

Annual report

 International Federation
of Red Cross and Red Crescent Societies

Americas Zone

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This report covers the period 1 January 2010 to 31 December 2010.



Bolivian Red Cross volunteers conducted awareness-raising activities related to the Emergency Health/Epidemic Control Project in a public market in the community of El Alto. Source: **Bolivian Red Cross**

In brief

Programme purpose: The secretariat of the International Federation of Red Cross and Red Crescent Societies (IFRC) in the Americas Zone seeks to provide all possible and relevant support to the 35 Red Cross Societies of the Americas, aiming to increase their capacities to reach and assist a greater number of vulnerable people living in high-risk conditions. By enhancing their work in strengthening community resilience, as well as being present where and when needs are greatest, the Red Cross seeks to make a difference.

The Americas Zone Office leads and coordinates its support through its Regional Representations, in line with the IFRC's New Operating Model, building the membership's capacity to deliver the Global Agenda and to build stronger National Societies. This is described in Framework for Action which is in line with the objectives and strategies prioritized in the Inter-American Plan 2007–2011. The Americas Zone Office also has a strong role in advocating for the work of the Red Cross in the Americas in international fora.

Programmes summary:

In the area of **Disaster Risk Reduction and Disaster Management**, five countries have launched the Global Alliance on Disaster Risk Reduction and have developed a project proposal to be presented to donors. Since the arrival of the Zone Disaster Risk Reduction Coordinator, the first meeting with the continental disaster management team took place. The Centres of Reference are on a path to broaden their scope of action and services to reach National Societies throughout the Americas. Moreover, several trainings targeting volunteers and staff from the National Societies

have taken place to increase capacities in the areas of health in emergencies, epidemic control, financial and administration procedures, shelter and emergency disaster response.

In addition, an International Disaster Response Law (IDRL) Coordinator has joined the Disaster Management team to increase knowledge and improve advocacy in IDRL throughout the Americas Zone.

The **HIV programme** was implemented in accordance with the Global Alliance on HIV framework in the Americas with a focus on continental Global Alliance coordination, tailored regional support to National Society Global Alliance members, small funding initiatives for further development of HIV programming in six non-Global Alliance countries in Latin America, and direct funding support to nine of the ten National Societies that are current members of the Global Alliance on HIV in the Americas: Argentina, Belize, Colombia, Ecuador, El Salvador, Guatemala, Guyana, Honduras and Jamaica. In 2009, National Societies further developed and expanded their work in HIV prevention with the most at-risk populations, anti-stigma and anti-discrimination advocacy, and in several National Societies providing care, treatment and support services to people living with HIV (PLHIV), orphans and other children made vulnerable by HIV (OVC).

During 2009 major attention was ensured to respond to the A(H1N1) pandemic at all levels of National Societies, from decision-makers to technical staff for prevention, mitigation and care during the pandemic. The Community-Based Health and First Aid (CBHFA) in Action methodology has been promoted amongst National Societies of the region and key Partner National Societies (PNS). Four master facilitators were trained in the CBHFA methodology at a workshop held in East Africa and this group went on to replicate the training in seven National Societies in the Caribbean with participation of secretariat staff from South America and the Zone Office.

National Societies further developed Club 25, the IFRC's youth voluntary blood donor recruitment strategy and shared lessons learnt and good practice at a continental meeting held in late 2009. An external evaluation of three years of implementation of Club 25 conducted in late 2009 provided important information on the roll out of the Club 25 strategy in the Americas to date.

The **Organizational Development** programme has devoted particular attention to the integrity cases of the Brazilian and Nicaraguan Red Cross Societies. The Volunteering Review was finalized early in the year, and has been sent to the secretariat headquarters for final review and printing. With support from the Swedish Red Cross, a Volunteer Development Coordinator has been working in the Americas Zone. Moreover, with support from the Norwegian Red Cross, the basis to provide appropriate support to the National Societies in resource mobilization has been established, to provide orientation to National Societies on two main issues: business planning and approaching the corporate sector. Some National Societies of the Americas have developed business and marketing plans in order to help them identify business lines that can contribute to their income generation.

The **Humanitarian Principles and Values** programme in the Zone does not have sufficient funds, nor does it have a coordinator. Some actions on Migration and Communication and Advocacy have been carried out with the support of the extended team, but it has been largely unfeasible to implement the plan with limited resources.

Financial situation: The total 2009 budget was 1,862,368 Swiss francs (1,526,411 US dollars/ 1,023,200 euro), of which 1,739,230 Swiss francs (93 per cent) was covered during the reporting period (including opening balance). Overall expenditure during the reporting period was 1,582,613 Swiss francs (85 per cent) of the budget.

