

# 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

## ALBANIA

27 February 2004

**Appeal No. 01.72/ 2003**

**Appeal Target: CHF 1,270,964 ( USD 1,006,000) (EUR 806,450 )**

**Programme Update No. 03;**

**Period covered: September to December, 2003**

*The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in over 180 countries. For more information: [www.ifrc.org](http://www.ifrc.org)*

### In Brief

**Appeal coverage:** For up to date coverage, click on link below:

[http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual03/1-2-3%20-%20ap017203.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual03/1-2-3%20-%20ap017203.pdf)

**Related Emergency or Annual Appeals: Albania 2003 Annual Appeal no. 01.72/2003. For further details please see the website: [http://www.ifrc.org/cgi/pdf\\_appeals.pl?annual03/017203.pdf](http://www.ifrc.org/cgi/pdf_appeals.pl?annual03/017203.pdf)**

**Programme Summary:** The Federation Regional Delegation continued to support the Albanian Red Cross in accordance with the objectives outlined in the annual appeal. The four core areas of the Federation's Strategy 2010- disaster preparedness, disaster response, health and care in the community and the promotion of humanitarian values- represent the backbone of the Albanian Red Cross (RC) Strategy 2000-2004.

In addition, the national society (NS) is focusing on organizational development (including fundraising and volunteer management). The Norwegian Red Cross is supporting all the core programmes, while the Danish Red Cross is supporting humanitarian values and organizational development. The Swedish Red Cross is supporting the Health Education Programme and the Finnish Red Cross is providing financial support for Disaster Preparedness and Disaster Response. Bilateral donors have also supported projects and activities within different programmes: For example, the Netherlands Red Cross (health and care), Spanish Cross (social and organizational development), French Red Cross (health), American Red Cross (humanitarian values, health education and training), Austrian Red Cross (First Aid and health programme).

### Operational Developments

The main activities in Disaster Preparedness (DP) and Disaster Response (DR) have focused on the implementation of the DP plan in branch and sub branch level, creating public awareness and facilitating the establishment of community level disaster plans. This focus is strongly supported by the strategic partnership with the UNDP and the Ministry of Local Government at the headquarters level and the same partnership is signed in six prefectures.

The main focus of the Health Programme has been disseminating health education information to the target groups. Information sessions were organized by volunteers in schools, universities, health centres, village centres and work places on personal hygiene, reproductive health, mother and baby care and the prevention of HIV/AIDS.

In the First Aid programme, volunteers received training in First Aid and information was disseminated to the public and targeted groups. In September, the seventh national competition for first aid teams took place. The government has approved the addition to the law for the Road Code, so the Albanian Red Cross instructors can provide the first aid training in the driving schools. While the steps for the preparation of this enterprise have been taken, such as making an inventory of all equipment and materials in each sub branch, surveying the situation in each district regarding the number of participants in the courses and number of driving schools, there is a lack of legal provision to support first aid services in Albania.

The main activities of the social programme were to focus on children, women at disadvantage, elderly people and poor large families. Local surveys for the needs of institutionalised children have been carried out.

The Humanitarian Values programme has been linked with other operational programmes and areas of activities of the National Society, providing more and better information on the humanitarian action of the Albanian Red Cross. Further dissemination of the fundamental principles and humanitarian values has been incorporated into this programme.

In Organizational Development, the Branch Development Programme has focused on increasing the skills of the governing bodies of Albanian RC and training on reporting issues for the staff of the branches. The Mobilization of Resources and Fund Raising Programme worked on the preparation of a marketing plan for the NS and the trainings with volunteers and fundraising coordinators at branch level. Management of Volunteers Programme has been organizing regional workshops for volunteers in peer education and increasing the participation and motivation of volunteers. All the branches are using the database of the volunteers.

## **Disaster Management**

**Overall goal: Disaster victims receive fast and relevant assistance from the Albanian Red Cross**

**Programme Objective: To develop the effectiveness of the Albanian Red Cross programme for disaster preparedness and response to local disasters.**

### *Progress*

**The knowledge of Red Cross active volunteers and relevant government departments about Red Cross roles and responsibilities in Disaster Preparedness and Response is increased.**

The Albanian RC National Disaster Plan has been delivered to the relevant government structures. These include the Directorate for Planning and Emergency Situations at the Ministry of Local Government, the Office for Emergency in twelve Prefectures and some UN Agencies. According to this plan, it clearly mentions that Albanian RC is playing an auxiliary role to the Public Authorities in Prevention, Preparedness and Response phases.

