2008 earthquake recovery operation supported by IFRC, RCSC has strengthened their capacity to establish emergency response teams ready to be deployed to disaster affected areas. As part of RCSC's preparedness planning, the emergency response equipment has been prepositioned with branches located in disaster prone regions. Work is ongoing with these branches regarding the development of operating procedures and technical skills of branch staff and volunteers for the operation of the equipment within China.

Through this component of the annual plan, IFRC seeks funding to provide RCSC with support towards the deployment expenses of these emergency response teams in times of disasters during the year including the response to the Qinghai earthquake which happened in 2010. This support will further strengthen the capacity of the RCSC in gaining valuable experience and cover expenditures of the deployment and refurbishing of equipment.

Furthermore, this component may provide support for relief goods and recovery programmes, as deemed appropriate by RCSC for any given disaster response within China during the year.

b) Profile of target beneficiaries

The programme is expected to reach out to some 500,000 direct and 100 million indirect beneficiaries. The main direct beneficiaries will be RCSC headquarters and branch staff in target provinces, as well as beneficiaries from community-based disaster preparedness communities and a limited number within disaster affected communities. Additional indirect beneficiaries will also include those supported by the RCSC disaster relief and recovery activities; their numbers are difficult to estimate. The strengthening of these systems as well as elements such as the disaster response teams and operating plans could positively impact a great number of beneficiaries as a result of proper implementation. Beneficiaries of the community-based disaster preparedness activities are in rural communities in Hubei and Hunan provinces. The community-based disaster preparedness programme has introduced gender perspectives and has encouraged women's participation in village risk reduction committees.

c) Potential risks and challenges

The frequency of natural disasters in China remains a serious challenge to RCSC's human resources and organizational capacity. While RCSC's capacity is always able to accommodate for a certain number and level

of disasters that hit the country every year, disasters of such massive scale seen in these past years, affects the National Society's ability to implement long-term programmes on schedule. The IFRC's East Asia office will support the RCSC in monitoring the plan of action and make adjustments as necessary.

Another challenge RCSC faces, is the change and turnover of staff in both headquarters and its branches, which can also affect implementation of plans and the carry-over of knowledge and skills. RCSC ensures new counterparts are in place, but inevitably, it does take time for new counterparts to take over and get up to speed with programme plans.

Health and care

a) The purpose and components of the programme

Programme purpose
Reduce the number of deaths, illnesses and impact from diseases and public health emergencies in China.

The health and care programme budget for 2011 is CHF 325,837.

Programme component 1: HIV prevention, care and support
Component outcome 1: Reduced vulnerability to HIV and its impact in China through the following four outputs:
<ol style="list-style-type: none"> 1. Preventing further HIV infection. 2. Expanding HIV care and support. 3. Reducing HIV stigma and discrimination. 4. Strengthening RCSC capacities to deliver and sustain scaled-up HIV programmes.
Key activities:
<ul style="list-style-type: none"> • Capacity building workshops on HIV prevention, and care and support. • Capacity building workshops on fundraising. • Profiling of RCSC HIV programme achievements at major national and international HIV forums. • Integrating the seven principles of Global Alliance on HIV into the programming.

In 2008 and 2009, RCSC made a lot of efforts to mobilize its branches to scale up their HIV work and fundraising to match that increase. As a result, the programme was able to attract some interest from international and domestic partners and benefit from increased funding. However, the increase was far below planned fundraising targets for the year from all sources. As the majority of international funding is channelled to the programme through bilateral Red Cross partnerships, IFRC will seek to help build the capacities of RCSC in fundraising so as to continue to build their resources. RCSC remains committed to scale up its HIV programme work.

While the support for this component in the plan is quite minimal, IFRC will work closely with RCSC and other partners to emphasize the need for funding on HIV issues in China, and if possible, scale up the support in this plan accordingly. The major focus of the programme in 2011 will be on building RCSC's fundraising capacity, so that it can attract previously largely untapped funding sources such as corporate donors in China and the Global Fund on AIDS, tuberculosis and malaria.

The capacity building of RCSC's staff and volunteers will also be the key priority in 2011, along with creating an enabling environment for its nationwide HIV response. Besides this, a range of activities will be undertaken to expand and improve the care and support programme, and to mobilize communities and stakeholders at various levels.