[Click here to go directly to the attached financial report.](#)

No. of people we have reached: The Americas Zone worked in support of the National Societies of the continent whose services are targeted at the most vulnerable populations, amongst which the

following groups can be highlighted: communities living in hazard-prone areas in conditions of vulnerability; people and families in conditions of high vulnerability caused by extreme poverty and health inequity; grass-root community organizations; educational centres and the national systems of disaster prevention, preparedness, mitigation and response.

In the Global Alliance on HIV framework ten National Societies reached 1,599,570 people with prevention and anti-stigma messages, and care, treatment and support services in 2009. Please see the annex **Table 1** for details.

Moreover, during 2009, a total of 289,215 people benefited from the DREF activities (annex 1) and 35,000 beneficiaries were assisted through Emergency Appeals (annex 2) with the support of the Pan American Disaster Response Unit (PADRU).

Our partners: Within the Red Cross Red Crescent Movement, there is close cooperation with various Partner National Societies (PNS) – the American Red Cross, the British Red Cross, the Canadian Red Cross, the Finnish Red Cross, the French Red Cross, the German Red Cross, the Italian Red Cross, the Japanese Red Cross Society, the Netherlands Red Cross, the Norwegian Red Cross, the Spanish Red Cross and the Swedish Red Cross – and the International Committee of the Red Cross (ICRC) in support of National Societies throughout the Americas.

In addition, there are partnerships with many external organizations at all levels (community, regional and national), with community-based, national and international organizations such as the United Nations system, the Pan American Health Organization - PAHO / World Health Organization - WHO, the United Nations Children's Fund - UNICEF, the United Nations Office for the Coordination of Humanitarian Affairs - OCHA, the International Strategy for Disaster Reduction (ISDR) and other developmental agencies and government bodies including the United States Agency for International Development - USAID, the United Kingdom Department for International Development - DFID and the European Commission for Humanitarian Aid Office - ECHO. Partnerships with international marketing and advertising firms such as Albatros Media, Inglefield Ogilvy and Mather and Llorente y Cuenca have also been central to the work during 2009.

Context

2009 has seen a number of situations affecting the populations of the Americas: food insecurity in the continent has become more critical in countries such as Haiti, Bolivia, Guatemala and Honduras. The international financial and economic crisis has worsened this in general; furthermore, remittances from family members in North America and Europe have been drastically reduced since the onset of the crisis. The United States and Spain are the two main destinations of the majority of Latin American and Caribbean migrants, and they are two of the countries worst hit by the economic crisis, which has had a direct impact in the reduction of remittances to the region¹. This situation only deepens the vulnerability and insecurity experienced by millions of people in the Americas every day. The overall GDP has decreased, while unemployment and poverty indicators have worsened slightly².

Nonetheless, the regional inflation rates have decreased from 8.3 per cent to 4.5 per cent in 2009³ and recovery processes began in the third quarter of the year, especially in Argentina, Brazil, Chile, Colombia, Mexico and Peru. The speed of recovery for the large economies suggests that these countries could expect to grow again in 2010⁴.

¹ United Nations' Economic Commission for Latin America and the Caribbean. "Preliminary Overview of the Economies of Latin America and the Caribbean 2009". Economic Development Division, ECLAC. December 2009. <http://www.eclac.cl/cgi-bin/getProd.asp?xml=/publicaciones/xml/3/38063/P38063.xml&xsl=/de/tpl-i/p9f.xsl&base=/tpl-i/top-bottom.xsl>

² United Nations' Economic Commission for Latin America and the Caribbean. "Opportunities for Convergence and Regional Cooperation", Economic Development Division, ECLAC. 2009. http://www.eclac.cl/publicaciones/xml/5/38525/Opportunities_convergence_regional_cooperation_proposals.pdf

³ Preliminary Overview of the Economies of Latin America and the Caribbean 2009. ECLAC

⁴ Opportunities for Convergence and Regional Cooperation", Economic Development Division, ECLAC.

One aspect of the international financial crisis that has affected the Red Cross across the board is the fluctuation of exchange rates. As a result of the unfavourable currency exchange conditions, generous contributions from donors have been substantially reduced when exchanged into Swiss francs and then into US dollars.

The continent has not been excluded from experiencing health emergencies, such as dengue outbreaks in several countries in South America and the A(H1N1) pandemic that started in Mexico in April and spread throughout the continent. The countries with the highest number of cases reported during 2009 were the United States, Canada, Mexico, Chile and Argentina. In addition, during the year the region was affected by dengue fever epidemics in different countries including Argentina, Brazil, Bolivia, Paraguay and Peru.

