

PROGRAMME UPDATE



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

HEALTH & CARE IN THE COMMUNITY

03 February, 2003

Appeal No. 01.65/2002

Appeal Target: CHF4,442,993

Programme Update No. 3

"At a Glance"

Appeal coverage: 103.2%

Related Appeals: N/A

Summary and outstanding needs: there are no outstanding needs; the First Aid Strategic Programme is an integral part of the Federation's Health and Care appeal. The approach of the programme is to pursue and support strategic and tactical initiatives at global and regional levels to support national societies in building First Aid capacity (service delivery, training and product delivery, advocacy initiatives and resource development) in working effectively across borders and regions, and raising the international profile of Red Cross and Red Crescent First Aid.

Special Focus on the First Aid Component of the Health and Care Programme

Strategic Objectives:

- Revalue and market First Aid as a strategic response to social needs.
- Increase the quality and availability of First Aid training services and techniques.
- Support the provision of First Aid products.
- Create value through the collection and sharing of First Aid knowledge and innovations.
- Contribute to building an enabling environment for the evolution, diffusion of and access to First Aid.
- Mobilise support and resources for realisation of the First Aid Strategic Programme.

Principal Achievements and Outstanding Objectives 2002:

- First Aid Day – 8 regions and 50 national societies participated.
- European Road Safety Campaign - 26,000 volunteers engaged, 2 million citizens targeted.
- First Aid Intranet launched with private sector partners – national society networking.
- Two editions of First Aid Networks newsletter issued – 4 languages – and cover story in Movement magazine, Issue 2.
- Negotiated MOU with private company to develop a First Aid travel kit prototype, work continues.
- Market creation agreement signed with UNHCR for delivery of First Aid training to staff and dependents.
- Scientific reference generation agreement signed with WHO (violence/injury section).

- Strategic Programme promoted to six companies in private sector – only in-kind support secured so far.
- Technical tools produced or in development through cooperation with national societies and the ICRC.
- Networks supported in Asia/Pacific/Africa/Europe on technical and event organisation basis.
- Programme promoted among national societies and delegation staff.

Two objectives remain outstanding: one concerns the lack of direct financial contribution to the programme from national societies. The Strategic Programme has been well received by First Aid Managers and the challenge is to get this appreciation translated into increased financial support for the First Aid component of the Health & Care Global Programme.

Another outstanding objective is the publication of *First Aid in Conflict Situations* in collaboration with the ICRC. The challenge was the lack of resources in ICRC to do the agreed work. A new approach has been agreed with ICRC colleagues and it is expected that this work will be accomplished in 2003.

Looking forward to 2003

Work in 2002 has provided a solid foundation of achievements. With this credibility the Strategic Programme can legitimately seek greater visibility and financial support from players within and beyond the International Federation. The sections below describe the detailed First Aid programme achievements in 2002.

The main challenge for the programme in 2003 is to maintain the momentum of achievement while securing greater visibility, credibility, and financial support mechanisms to build project sustainability. Objectives for 2003 include:

- Raise the profile of the programme with presentations and visits within the Federation and to national societies to promote its strategic and operational value.
- Work with private organisations and PNS's to secure finance for the project.
- Growth of participation in First Aid Day to 50% of national societies.
- Assist extension of the European Road Safety Campaign to 25 national societies.
- Continue development of the First Aid Intranet with a focus on generating additional private sector support for multi-language capability and knowledge base development. Addition of simulation examples of accidents and First Aid interventions to the First Aid Intranet.
- Production of two issues of First Aid Networks in 4 languages.
- Pursue partnership development for the production and sales trial of First Aid travel kits in collaboration with national societies.
- Implementation of Plan of Action agreed with WHO for 2003.
- Implementation of First Aid Service agreement with UNHCR among over 30 national societies.
- Field-testing of the First Aid Development Framework.
- Internal publication of Harmonisation of First Aid Techniques document.
- Collaborate with the ICRC to deliver the agreed timetable of activities for 2003.
- Support growth of regional networks (particularly Asia/Pacific and Europe) and topic networks as driven by national society needs.
- Fulfill the UN mandate on First Aid guidelines for learner drivers.