Red Cross branches in all 31 provinces/municipalities will undertake anti-stigma/discrimination work, both in and outside the RCSC, to create an enabling environment for HIV work. A series of meetings, advocacy dialogues and in-house trainings will be conducted at headquarters and provincial levels. Further media advocacy and advocacy with the community gate-keepers, including local authorities, and both corporate and community leaders, will be conducted to get their support on RCSC's HIV work.

Programme component 2: Community based health and first aid
Component outcome: The capacity of RCSC to manage community based health programmes has increased.

Key activities:

- Support adaptation of CBHFA approaches and toolkits by interested provincial Red Cross branches.
- Support the RCSC in MDR TB prevention activities in Shanxi province
- Support the RCSC in first aid standardization
- Promotion of principles of voluntary blood donation through successful celebrations of the World Blood Donor Day and other activities
- Continue to support the mainstreaming of psychological support activities

This component reflects activities in various areas of community based health, including promotion of blood donor recruitment, first aid, and community based health and first aid (CBHFA).

IFRC's support in this area emphasizes the promotion of blood donation among youth and young adults, by supporting the RCSC to adapt a new youth- friendly concept of "Club 25"⁴ and facilitating the development of RCSC's young blood donors' club (Club 25) guidelines and national standards. RCSC has around 100 of these general youth service teams across the major cities so far, but the functions and composition of these clubs vary.

Compared with a few years back, RCSC's role in the recruitment of blood donors is becoming considerably smaller, as the national and local level blood centres have built up their capacity to manage the recruitment well. CSC continues to play an important role in general awareness building and promotion of principles of voluntary blood donation through successful celebrations of the World Blood Donor Day and other activities. However, two key activities planned earlier for 2011 under blood donor recruitment component, which are translation of an updated edition of IFRC manual on blood donor recruitment ("Making a difference") and development of young donor club guidelines will not be carried out due to low priority of this initiative in the RCSC blood programme.

In 2011, participating provincial Red Cross branches plan to adapt the new approach of CBHFA in their health programming. The Sichuan earthquake operations health team will provide technical and funding support to roll out the CBHFA approach in earthquake areas, whereas the regional office will provide technical guidance to the remaining provinces which expressed interest and are able to resource it from their own funding sources.

Support of capacity building in emergency health systems of RCSC is being coordinated within the overall support activities towards emergency response teams of RCSC through the disaster management component of the Sichuan earthquake appeal and China appeal's disaster management component.

In 2010, RCSC launched a community-based tuberculosis control project in Shanxi province and the project will be continued until the end of 2011. The project aims to assist the poor rural residents who are affected by multi-drug resistant TB to complete their treatment and recover fully, by regular follow-up by trained Red Cross volunteers and providing them with social support, patient education and other support.

Furthermore, in 2010, RCSC launched a new project to standardize its first aid techniques, first aid training management and teaching methodologies. This is a very challenging and complex task, considering the size of the country and the fact that every year, some 3.5 million people attend the RCSC-organized certified first aid classes nationwide. On the request of the National Society, the regional office in Beijing has been supporting RCSC in this endeavour by providing a consultant from the European Red Cross Reference Centre on First Aid Education and assisting with mapping of all first aid training standards across 31 provinces and municipalities. This support will be continued in 2011. In 2011, the RCSC aims to develop the standards further, achieve a consensus among all its branches on those and start the implementation of those guidelines in some priority areas.

The regional office will provide technical coordination and liaison support with the RCSC national headquarters for national capacity building efforts planned under the Sichuan earthquake appeal, along with the integration and mainstreaming of those programmes into long term programming in other areas of China. This will also include further exploration and support on integrating and mainstreaming psychological support services in RCSC activities.

⁴ This concept is based on establishing youth clubs made of 16-25 olds who are motivated to donate their blood regularly (at least 20 donations by the age of 25) and influence their peers to remain healthy and donate their blood.

b) Profile of target beneficiaries

Under each of these three components, the main focus groups include RCSC; respective key staff and managers in charge of different health related programmes:

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

Component 2 (community based health and first aid): RCSC key staff responsible for health, water and sanitation, and disaster management programmes.

c) Potential risks and challenges

Potential large scale emergencies in China pose a risk of interrupting the routine work of the national society and the regional office. Risk of outbreaks and public health emergencies, such as hand, foot and mouth disease, pose another risk of redirecting the focus of the national society to meet the needs of affected and at risk populations.