Although the hurricane season in 2009 was moderate in comparison to 2008, severe rains and heavy floods continued to affect vulnerable populations in the continent. Floods and landslides affected Argentina, Brazil, Colombia, Guyana, Nicaragua, El Salvador, Haiti and Panama. Moreover, Hurricane Jimena particularly affected the state of Baja California in Mexico.

Drug-related crimes and social violence are on the rise across the continent. In Mexico and Colombia, the governments are raging an open war on drug traffickers, which has caused many deaths of civilians and police forces alike. In many other countries in the region (in Central and South America as well as in the Caribbean) the increase in drug-related crimes has evidently risen as well, in many cases testing the capacity of States to face this clear threat.

The Summit of the Americas took place in April in Trinidad and Tobago. The Red Cross was represented by the Regional Representative for the Caribbean and the ICRC representative for the Caribbean Community and Common Market (CARICOM). At the youth forum the Red Cross Caribbean Youth was present as well as a youth member from the Colombian Red Cross Society.

The consolidation of democratic processes has continued in accordance with the agenda prepared for each country. In Chile, Panama and Uruguay new governments were elected, which will oblige National Societies to establish new relations to ensure effectiveness and the fulfilment of their auxiliary role.

In late June, a military coup orchestrated in the country's congress, ousted the constitutional President in Honduras. This situation shook up the country and the region, and much attention was dedicated to the issue worldwide in the last days of June. The Honduran Red Cross has responded to this crisis and the IFRC has provided all support necessary to the National Society.

In general, tensions have been recurrent during 2009 between left-wing and right-wing governments in South and Central America, which poses a danger of political polarization in the region.

As for the structure of the IFRC in the Americas, an aspect that has moved ahead as planned is the integration of the Pan American Disaster Response Unit into the Americas Zone structure. This change is being implemented with a view to improving the efficiency of the secretariat within a comprehensive disaster management approach.

The Federation secretariat in the Americas in line with approved *Strategy 2020* moves in 2010 towards a country focus approach, to be closer to the Red Cross National Societies and provide the needed tailored support in coordination with Red Cross partners.

Progress towards outcomes

Disaster Risk Management

Programme purpose

Global Agenda Goal 1: Reduce the numbers of deaths, injuries and impact from disasters.

Programme Component 1: Disaster risk reduction coordination and advocacy

Outcome 1 International Federation policies, strategies and guidelines related to disaster management (including preparedness, relief, recovery, food security, protection and risk reduction) are well-understood and implemented by National Societies in the Americas Zone and are properly disseminated to relevant regional stakeholders/partners.

Five National Societies from the Americas Zone attended the Oslo meetings on the Global Alliance on Disaster Risk Reduction and the global launch of the Building Safer Communities initiative. During these meetings, National Societies committed to being active members of the Global Alliance. Follow-up to this meeting was carried out during the second semester of the year with support from the Norwegian Red Cross.

The **Global Alliance on Disaster Risk Reduction (GADRR)** was officially launched in the Americas Zone in September 2009. The selected National Societies began to work on the development of a national baseline assessment to collect key quantitative and qualitative disaster risk reduction information, and to assist in the development of a Plan of Action to scale up disaster risk reduction activities. The Global Alliance baseline also serves to establish key baseline indicators to enable the tracking of progress under this and other disaster risk reduction initiatives.

As of August 2009, the development of the initiative started with the translation and preparation of key reference documents. In September of the same year, work commenced in the five National Societies in the Americas which were selected to be part of the GADRR: Colombia, Costa Rica, the Dominican Republic, Ecuador and Panama. These National Societies made the commitment to promote the framework and to move the GADRR forward with support from the IFRC.

In line with the parameters from potential donors, the GADRR focal National Societies have prepared medium-term projects (2010–2011) to launch the initiative, proposing concrete actions supporting their National Strategic Plans. In addition to the five National Societies mentioned above, Guatemala and Honduras joined the GADRR since the month of November with workshops carried out in the month of December. The plan is to have more National Societies from the Americas working as part of the GADRR, with Cuba set to commence work in early 2010.

National workshops were organized in each of the countries with technical support provided by the Federation secretariat, assisting the National Societies in the participatory validation of the results of the mapping process, definition of capacities and areas for improvement, and from this, definition of priority action areas in disaster risk management.

At continental level, a workshop on the GADRR was organized at the end of October 2009 with the above-mentioned countries in order to continue the joint development of the initiative at technical level, refining concepts and the practical modalities of the initiative, as well as to review progress to date and to define next steps in the development of the initiative.