A specialist group, of which the Albanian RC is a member, has started drafting the National Disaster Plan and will continue all through 2004. Almost all Albanian RC branches worked closely with their respective sub-branches to check the disaster RC volunteers teams. The volunteers who left were replaced with new ones who are aware about their role and responsibilities according to the DPP structure in the National Disaster Plan. During the coming year these teams are going to be trained and updated with knowledge regarding the DPP Plan. Six Albanian RC branches have already drafted the emergency contingency planning for their regions, after closely working with their respective Emergency Prefecture bodies.

The level of awareness about disaster preparedness among volunteers and communities living in the high-risk areas increased. The TV spot, which was broadcasted on National TV Klan in the peak hours, was combined with public awareness activities in high-risk areas. Twelve Albanian RC branches have organized two to three activities each month with schools, enterprises, in villages and communities situated in high-risk areas. The messages transmitted in these activities were regarding the threats, preventative measures, reducing the impact of disasters

and how to ask the proper institutions for help. Around 30,000 beneficiaries participated in these awareness activities.

In cooperation with UNDP, posters bearing the slogan "Improving the Disaster Management in Albania" were designed and printed. 30,000 leaflets, with advice on self-protection in earthquake situations, were printed.

During the final months of 2003, the main activity was the implementation of Vulnerability Capacity Assessment (VCA) study. The 40 trained students and volunteers worked in selected field areas filling in questionnaires with key people, according to the established methodology. The data collected is being computerized and analysed. At the same time, the Headquarter staff participated in a workshop related to the focus group discussion as an important part of methodology. In following up this workshop, four focus group discussions were organized, where about 80 pre-selected persons from high-risk areas participated.

The DPP Coordinator regularly takes part in national team, for drafting the national module training for disaster management.

**The disaster response and management function, at central and branch level, has the appropriate skills and necessary human and material resources for its task.**

The Albanian RC material capacities of warehouses and fleet trucks are regularly maintained and the radio communication system has recently been tested.

The Durres and Vlora branches organized two stimulations with renewed disaster teams. Thirty five volunteers took part in each of the stimulations and the time taken to gather at the contact place, knowledge according to their role and the level of coordination was tested.

### **Impact**

The level of community awareness, regarding disaster situation in the high-risk areas, increased. Knowing that vulnerability in this issue is very high, awareness activities will be the priority of Albanian RC DP in the future. The disaster teams were renewed with new volunteers replacing those who had left.

### **Constraints**

One of the main constraints is the turn over of trained volunteers. The lack of financial support to rotate the DP material stock remains a weak point, since the market is not yet stabilized in Albania.

### **Collaboration**

Albanian Red Cross continues the effective collaboration with the UNDP and the Ministry of Local Government and Decentralization at headquarters' level, on the drafting of the National Disaster Plan and preparation of training on disaster issues and public awareness campaigns.

## **Health and Care**

**Overall goal: Vulnerable groups have better knowledge to prevent health problems and influence their own well-being and specially targeted groups receive social care assistance.**

**Programme Objective: To increase Albanian Red Cross public health information, including First Aid awareness, and its effectiveness in meeting the needs of socially vulnerable groups.**

### **Progress**

**The knowledge of the community on reproductive health, personal hygiene, prevention of infectious diseases and environmental hygiene has improved, the number of targeted people has increased by 20%.**

In the final four months of 2003, 180 volunteers were involved in the implementation of the activities in the framework of the project "The prevention of HIV/AIDS". They have carried out information sessions in high schools and in the community, with different target groups. Some 3,400 persons have benefited from these activities. Questionnaires were distributed to each person, before and after attending the information sessions. Six information sessions were organized in work places, for 240 girls and women.

In November, a TV programme on ways of preventing HIV/AIDS was made and is currently being broadcasted on three national TV channels and local ones. The twelve branches of Albanian Red Cross organized activities on the 1<sup>st</sup> of December, for the International AIDS Day. These activities included exhibitions, TV shows with volunteers, marches with candles and red ribbons and competitions.

With respect to the health education activities for personal hygiene and reproductive health, volunteers did 1,162 talks in the community and in the primary schools, where 11,896 students and community members benefited.

In the “The prevention of HIV/AIDS” project, a training session with volunteers was organised; and in the project on “Health Education in Community”, a training session for coordinators of the project and four workshops at sub branch level with the volunteers were organized.