Measuring the quality of delivery of health programmes and services provided by RCSC continues to remain a challenge, due to the lack of skilled and dedicated staff to monitor and evaluate the implementation of programmes at different levels and adequate staffing to match the extensive scale of RCSC health-related programmes across China.

b) Profile of target beneficiaries

Under each of these three components, the main focus groups include RCSC; respective key staff and managers in charge of different health related programmes:

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

Component 2 (Blood donor recruitment): key staff of RCSC blood donor recruitment programme.

Component 3 (CBHFA and health in emergencies): RCSC key staff responsible for health, water and sanitation, and disaster management programmes.

c) Potential risks and challenges

Potential large scale emergencies in China pose a risk of interrupting the routine work of the national society and the regional office. The evolution of A (H1N1) influenza virus pandemic into a more severe pattern with the disruption of public services, quarantines and travel restrictions, could also pose a risk to Red Cross activities. Risk of outbreaks and public health emergencies, such as hand, foot and mouth disease, pose another risk of redirecting the focus of the national society to meet the needs of affected and at risk populations.

Measuring the quality of delivery of health programmes and services provided by RCSC continues to remain a challenge, due to the lack of skilled and dedicated staff to monitor and evaluate the implementation of programmes at different levels and adequate staffing to match the extensive scale of health-related programmes of the RCSC across China.

Organizational development/ Capacity building

a) The purpose and components of the programme

Programme purpose
Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.

The organizational development/capacity building programme budget for 2011 is CHF 139,728.

IFRC supports the organizational development and capacity building of RCSC through all of its programmes in disaster management and health. Furthermore, the following activities are supported with technical input from the IFRC regional programme coordinator in Beijing and the organizational development delegate based in the Asia Pacific zone office. Sharing learning from the earthquake operation will be the key focus in this area. Further strengthening branches and their volunteer and financial management systems will be critical for those branches beyond the reach of earthquake funding that are similarly at risk of mega disasters. RCSC was a recipient of the Intensified Capacity Building fund in 2008 for a three-year programme to strengthen grassroots-level capacities and programme integration. This has been strongly supported by the programme coordinator in

the East Asia regional office who will continue to work closely with RCSC at both headquarters and provincial levels to carry out the objectives of that programme.

Support from IFRC will also focus on coordinating a new approach to capacity building by promoting long term development support from all partners, and building on the strengths of the national society to ensure sustainability. Coordination with the ICRC office in Beijing on capacity building initiatives will also ensure an efficient approach to any joint organizational development opportunities.

Finally, IFRC will maintain its support to RCSC on the incorporation and adaptation of Strategy 2020 and the resolution and commitments from the November 2010 Asia Pacific Conference and the Asia Pacific Youth Summit. In 2011, the IFRC programme coordinator will work closely with RCSC, partners and IFRC teams to develop long term plans to support the RCSC as it relates to their own 2010-2014 strategy.

<p>Programme component 1: National society capacity development and organisational development (branch and headquarters)</p> <p>Component outcome: Selected RCSC provincial branches have strengthened capacity to support newly independent local (county level) branches in Red Cross organizational development and programme management issues.</p> <p>Key activities:</p> <ul style="list-style-type: none"> • Red Cross Red Crescent Movement dissemination workshops in conjunction with ICRC. • Management support trainings and one-on-one branch support from headquarters and technical experts. • Production of supporting materials.

Capacity building, with particular focus on organizational and resource development, is a key area for the future of RCSC. The society's commitment to reinforcing the organizational independence of its branches was reaffirmed in its current five-year development plan. It aims to complete the internal restructuring process, which began in 1999, by ensuring all local prefecture and county branches are fully separated from the ministry of health by the end of 2009. IFRC will continue to support this in the next year through training and management support that will enable these newly independent branches to adapt to the subsequent changes they face and work as auxiliaries to the government. Dissemination workshops on Red Cross Red Crescent Movement knowledge will be done in conjunction with the RCSC headquarters and ICRC, and partners as possible.

<p>Programme component 2: Financial management</p> <p>Component outcome: RCSC finance and programme staff at headquarters and branch levels have acquired increased knowledge and skills in project financial management.</p> <ul style="list-style-type: none"> • Key activities: Finance trainings provided at national and local levels • Production of supporting materials
--

As part of IFRC's long term commitment to strengthening RCSC's capacity in financial management, this plan seeks to continue support for financial management workshops for branches. With the technical support of the regional financial manager for the Federation in Beijing, the RCSC headquarters will work with local branch managers and finance officers to improve financial systems and records to meet the standards of both national and international partners. Access to online financial management systems is expected in 2010 or 2011, and IFRC is working closely with RCSC's finance unit at headquarters level to ensure it will provide a useful link for both RCSC at all levels, and IFRC and partners.