Moreover, the Americas Disaster Management Reference group meeting took place in February. This group is made up of Secretaries General, Directors General, Presidents and some members of the Disaster Network in the Americas. Different IFRC documents, guidelines and policies were analyzed and a proposal was made to the Inter-American Regional Committee (Comité Regional Interamericano – CORI) with recommendations on how to move ahead with Disaster Management in the Americas.

The first continental IFRC Disaster Management coordinators' meeting was held in June. One of the main outcomes was the acknowledgement of a need to establish a five-year framework plan for Disaster Risk Management in the Americas.

Between May and June, National Societies and organizations from the countries affected by the A(H1N1) virus developed their countries' preparedness and contingency plans. The Americas Zone Office with the support of the American Red Cross put together the Business Continuity Plan in the face of this health emergency.

The ten National Societies, three Regional Representations and the two Centres of Reference currently receiving financial support from **DFID** for their Disaster Risk Reduction programmes have made significant progress during this semester on the implementation and analysis of the Well Prepared National Society (WPNS) study, which will provide crucial data and guidance for their national plans. During 2009, the cooperation framework under DFID-IS III allowed the continuation of the processes to strengthen the capacities of the National Societies and the Americas in the areas of disaster risk management. The following are the most relevant achievements during 2009 at the continental/zonal level:

The strengthening of networks as a complementary process to the activities that were initiated by the continental reference group created by the global project for disaster management (Global DMT Project) was followed up by a meeting with the reference group. This group consisted of National Society members from governance, management and technical levels and secretariat personnel from three sub-regions of the Americas. In this continental meeting the group agreed on how to improve and put into practice the communication and coordination mechanisms of the disaster risk management networks.

A second meeting was held with the aim to go beyond the strengthening of mechanisms between the networks. Therefore, the main objectives of this second continental meeting were to a) identify strengths, challenges and opportunities for synergies within the networks, and b) discuss other continental tools and resources such as the Centres of Reference and networks with existing virtual platforms for management such as DesAprender.

The main need identified was the development of a platform or continental programme for knowledge management and information, public awareness raising and education in the area of disaster risk management. The networks would play the main role in communication, coordination and planning in relation to this platform. As a result, an external consultant was hired to undertake a wider analysis of the concept both internally and externally and the scope of these types of platforms with the National Societies and the secretariat in the Americas, taking into account the results of reviews or previous assessments carried out at global and regional level.

In addition to the aforementioned activities and results, coordination meetings, monitoring and planning were organized at the sub-regional and continental levels; however, the most important discussion space was the planning meeting with all of the National Societies involved in the DFID IS III together with sub-regional offices, Centres of Reference and zonal programmes. The exchange of information and experiences, as well as the follow up of activities facilitated understanding of the importance of indicators, the monitoring of financial expenditure as well as adjustments of projects at national, regional and zonal levels.

A member of the Geneva secretariat's International Disaster Response Law (IDRL) staff participated in the United Nations Disaster Assessment Coordination (UNDAC) task force evaluating application of IDRL during the Peru earthquake response operation. The IDRL component in the report was well-accepted by the government and agencies and a pilot IDRL project will be implemented in Peru with a wider vision to be implemented in all Andean countries.

The Disaster Risk Management programme and the Communications unit jointly developed Communications Strategy and advocacy on Risk Reduction. The first consultation was held with

Central American National Societies attending a disaster risk reduction management meeting organized by the Americas Zone Risk Disaster Management programme in October. The aim is to have framework to develop activities to raise awareness on the importance of disaster risk reduction.

In order to promote the International Day on Disaster Risk Reduction, the programme and the Communications unit developed a press pack in Spanish and English for the National Societies.

Outcome 2: Reference Centres are working effectively at continental level and supporting National Societies in early warning community education and institutional disaster preparedness.

2009 has marked the start of the transition process for the Centres of Reference from having a regional scope to supporting the continent with their services and materials. This process is being led by the Regional Representation for Central America and Mexico, coordinated by the Zone Office and supported by the other Regional Representations of the Americas. Once the Centres' scope is fully continental, their services and materials should be adapted to the different regions and thus will be available and relevant for all National Societies in the continent.

In order to achieve the above result, a consultant was hired in September 2009 with the aim to identify the necessary steps to follow-up the transition process from a regional work modality to a continental one, in line with the planning process of the sub-regional risk management networks. The consultant will also support the updating of the terms of reference for the Centres and memorandums of understanding between the centres and the National Societies.