Red Cross Red Crescent First Aid - Roles and Responsibilities		
Building Capacity		
Working Together Effectively		
Raising the International Profile		
First Aid Networks of National societies		
National	Regional & Inter-Regional	Global
Service Delivery	First Aid Regional Networks	Strategic Objectives
Training Delivery	First Aid Topic Networks	
Product Delivery		
Advocacy		

The Six Strategic Objectives and Achievements in 2002:

1. Revalue and market First Aid as a strategic response to social needs.

- Promoted First Aid Day activities. Participation extended from 2 to 8 regions (Caribbean, Latin America, Western Africa, Southern Africa, Europe, South Asia, Asia and Pacific) with the participation of 50 National societies and extensive mobilisation of volunteers reaching a broad public and increased national society visibility and advocacy effort.
- Supported the European Road Safety Campaign 2002 by serving on the Steering Committee and supported the process to win financial support from the EU for a new campaign in 2003 – a major profiling event which involved at least 26,000 volunteers, reached 350,000 people directly with First Aid initiation and with 15,000 receiving First Aid training. An estimated 2 million EU citizens were targeted through campaign materials (3.5 m First Aid cards, 230k posters) and events. More than 50 organisations external to the Red Cross were involved in the campaign in some way. The campaign is being extended from the 15 EU countries in 2002 to 25 European countries in 2003 with the expected continued sponsorship of the EU. This is a good example of advocacy within the EU and confirmation of the quality of the campaign and its social value.
- Developed a positioning paper and presentations on First Aid for audiences internal to the Movement and in the private sector.
- Support won for the Strategic Programme through visits/presentations to First Aid staff/representatives of 10 national societies. The Strategic Programme recognised as a necessary and complementary dimension to national First Aid programmes.
- Support won for the Strategic Programme from the ICRC (Cooperation and Assistance Divisions) – agreed collaboration on First Aid guidelines for national societies concerned by armed conflict (200 pages), one national society person to be hired in first half of 2003 to do the writing/editing.
- Explored commercial branding possibilities on First Aid products for commercial market channels – a branding proposal is being developed.
- The Strategic Programme has also been marketed to six organisations in the private sector. To-date there has been in-kind support for the project (e.g. Intranet site and innovative First Aid product research).

2. Increase the quality and availability of First Aid training services and techniques.

- Established a Cooperation Framework with the World Health Organisation - (Department of Injuries and Violence Prevention) and a work plan to support injury prevention and management programmes covering *inter alia* data gathering, pre-hospital care, and harmonisation of First Aid techniques.
- Collaborated on guidelines to integrate psychological support in First Aid training, distributed among national societies for consultation and further input.
- Developed draft tools for a First Aid Development Framework and initiated a consultation process with selected national societies.
- Created, in collaboration with 25 national societies, a draft document on worldwide harmonisation of First Aid techniques - internal RCRC publication and distribution.
- Promoted agreement on common First Aid training curriculum – currently shared by 40% of national societies in 2 regions (Europe & Asia).
- Negotiated a technology sourcing agreement with a distance-learning company for First Aid intervention simulation to be made available to national societies via the First Aid Intranet in 2003. The objective is to increase exposure and adoption of new educational tools (including CDROMs) and thus improve the scope and quality of First Aid training.
- Launched a proposal with private sector players to form a First Aid Education Partnership to create a referral pedagogical knowledge source.

3. Support the provision of First Aid products.

- Built a partnership with a company to develop an international First Aid product –Travel Kit. Prototype in development, on-hold, pending negotiation of the product branding and Licence Agreement. Sales trial, subject to LA, planned for 6 months (2003) in the Duty Free zones of selected European airports in collaboration with national societies. Goal: to raise awareness and interest in “protecting and saving life”, to be relevant to the day-to-day life of more people and to raise funds for the advancement of First Aid at national and international levels.
- Finalised with the ICRC a standard for the core content of First Aid kits of national societies - included in the Movement Emergency Items Catalogue 2002.

4. Create value through the collection and sharing of First Aid knowledge and innovations.

- Developed and launched an Intranet site for First Aid managers of national societies in partnership with knowledge management, E-learning and automatic electronic translation companies. Novasys’s (Canada) current investment in the project is \$225,050. Some 70.3% of the project cost is related to manpower and 29.7% consists of software and hosting services. This site is a networking and information service for First Aid Managers of national societies. On-line educational tools are planned as part of the eventual service.
- Collaborated closely with national societies, particularly in Belgium, France, Austria and the Netherlands to ensure the continuity of the **European Reference Centre for First Aid Education** leading to its new hosting by the French Red Cross.
- Supported the on-going activities of the European and Asian First Aid Networks– e.g. harmonisation/certification, First Aid Competition/Convention and working meetings.
- Produced of 2 issues of the *First Aid Networks* newsletter in French, English, Spanish and Arabic, and contributed to cover story in Movement magazine, Issue 2.