<p>Programme component 3: Volunteer and youth promotion and development</p> <p>Component outcome: The RCSC volunteer base is strengthened.</p> <p>Key activities:</p> <ul style="list-style-type: none"> • Preparing for and benefitting from the high attention which will be paid globally on volunteering on the occasion of the 2011 Red Cross Red Crescent year of volunteering • Seek for opportunities to support Red Cross Red Crescent youth and volunteering development following the commitments from the Asia Pacific conference • Workshops and trainings at national and local branch levels • Production of materials, including best practices and lessons learned
--

In the wake of such serious disasters in recent years, RCSC also recognizes the need to improve and strengthen capacity at all levels in terms of volunteer recruitment and retention activities. With nearly 850,000 volunteers and a membership of over 25.85 million, there is great potential within the National Society to recruit and retain high numbers of active volunteers. With IFRC's support, capacity building initiatives in the area of volunteer management will be strengthened through this plan. With technical support of the Federation's regional office and the volunteer development unit at the Asia Pacific zone office, RCSC will be able to further develop its volunteer management strategies and systems.

b) Profile of target beneficiaries

This programme targets RCSC headquarters and branches at all levels, but also includes external beneficiaries such as volunteers and community populations reached by these activities. It is expected to reach up to 3,000 direct and 50,000 indirect beneficiaries.

c) Potential risks and challenges

Although the national society is prioritizing programme integration, it is a challenge for departments and staff to do so when their capacities are maximized due to massive disasters and health concerns. It is also a challenge to have this carried out at all levels throughout the organization, from headquarters down to the grassroots level. Likewise, the government agencies with which RCSC closely works also do not have a strong integration of programmes, and RCSC will continue to face challenges with their local counterparts in implementing programmes in an integrated fashion.

Principles and values

a) The purpose and components of the programme

Programme purpose
Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

While the National Society's plan does not have a specific programme focused on principles and values, the programmes supported through IFRC already encompass these values in the strategies and objectives of the programmes. The IFRC's regional communications delegate in Beijing works with the RCSC and its partners to highlight progress and successes of Red Cross work in China. The Fundamental Principles of the Red Cross Red Crescent Movement guide the RCSC and IFRC in the design and implementation of the programmes. There are also many examples of how our shared values underline each programme component, as demonstrated below.

Disaster management

The components of the disaster management programme all encompass the shared values and principles of the Red Cross Red Crescent Movement. The community preparedness and disaster risk reduction programme puts the people in their communities first, guiding them to work in solidarity to reduce the threats to their own well-being for a safer, better future. RCSC and communities' joint efforts to include the most vulnerable populations in each community builds tolerance for diversity and Red Cross leadership, as government and community members recognize the principles and values behind Red Cross initiatives. Likewise, the development of contingency plans at all levels of RCSC will create a stronger organization, with strong leadership in the areas of disaster management and acting with integrity and transparency when responding at times of disaster.

Health and care

The outputs and targets of RCSC's HIV Alliance programme have been built upon the principles and values of the Red Cross Red Crescent Movement. RCSC has taken very innovative steps towards including at-risk populations that have not been adequately represented in the past. The strong focus on reducing discrimination and intolerance, as well as promoting respect for human dignity, is a key cross-cutting element of this programme. As RCSC moves into a more prominent HIV prevention role in the eyes of the government and other domestic and international organizations, the national society will have an opportunity to share Red Cross principles and values, putting human dignity, impartiality and voluntary service at the forefront of these initiatives.

Organizational development

By supporting branch separation at provincial and county levels, IFRC is providing RCSC an opportunity to develop the strength of its branches as independent, neutral entities that strive to promote the principles and values in all of their activities. Volunteer development and capacity building at grassroots levels will enable RCSC to work with vulnerable groups and build their capacities to reduce their own risks, while at the same time strengthening the organization to expand and scale up its important activities nationwide.

b) Profile of target beneficiaries

The target of this programme is RCSC management and governance initially, with cross-cutting implications throughout all other programmes. Altogether, up to two million direct and 22 million indirect beneficiaries are expected to be reached.

c) Potential risks and challenges

The highest risk in China is the challenge in influencing behaviour change in the communities and individuals. Long-held perspectives and beliefs must be radically changed through the Red Cross programmes, and sometimes it is the Red Cross staff and volunteers themselves that first must go through that process.