During 2009, copyrights have been registered for the materials developed by the Centre of Reference on Disaster Preparedness and in Community-Based Education on Disaster Risk Reduction in the Ministry of Education in Panama including ten modules⁵ of the Better Be Ready series, three interactive CDs, seven guides and eight manuals. In addition, several materials have been translated, printed and disseminated to the National Societies in the Americas for their use in early warning community education and institutional disaster preparedness. These actions were carried out with support from the Norwegian Red Cross.

The first session of the United Nations' International Strategy for Risk Reduction (ISRD) Hyogo Framework for Action (HFA) Regional Platform of the Americas was held in March, with a view to the second Session of the Global Platform to be held in Geneva from 17 to 19 June 2009. The IFRC participated actively in the different working sessions, as well as working as a facilitator and reporter for different groups. The focus of the IFRC's intervention was advocating for the development of inclusive national and local disaster risk reduction platforms in the Americas, with the aim of ensuring meaningful active representation of civil society.

Programme Component 2: Organizational preparedness for disaster risk reduction and disaster management

Outcome 1 National Societies have included urbanization issues and climate change adaptation under their disaster risk reduction, response and recovery interventions.

The virtual learning platform DesAprender is being reviewed and revised as a tool. The aim is that knowledge-sharing initiatives are carried forward through DesAprender in highly populated cities in the Americas on the subject of urban assessment methodologies around topics such as coping mechanisms, livelihoods and safer access.

The need to understand and conceptualize Urban Risk was identified as a key matter to take into account when working on disaster risk reduction. Therefore, through an agreement between the United Nations' University for Peace in Costa Rica and the IFRC, a master programme student of this University started a two-month internship in June on the subject of urban risk analysis and its

⁵ The Better be Ready has 14 modules, four of these were previously registered for copyrights.

implications for Red Cross National Societies. The intern visited two National Societies for assessment purposes. The results of this study were shared with National Societies during the urban risk meeting in Bogotá, Colombia, in October. During this meeting a basic work plan was established on how to implement the recommendations of the study.

The previous activity was carried out alongside the International Simulation Urban Search and Rescue, which took place from 8 to 12 October in Bogotá. A total of 500 men and women from several institutions worked in simulated emergencies during 52 hours in more than 62 parallel scenarios which included an aircraft accident, structure fires, structure collapse, incidents with dangerous materials, aquatic rescue and vehicle accidents.

The simulation included a think-tank where the most experienced rescue teams had the chance to brainstorm the concept, share lessons learnt and work on the conceptualization of urban risk. By the end of the simulation, the main result achieved consisted of the fostering of cooperation and knowledge-sharing on disaster risk reduction in urban environments with a focus on earthquakes between the National Societies of Brazil, Costa Rica, Ecuador, Guatemala, Mexico, Peru, the United States of America and Venezuela in conjunction with Pasto, Ibagué, Medellín, Pereira, Armenia, Manizales, Villavicencio, Tulúa, Tunja, Cali, Envigado and Bogotá branches from the Colombian Red Cross Society. As part of this exercise, a route map to further develop capacity building in this area was also included, complemented by training needs and opportunities, internships and development of Earthquakes Contingency Planning.

The IFRC's Pan American Disaster Response Unit in coordination with the Disaster Risk Management programme has carried out workshops and trainings that have been attended by approximately 202 volunteers and staff from most of the Latin American and Caribbean National Societies in 2009. These volunteers and staff are now better prepared for future emergencies in the areas of shelter, finance, public health in emergencies, epidemic control and fleet management. The table below shows the number of workshops and trainings carried out throughout 2009:

No.	Workshop/Training/ Focus Group	Date	Objective	# of participants	Participating regions
1	RIT Forum	26-31 January	For participation of RITs who participated in missions in 2008, to share experiences and come up with ideas on how to improve the system.	16 (the majority of participants were deployed as RITs during the 2009 operations)	Latin America and Caribbean
2	Shelter Cardboard box focus group*	14-16 January	To obtain suggestions, new alternative ideas from several National Societies involved in shelter.	6	6 National Societies (Central America, South America and the Caribbean)
3	Off-Road and Specialist Fleet Management Training	30 March - 3 April	Introduce IFRC standard practices in Fleet manual. Identify future trainer drivers	15	Latin America and the Caribbean
4	Shelter management training*		To train National Society volunteers in how to establish shelters after a disaster.	100 (approx.)	Caribbean (10 National Societies)
5	RIT Finance workshop	16-20 February	To train a team that can support emergency operations based on financial procedures	16	Latin America and the Caribbean
6	RIT Shelter workshop*	27-30-April	To increase regional response regarding emergency shelter and the specialization of human resources in the area	17	Latin America and the Caribbean
7	RIT Health and Epidemic control	22-27 November	To train RITs in health in emergencies and epidemic control mechanisms.	24	Latin America and the Caribbean