**Public awareness for the non-remunerated blood donation has increased and the number of non-remunerated blood donors has increased by 5%.**

Public awareness for the non-remunerated blood donation has increased and the number of non-remunerated blood donors also increased through public awareness activities in some of the sub branches like in Tirana, Vlora and Durres. In collaboration with blood banks, three sessions of blood donation were organised. The number of blood donors increased in the sessions, but the actual impact still remains low.

**First-Aid training and services have been provided to the public and European standards have been met.**

The forty sub branches of Albanian Red Cross have organized public awareness activities in urban and rural areas to provide knowledge regarding first aid techniques, in possible situations of danger. The instructors and volunteers distributed leaflets and other informative materials to the general public, organized talks, offered courses on selected First Aid topics and performed public demonstrations of First Aid techniques for around 10,000 people. Activities have also been organized for the highly at risk groups in constructing companies, factories and areas prone to accidents and natural disasters. The activities included demonstrations, talks, distributions of first aid brochures etc.

The branches of Tirana, Durres, Elbasan, Korce, Mat, Shkoder, Kukes and Berat organized First Aid courses for interested groups. Trainings were organized with the staff of Sheraton hotel in Tirana, the staff of IOM delegation in Tirana, a group of minors in the mine of Mati and the staff of the police station in Elbasan. The groups that attended the full course received certificates of First Aid, from the branches.

The First Aid teams that operate in disaster events in all the branches have been reorganized and roles have been assigned for each of them. The teams have been present in stadiums and at important events organized by the branches, like the International Day of First Aid and the International Day of Volunteering (5<sup>th</sup> of December). For the International Day of First Aid, activities such as demonstrations, talks and exhibitions were organized all over Albania. The national First Aid competition was organized in September, with the participation of six teams selected from the regional competitions.

**Programme activities for lonely/elderly people and prioritization of their basic needs are better targeted and expanded by conducting a national survey on needs and training more volunteers.**

In the framework of the project “Assistance for lonely elderly people and poor large families”, two food distributions took place with funds from the Norwegian Red Cross, benefiting 2,200 people. Volunteers carried out visits to the homes of elderly people taking parcels containing flour, sugar, oil, rice, soap, pasta and beans. A part of the items were from the DP&DR Programme following stock replenishment. Clothes were also provided for all beneficiaries of the project, mainly in the north districts, from the donation of the French Red Cross.

Hundred and sixty girls and women attended courses of professional formation organized in four branches with the funds of Norwegian Red Cross. They received a certificate for the three months sewing course they had attended. Exhibition of clothes sewed during the classes were opened and sales of the products were organized.

Fifty children in Korca have benefited from the activities organized in the framework of the project “Reintegration of children at risk” in the city of Korca, funded by Norwegian Red Cross. School materials and clothes were

provided for the children at the beginning of the new school year. Teachers and volunteers organized activities of non-formal education, like excursions, artistic and sportive activities, for the children.

In fourteen other districts, formal and non-formal education for orphan and children at risk, in the framework of the projects focused on children at risk, were funded by Spanish Red Cross and Netherlands Red Cross. Assessments regarding the situation and the needs of elderly people have taken place at branch level.

### **Impact**

Around 11,896 people have benefited from the activities organized for the personal hygiene and health education. About 240 girls and women participated in activities under the framework of the project "The prevention of HIV/AIDS". The activities planned for the International Day of AIDS were successfully performed and all branches took part in the national campaign organized.

All the branches have been involved in the activities of the First Aid, with 300 volunteers trained. The activities for the International Day of First Aid have successfully been performed all over Albania. After negotiations with the Government representatives, the government has approved the change in The Code of Road, in favour of provision of First Aid courses in driving schools by Albanian Red Cross instructors.

About 930 children benefit from the formal and non-formal education activities organized in the framework of the projects focused on children. 560 children have benefited from the distribution of school materials and clothes, before the start of the new school year. Institutionalised children, in the city of Tirana, have participated in the activities organized at the Christmas eve and New Year.

### **Constraints**

The chronograms of the activities of the three Programs had to change due to late notification of the donor's support, which required modifications of the activities and the duration of the project planned in the initial proposal launched for support.

There is an overwhelming of tasks and daily issues in the First Aid Programme in Headquarters that reflects a lack of coordination with the branches and delegation of responsibilities in branch level.