Role of the secretariat

a) Technical programme support

All programmes in China are managed and implemented by RCSC headquarters and provincial or local branches. The IFRC's East Asia regional office provides support and technical guidance in programme areas that are agreed upon by both parties. Both the health and disaster management programmes are supported by regional delegates in this field. In addition, the head of regional office and the programme coordinator support the national society's organizational development plans with further technical assistance from the Asia Pacific zone office.

The East Asia regional office also provides RCSC with support in humanitarian values and information needs through the regional communication delegate, further supported by the Asia Pacific zone office and secretariat in Geneva. Compliance with financial management and reporting and narrative reporting requirements to international donors are covered by the regional finance manager and programme coordinator. Other aspects of programme and activity management are supported through the hard work of a small but talented team of national staff. Furthermore, 2011 will bring the integration and mainstreaming of the 2008 earthquake programmes nation-wide.

b) Partnership development and coordination

RCSC works with many partners, both domestic and international. It coordinates closely with the ministry of health and civil affairs at local and national levels, ensuring that Red Cross activities are focused in areas where they have greater impact and cooperation from the local governments. Local organizations and community groups are important local partners for implementing activities, as well as reaching groups that might otherwise be difficult to access, such as men who have sex with men and minority communities.

RCSC participates in collaborative efforts with other stakeholders and organizations working in related fields, such as UNAIDS, UNICEF, and WHO. Since 2006, IFRC has been hosting a representative of the Global Road Safety Partnership, in the Beijing office, where it has worked with partners, including the RCSC, on introducing a USD 10 million (CHF 11.6 million) project in China to improve road safety.

RCSC has an active programme of international cooperation with other members of the Red Cross Red Crescent Movement including its special branches in Hong Kong and Macao, the American, Australian, British, Canadian, Finnish, Netherlands, Norwegian, Spanish, Swedish and Swiss Red Cross Societies, Qatar Red Crescent and ICRC. RCSC works with these partners on a diverse array of projects which address critical issues such as HIV, eye care, disaster management, organizational development and water and sanitation throughout the country. The coordination of the earthquake relief and recovery work is being done by the RCSC with the support of IFRC, with many Red Cross partners involved in each phase.

The launch of an HIV Global Alliance in China has also brought together many Red Cross partners, as well as non-Red Cross partners, under one programme strategy and plan of action devised by the RCSC. This collaboration marks an important step for the RCSC towards making a comprehensive and unified national programme on HIV prevention that will enable the National Society to further its efforts in achieving the Millennium Development Goals.

The IFRC regional office will strive to improve coordination between partners and different sectors in the coming year. It is envisioned that the regional office will be able to bring together interested partners and sectors on a quarterly basis to talk about important topics that concern us all.

c) Representation and advocacy

The IFRC East Asia regional office has a strong presence in the region in terms of representing the Red Cross

Red Crescent Movement and advocating on behalf of the RCSC and other national societies in the region. The IFRC regional office annually hosts the East Asia partnership meeting, in which the region's five national societies and other Movement partners gather to discuss critical issues for the current year. The head of regional office frequently participates in government and diplomatic meetings with the Chinese government or foreign entities. IFRC also has a role in conveying the needs and challenges of the national societies in the region to interested partners, whether within the Movement or public or private sectors.

IFRC will support RCSC to further explore its role in humanitarian diplomacy in the East Asia. RCSC plays a special role in China in its ability to persuade decision makers and opinion leaders to consider the interests of vulnerable people, and act with full respect for fundamental humanitarian principles.

The goal of this area of support is to ensure that agreements and partnerships with other organizations and government entities realize their operational potential, adding real value for RCSC and its programmes. It also supports the strengthening of the National Society's capacity to use their auxiliary role for the benefit of vulnerable people.

The regional office will continue to support the RCSC by organizing opportunities to meet with partners or other key stakeholders, such as is done in our annual East Asia leadership and partnership meetings. Other important advocacy roles include persuading government at various levels of the need to take up the various activities enshrined in Red Cross Red Crescent-supported community-based disaster preparedness projects, and in pushing forward the issues of the most vulnerable groups in HIV work.