8	RIT Forum	9-11 Dec.	RITs who participated in missions in 2009, to share experiences and come up with ideas on how to improve the system.	8	Latin America and the Caribbean
Total	8			202	

** These trainings and workshop were financed through bilateral support from Partner National Societies.*

Two areas supported during 2009 include community shelter management and the Red Cross Societies' approach around shelters in emergency situations. The IFRC's Disaster Risk Management programme and the Pan American Disaster Response Unit worked closely together with National Societies to find ways to strengthen the linkages around the two approaches (Community Shelter Management and Shelter in Emergencies). National Societies in the Americas have benefited from the technical support in shelter through the following actions:

A Regional Intervention Team training specialized in shelter was conducted to increase the regional response capacity related to emergency shelter and technical skills in this area. The training targeted field and technical staff and volunteers that can be deployed immediately after a disaster. A total of 17 members from National Societies in the region participated in the training.

The shelter staff in Panama also provided technical support to the ongoing emergency operations in the region. Technical support was provided to the operations in Haiti (Hurricane Season 2008, Colombia: Floods 2009 and Cuba: Hurricane Season 2009) which have strong shelter components. For example, in Colombia, shelter kits were provided to 1,500 families for the repair of damaged homes and the households themselves determined the type of repair needed, involving communities in reflection on their specific needs based on local standards and cultural preferences. Some of the items in the kit could also be used for agricultural purposes.

Technical support was also provided to two projects in the Caribbean implemented by the French Red Cross. One of the projects involves the use of shelter kits and experience sharing in the Caribbean



Red Cross volunteers carry essential relief items by boat for distribution in the community of Joya Grande in the department of El Salvador. Source: Salvadoran Red Cross Society.

(Grenada Red Cross, Jamaica Red Cross and Dominica Red Cross Society) and the other focused on housing reinforcement in Jamaica. Support was also provided for the completion of trainings in ten Caribbean National Societies for shelter management (collective centres). The shelter staff also carried out a study in four countries at high-risk for shelter response in Central America and the Latin Caribbean regions (Nicaragua, Honduras, Dominican Republic and Guatemala).

During 2009, four RIT members from the Americas attended the Expanded Field School (EFS) held in Nairobi, Kenya from 1 to 15 November 2009, which integrated a combination of RDRT/RITs and FACT refresher, RDRT and FACT team leader refresher, public health in emergencies, and ERU training. A total of 28 FACT/RDRT members and 26 ERU staff completed this training. The four participating RIT members from the Americas were from the National Societies of El Salvador, Guyana, Jamaica and Suriname.

The curricula provided participants with relevant IFRC policies, tools and practical how-to skills in a real operation/mission; participants also carried out team activities in a cross-cultural environment, put security and safety regulations into practice, applied psychosocial support in the field, worked closely

with local volunteers, practised community entrance techniques, conflict resolution and communication skills, carried out introductory community meetings and engaged in focus group and interview sessions, all with continuous coaching and guidance from facilitators.

According to the participants, the “learning-by-doing” procedure was very effective; the strongest point was working with different National Societies and finding similar characteristics and challenges in topics such as food security and water and sanitation. The skills that the RITs have strengthened will be used to better implement programmes and response operations in their National Societies and enhance capacity building of volunteers.

The Disaster Risk Management programme has continued to work jointly with partner international organizations such as the UN’s International Strategy for Disaster Reduction to promote key topics including disaster risk reduction and climate change among the relevant stakeholders in Latin America. An example of this collaboration was the information toolkit developed jointly with ISRD with three main components: climate change, sustainable development and risk management. The toolkit aims to strengthen capacities of local authorities in line with the Hyogo Framework. The objective of the toolkit is to a) make available practical guidelines for local authorities on relevant topics and b) facilitate the access to different knowledge tools for solutions, alternative actions and interventions relevant to the Latin-American context.

Moreover, in 2009 a consultancy was initiated jointly with ISDR with the aim to determine the incidence and role of the National Societies in the national risk management platforms in Latin America.

Programme Component 3: Community-based disaster risk reduction

Outcome 1 National Societies have integrated early warning system initiatives into community risk reduction, aiming to increase community resilience as a result of better assessments.
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It has not been possible to carry out activities towards this outcome during 2009.