5. Contribute to building an enabling environment for the evolution, diffusion of and access to First Aid.

- Won the mandate from the UN to propose guidelines for member state implementation of the resolution on First Aid training for learner drivers (“Assistance to Road Victims”) – to be delivered in April 2003.
- Organised, in collaboration with the Swiss Red Cross and the Training Department of the Federation, three First Aid certified courses for staff of the International Federation Secretariat.

6. Mobilise support and resources for realisation of the First Aid Strategic Programme.

- Established a global agreement with UNHCR for the delivery of a RCRC International First Aid Training Service (national societies to be contracted locally as preferred supplier of training and

equipment for staff and dependents of UNHCR) It is estimated that over 50 national societies will benefit from this agreement.

- Won in-kind investment in project initiatives through partnerships with 3 private sector companies. Launched fundraising efforts with several private sector companies, currently no cash commitments.

For further details please contact:

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All International Federation Operations seek to adhere to the Code of Conduct and are committed to the Humanitarian Charter and Minimum Standards in Disaster Response (SPHERE Project) in delivering assistance to the most vulnerable.

For further information concerning Federation operations in this or other countries, please access the Federation website at <http://www.ifrc.org>.

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Health and care in the community

ANNEX 1

APPEAL No.
01.65/2002

PLEDGES RECEIVED

03.02.2003

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
CASH						
						TOTAL COVERAGE
REQUESTED IN APPEAL CHF -----				4'442'993		103.2%
>						
CASH CARRIED FORWARD				296'121		
AMERICAN - RC		10'000	USD	16'588	01.02.2002	PSYCHOSOCIAL WORKGROUP
AMERICAN - RC		10'000	USD	17'028	09.02.2002	TRANSFER TO NS
AMERICAN - RC		190'995	USD	316'326	03.04.2002	TRANSFER TO KRCS FOR MEASLES CAMPAIGN
AMERICAN - PRIVATE DONOR (EDC)		300	USD	446	25.11.2002	
AUSTRALIAN - RC		21'000	AUD	17'411	18.07.2002	
AUSTRIAN - RC				10'000	05.04.2002	BLOOD PROGRAMME
BRITISH - GOVT/DFID				240'000	19.02.2002	
BRITISH - GOVT/DFID				160'000	07.08.2002	
BRITISH - RC		5'525	GBP	12'888	02.10.2002	OVC GUIDELINES IN ENGLISH
BRITISH - RC		7'000	GBP	16'158	17.12.2002	OVC GUIDELINES FRENCH, SPANISH
CANADIAN - RC		25'000	CAD	24'033	24.07.2002	INTER-AMERICAN CONFERENCE
DANISH - RC				7'200	31.05.2002	DELEGATE ALLOWANCE
FINNISH - GOVT/RC		136'000	EUR	199'063	20.03.2002	
FINNISH - GOVT/RC		8'000	EUR	11'728	21.11.2002	HIV/AIDS, MANUAL
LUXEMBOURG - PRIVATE DONOR				168	08.04.2002	HIV-AIDS
NROEWEGIAN - GOVT/RC		7'700'000	NOK	1'543'619	06.12.2002	HIV7AIDS, VACCINATION
ORLES FOUNDATION		8'340	USD	14'201	12.03.2002	SPANISH & PORTUGUESE CHILDREN
PROSJEKT MENTAL HELSE (NORWAY) PRIVATE DONORS				100'000	29.05.2002	HEALTH & CARE
				1'758	18.07.2002	
SPANISH - RC		12'020	EUR	17'495	18.12.2002	INTER-AMERICAN CONFERENCE
SWEDISH - GOVT/RC		2'730'000	SEK	439'530	24.06.2002	HEALTH & CARE
SWEDISH - RC		100'000	SEK	15'900	20.09.2002	PRINTING GNP & MANUAL POSITIVE DEV. IN RUSSIAN
SWEDISH - GOVT		150'000	SEK	23'850	16.10.2002	HEALTH CAR RC IN LATIN AMERICA
UNILEVER PRIVATE DONORS				1'082'125	17.05.2002	
				182	04.07.2002	
SUB/TOTAL RECEIVED IN CASH				4'583'818	CHF	103.2%

KIND AND SERVICES (INCLUDING PERSONNEL)

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED IN KIND/SERVICES				0	CHF	0.0%

ADDITIONAL TO APPEAL BUDGET

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED				0	CHF	