IFRC's East Asia regional office has been especially active in participating and representing the RCSC and IFRC in international HIV conferences and activities. This has strengthened the image of the RCSC and IFRC as a major player in the fight against HIV.

In disaster management, IFRC coordinates with RCSC during a disaster response period, as evidenced in the past years in both earthquake and flood appeal support. IFRC works with RCSC to release disaster information to the media, receive interviews from international media and provide updated information to the public. The disaster management programme is working on building partnerships with other partner national societies to provide technical and financial support to RCSC on disaster management policies, contingency plans, response tools and community-based programmes.

Promoting gender equity and diversity

RCSC programmes supported by IFRC strive to meet the needs of the most vulnerable in the communities served. As noted before, due to urban migration, many of those seriously affected by natural disasters in the rural areas are women, children and the elderly. Minority groups are also heavily hit by the effects of disaster, often without the means to recover as rapidly as non-minority groups, as was evidenced in the earthquakes and mudslides that greatly affected the Qiang and Tibetan minority groups in the very mountainous regions of Sichuan, Qinghai and Gansu. RCSC recognizes these challenges and works with communities accordingly.

In HIV prevention activities, the youth peer education programmes often strive for mixed gender participants so as to reach the broadest audience and effectively target all potential high risk groups. Diversity and respect for differences are also promoted through RCSC's HIV prevention work, so as to influence and change attitudes towards people living with HIV or other high risk groups that are often marginalized in society.

Quality, accountability and learning

The RCSC headquarters has been working hard to improve the quality of their programmes to the beneficiaries and their accountability to both beneficiaries and donors. In recent years, workshops and meetings of programme staff and branch-level managers have allowed for more opportunities to share experiences and assessments of lessons learned. Stakeholders have been integrated into the planning process, especially in the rehabilitation of homes after disasters, and in HIV workshops that include high risk groups and people living with HIV.

IFRC's support on intensified capacity building to RCSC in these three years has provided many opportunities for improving quality and accountability, while also giving many opportunities for sharing lessons learned. IFRC's support in 2011 will continue to focus much of its attention on bringing lessons learned to the forefront of new initiatives around China.

Baseline surveys, questionnaires and surveys, as well as ongoing assessments of programmes are becoming standard in programme plans. Provinces report regularly to the headquarters on activities and an annual audit of all finances is conducted by the RCSC. IFRC supports standardization of project planning materials and has been involved in the RCSC's process of developing a project manual specific to the China context. Further improvements in quality of the organizational and financial management are in process with IFRC's support.

How we work

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

For further information specifically related to this report, please contact:

For further information specifically related to this plan, please contact:

- Red Cross Society of China: Mr Wang Xiaohua, director of external relations department; email: rcsc@chineseredcross.org; phone: +86.10.6404.8366, fax +86.10.6402.9928.
- International Federation East Asia regional office in Beijing: phone: +86 10 65327162, fax: +86 10 6532 7166.
 - Mr Martin Faller (head of East Asia regional office); email: martin.faller@ifrc.org
 - Mr Gu Qing-Hui (regional disaster management delegate); email: qinghui.gu@ifrc.org
 - Ms Amgaa Oyungerel (regional health delegate); email: amgaa.oyungerel@ifrc.org
 - Ms Nicole LaFleur (regional programme coordinator); email: nicolle.lafleur@ifrc.org
- International Federation Asia Pacific zone office in Kuala Lumpur: phone: + 603 9207 5700; fax: +603 2161 0670.
 - Mr Jagan Chapagain (head of operations); email: jagan.chapagain@ifrc.org;
 - Mr Alan Bradbury (head of resource mobilization and planning, monitoring and evaluation, and reporting (PMER)); email: alan.bradbury@ifrc.org

Please send pledges of funding to zonerm.asiapacific@ifrc.org

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

MAACN001 - China

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	500,000					500,000
Land, vehicles & equipment						
Transport & Storage						
Personnel		10,000	24,000			34,000
Workshops & Training	80,000	269,000	80,000			429,000
General Expenditure	24,650	26,950	27,200			78,800
Depreciation						
Contributions & Transfers						
Programme Support	39,302	19,887	8,528			67,717
Services						
Contingency						
Total Budget 2011	643,952	325,837	139,728			1,109,517