Programme component 4: Disaster Response and Early Recovery
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Outcome 1 The Red Cross in the Americas has a strong, efficient and effective disaster response and recovery system.

During 2009, the IFRC Disaster Response system responded to 17 new emergencies in the Americas, reaching close to 289,215 beneficiaries. These emergencies consisted of: earthquakes in Costa Rica and Honduras; landslides in Argentina; floods in Colombia, Nicaragua, El Salvador, Haiti and Panama; dengue outbreaks in Argentina, Bolivia, Mexico, and Paraguay; the A(H1N1) influenza outbreak in Mexico, drought in Paraguay, and civil unrest in Honduras. Most of these operations have been closed.

The Pan American Disaster Response Unit has also worked during 2009 to ensure an efficient and effective disaster response system through the prepositioning of relief items for 11,000 families in Panama. Prepositioning of items has also taken place in National Societies in the Caribbean. Most of these items have been mobilized to provide immediate relief assistance to affected families during the emergency response operations in Costa Rica, Argentina, Colombia, Bolivia, Panama, Mexico, Paraguay, Nicaragua, El Salvador, Haiti and Honduras in 2009. In addition, a tool kit was developed jointly with the communications unit for the National Societies in Central America and the Caribbean in preparation for the hurricane season to build capacities within the National Societies to provide adequate coverage to the emergency response and to profile Red Cross actions.

PADRU has worked to improve the Regional Intervention Team system. Training lessons, trainers’ notes and trainee support materials were developed for RIT trainings. The number of effective RITs available for deployment has been updated accordingly. Reports and feedback on RIT trainings, simulations, forums and missions have been gathered to identify lessons learnt and areas for improvement. Currently there are 400 RIT members in the database and more than 200 are strongly active in the response system. During 2009 and the first three months of 2010, more than 45 RIT members were deployed to

missions in Haiti, Honduras, Chile, Peru, Bolivia, El Salvador, Paraguay, Mexico and the Caribbean. The RIT specializations which are most in demand are water and sanitation and general RIT training.

The RIT system in the Americas now has the ability to manage disasters in a coordinated manner, with implementation and participation of different components of the IFRC. It has also enhanced communication links among the National Societies in the Americas. It is important to highlight that as a result of the 2009 RIT Forum, a revised RIT system proposal was presented at the Continental Relief Directors' meeting in January 2010.

Constraints or Challenges

The main constraint for this Goal during the first semester of 2009 was that the Zone coordinator came on board only on 1 April. Thus, during the period from January to March, limited progress was achieved. Another issue to consider is that, although there are more financial and material resources available during 2009 than there were in 2008, availability of human resources has not increased, which means a very high workload for a limited number of staff.

The year 2009 was relatively calm with fewer disasters and resulting emergency operations than in other years; the hurricane season was also less active than in recent years. Small scale disasters were responded to with cash contributions and technical assistance to the National Societies. As a result, the International Federation did not need to distribute all the emergency relief assistance during 2009 as originally foreseen.

However, PADRU did experience difficulty in conducting trainings at the same time as it was providing support to National Societies' emergency operations, given heavy workloads. This demonstrated that additional personnel needs to be hired to manage the RIT system and trainings exclusively.

The complete integration of PADRU in the Americas Zone Office under the Head of Operations, results in improved coordination among the Disaster Risk Management; Health and Care, Organizational Development programmes and PADRU with regard to internal priorities in order to achieve an integrated approach and enhance effectiveness in times of disaster to complete the full disaster cycle. Significant efforts have been made accordingly and improvements in coordination are visible. Integration and coordination will therefore continue to be a priority for PADRU.

In addition, the Disaster Risk Management programme will work to promote the integration of disaster risk reduction within the intervention policies of the National Societies. There is a constant need to strengthen the strategic dialogues between the National Societies and their respective national governments.

Emphasis will be placed on improving the efficiency, links, communication, and coordination between the existing networks and tools such as the Centres of Reference, DesAprender and the ELearning platform. The programme will work towards enhancing the strategy for the mobilization of human and financial resources.

Health and Care

Programme purpose
Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies
Programme Component 1: Health policy compliance
Outcome 1 International Federation policies, strategies and guidelines related to health and care are well-understood and implemented by National Societies in the Americas Zone and are properly disseminated to relevant regional stakeholders/partners.

The Americas Zone has ensured that key decision makers and technical staff from National Societies have been kept abreast of Pandemic Influenza guidelines, tools and funding opportunities since the initial A(H1N1) outbreaks in April and the onset of the pandemic. The Zone has coordinated closely with relevant regional and global partners such as OCHA, PAHO/WHO, UNICEF and INGOs regarding pandemic preparedness and response. The Americas Zone Health team has monitored the situation closely and has ensured that National Society and Americas Zone leadership, and Red Cross Movement partners are informed of developments.