The lack of the social welfare coordinator has not created any obstacles for the implementation of the general plan of actions of the programme, besides the activities related with survey on the third age and the trainings of the volunteers for the third age issues. Activities have been organized at local level, but not at headquarters level.

There are delays of the reports by the branches (which on their side, complain for the lack of information remote from sub branches) often causes delays in the preparation of reports for the donors. Some technical problems with the internal communication system (wave mail) have increased the occurrence of these delays.

### **Coordination**

Health Programme has worked closely with the management of Volunteers Programme, for the planning of the activities of the 1<sup>st</sup> of December. Very good collaboration was achieved with the UNICEF, Ministry of Health and NGOs operating in Albania, with projects focused on AIDS prevention. The Health Program has maintained the contacts with WHO (Delegation in Albania), to exchange the information on health issues. Social Programme has had closed contacts with local NGOs, focused on the work with women and elderly people.

## **Humanitarian Values**

**Overall goal: Humanitarian Values and Fundamental Principles of the Movement are promoted in civil society.**

**Programme objective: To raise the image of the Movement and the Albanian Red Cross, in particular, among the public of Albania. To promote legal aspects of International Humanitarian Law, the Fundamental Principles and Humanitarian Values among target groups.**

### *Progress*

**The number of cases of registered emblem misuse will be carefully monitored and reduced by 25% by the end of 2003.**

The leaflet on the correct use of the emblem, in collaboration with ICRC, has been prepared and printed.

**The Red Cross magazine, information bulletins, annual reports and promotion materials have been produced and used for internal and external information.**

The monthly information bulletins and the information sheets for the reporting period have been prepared and published. These informative bulletins are distributed throughout the country, through the branches and sub-branches of Albanian Red Cross. Informative bulletins were sent to partners and different governmental and non-governmental agencies. In the framework of collaboration with ICRC, a leaflet for the profile of the National Society was published.

**The level of knowledge on the International Movement and the Albanian RC among partners (government, local authorities, NGOs, universities and journalists) as well as its own volunteers is improved and verified by a second phase of a public image survey.**

The Image Survey of ARC in Public Nr.2, with the support of American Red Cross.

## **Organisational Development**

**Overall goal: The Albanian Red Cross has become a well functioning National Society that delivers its services according to the needs of vulnerable people in the country and its mandate.**

**Programme Objective: The Albanian Red Cross is operating as a well functioning National Society, by enhancing its efficiency and providing sustainable service programmes at central and branch level.**

### *Progress*

**Branches will increasingly have taken ownership of the development process and the beneficiaries will have become increasingly involved in the project design process.**

In December, a seminar was organized with the branch secretaries and administrators on reporting issues and the implementation of Albanian Red Cross policies in all fields.

**Governance members are trained on parliamentary rules. Governance meetings, at all levels, have taken place and have applied parliamentary rules.**

The results of the monitoring visits show that meetings are organized regularly and in accordance with all the regulations stipulated in the statute. Two trainings with the governance bodies in the branch of Gjirokastra and Berat took place, focused on the governance role and decision making process. In December, as planned, the last meeting of the Steering council for 2003 was organized.

**Resource mobilization and fund raising capacities will have been developed and income generation at branch level will have been increased and diversified**

After the lack of a resource mobilization and a fund raising coordinator for several months, the coordinator appointed has reorganized the chronogram of the activities planned for this programme. In December, a training session was held for 23 fund raising coordinators in the branches and volunteers. The main issues treated in the workshop were related to the fund raising campaigns and the proposals for fund raising projects (methodology and tools).

For the programme, 2500 leaflets were designed and published. They were addressed, mainly, to possible local donors. The branches are preparing the map of distribution for the respective districts.

**An effective volunteer management system will have been developed and established at the branch level and the involvement of youth volunteers has increased**

The "Manual of Volunteers", which is a summary of policies and guidelines compiled by the Sub- Commission of Volunteer Management and which was first approved by the General Council, was approved by the 7<sup>th</sup> General Assembly held in October 2003. This manual will serve as a reference book specifically for staff members and for

volunteers, and it is supposed to be an effective volunteer management tool. Volunteers and staff can both refer to it for guidance and information on Youth Policy, Volunteer Management Policy, Conflict of Interest, Harassment Policy, rights and responsibilities of volunteers and Albanian RC, ways of recruiting, retaining and training volunteers, managing volunteers in emergency cases, agreement with the volunteers, volunteer-beneficiary relationship, position description form and code of conduct

### **Capacities of youth volunteers at all levels in communication and management of projects increased through training**

Two regional workshops on "Peer Education" were organized in October-November, with youth participation of six sub branches in the north area of Albania; Diber, Bulqize, Burrel, Shkoder, Malesie Madhe and Puke. Besides peer education, the workshops aimed to strengthen the youth structures in these remote areas. Fifty young people had the possibility to increase their capacities to communicate effectively, resolve problems, promote tolerance and know how to face different challenges during the implementation of the projects. The training was based on interactive and participatory methods of sharing the experience of all the participants. New Red Cross volunteers were recruited from these workshops.

One roundtable was organized in December with two topics: "Principles and values" and "Evaluation of activities during 2003". 19 youth leaders and volunteer management coordinators participated in it. The aim was to know, deeply, the principle of voluntarism and its values in the Albanian society and to increase the organization of activities for 2004 by evaluating activities from 2003.

### **The number of youth actively involved in activities of the Albanian Red Cross is increased.**

Hunger Day Campaign was organized in 33 of the 40 Albanian RC sub branches. The main aim was to improve the lives of people in need and to increase the awareness of the public about the poverty issues. It increased the positive image of the Albanian RC and the number of volunteers by 2%. Besides the big amount of food and clothes, EURO 3,862 was collected, that will be used by the sub branches themselves for buying food to complete the whole food package for families. There were 3,693 beneficiaries: lonely elderly people, orphan, people with disabilities and poor families. Posters, leaflets, postcards and CD-ROMS on hunger day, were delivered to all sub branches. The main activities were the campaign in schools, meetings with donors, arrangements with the bakeries, photo exhibition and theatrical play. The campaign continued for two months and was supported by the Regional Delegation in Budapest.

Day of Voluntarism was organized in all the sub branches of Albanian RC on the 5<sup>th</sup> of December, to promote voluntarism and the contribution of Albanian RC volunteers in society. Through activities, voluntarism can be strengthened as a vital force for social changes. There were photo exhibitions of volunteers' activities, tents of posters and leaflets, posters of cities, cleaning the environment, planting trees, organizing ceremonies for the volunteer of the year in all sub branches. A big balloon with a slogan on voluntarism flew on the fifth of December.

With the collaboration of UNV, Caritas, "Mjafi" movement and Albanian Youth Council, there was a bus exhibition with photos and posters of all these organizations, which stopped in the main places of Tirana. Common posters on voluntarism were published too. At the end of the day, a brainstorming session on voluntarism that identified the creation of a network of the organizations in Albania, which work with volunteers as a necessary tool for promoting voluntarism, was organized.

New membership cards were produced. The fee for membership rose from 50 leke to 100 leke, as approved by the General Assembly. Through the organization of public membership campaigns, it is aimed to increase the number of Albanian RC members and hence, the funds.

### **An electronic database of volunteers is created.**

Training of two representatives from twelve branches was organized in September, to increase the capacities of the branches in using the electronic database of volunteers and members. The branches have already started completing the database.

### **Constraints**

The lack of offices for two sub branches has created some problems for the implementation of some activities, mainly referred to meetings of the councils.

As noticed from the workshops organized in the remote north areas of Albania with youth volunteers, there is lack of structural and organizational systems for the youth. The young people were eager to participate in activities, but there was insufficient management and direction of volunteers and at the same time, lack of activities.

### **Coordination**

The resource mobilization and fund raising coordinator has closely collaborated with all the coordinators at the headquarters level, to prepare the marketing plan for Albanian RC. Expertise was also given by the staff of the branches.

A meeting of UNV initiative, about an UNV pilot project titled “Building up Regional Integration and Social Cohesion in Balkan”, was held. The meeting was organized in Bosnia-Herzegovina, where representatives from different organizations in the Balkan Region discussed this new initiative. The aim of the project is to build integration in the Region through volunteers’ exchange visits and internships.

*For further information please contact:*

- **Zamir Muca**  
*Secretary General*  
*The Albanian Red Cross,*  
*P.O. Box: 1511 Tirana*  
*Tel: + 355 42 25855*
- **Zsolt Dudas, Regional Officer, Europe Department,**  
*Email: [zsolt.dudas@ifrc.org](mailto:zsolt.dudas@ifrc.org),*  
*Phone: 41 22 730 43 19,*  
*Fax: 41 22 733 03 95*

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

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