The Americas Zone has supported the roll-out of new IFRC health tools and methodologies to National Societies including the Epidemic Control for Volunteers Manual and Toolkit, Community-Based Health and First Aid, and the Malaria Toolkit.

Programme Component 2: HIV and AIDS

Outcome 1 National Societies are participating actively in the Global Alliance on HIV following a common platform for planning, implementation, monitoring and evaluation and resource mobilization.

During 2009, ten National Society members of the Global Alliance on HIV have reported using the Global Alliance on HIV reporting format against indicators and they have collectively reached 1,599,500 people with prevention and anti-stigma messages, and care, treatment and support services mobilizing a total of CHF 2,057,944 for their HIV programmes.

Activities under the HIV and AIDS component have principally focused on support for the current National Society members of the Global Alliance on HIV in the Americas. In the Caribbean these National Societies are Belize, Guyana, Haiti and Jamaica; in Central America - El Salvador, Guatemala and Honduras, and in South America - Argentina, Colombia and Ecuador. Over the next three years through the Global Alliance on HIV, National Societies have committed to scaling up their actions in prevention, treatment, care and support, reduction of HIV stigma and discrimination and strengthening their capacities to respond to the impact of HIV and AIDS. The Americas Zone Office and its Regional Representations have supported the National Societies within the Global Alliance to coordinate with partners, facilitated technical support and capacity building, as well as provided support to resource mobilization, planning, monitoring, evaluation and reporting.

A number of additional National Societies in the Americas are preparing to join the Global Alliance on HIV in the coming two years. Regional Representations provided support during 2009 to the National Societies of Chile, Paraguay and Peru in South America; Nicaragua and Costa Rica in Central America; and Trinidad and Tobago in the Caribbean in order to increase their capacities in HIV programming as a prelude to their future incorporation into the Global Alliance.

An external evaluation of the Together We Can youth peer education methodology, using the IFRC's new Standards for HIV Peer Education, was conducted in the Caribbean to assess effectiveness and quality and provide recommendations for future peer education programming in the region.

A global advocacy report was produced focusing on HIV in the Americas, highlighting the work of the Colombian Red Cross Society and other Global Alliance on HIV members. The report was officially launched at the Latin American and Caribbean HIV/AIDS Forum held in Peru in November and received considerable media attention.

Three National Societies in South America made a significant contribution to advancing the uptake of the Code of Good Practice for NGOs responding to HIV/AIDS in their countries; Colombia and Argentina were nominated as Code Champions by GNP+. Members of the Red Cross Red Crescent network of staff and volunteers with HIV in Latin America were instrumental in championing the Masambo Fund within their National Societies, resulting in a significant increase in applications from Red Cross staff and volunteers living with HIV in Latin America.

Based on National Society standard Global Alliance on HIV reports, in 2009 a total number of 1,439,991 people were reached with prevention messages in 10 countries. This included 218,891 people from the key populations most at-risk of HIV in 10 countries reached with Red Cross prevention education interventions that reduce their risk of HIV infection. These included people reached by peer education and community mobilization; prevention education interventions for targeted vulnerable groups; voluntary testing and counselling referrals or services; promotion and referrals for prevention of mother to child transmission of HIV (PMTCT of HIV), and skills building for personal protection, including life skills and positive prevention.

The National Societies' prevention programmes targeted most at-risk groups including youth in vulnerable situations, men who have sex with men (MSM), Trans populations (Transsexuals, Transgender, Transvestites), sex workers, mobile populations, transport workers, people in prison settings, pregnant women, PLHIV, housewives, uniformed service people, indigenous populations, refugees and displaced people.

During 2009, National Societies developed new partnerships with community associations and organizations representing at-risk populations for HIV prevention in an effort to build the capacity of these groups to address their own HIV risk and vulnerability. National Societies are also increasingly putting the UNAIDS advice to 'Know your epidemic' into practice, targeting geographic areas or population groups with higher incidence of HIV and where new infections are occurring.

In the Caribbean, Belize Red Cross Society youth volunteers were engaged in the design, implementation and monitoring of the new youth radio magazine 'ECHO' launched in 2009 and focusing on HIV and sexual and reproductive health (SRH) targeting youth between the ages of 15 and 24 in regions with high incidence of HIV. The BRCS also piloted prevention work with prison inmates and staff at the Kolbe Central Prison. The Jamaica Red Cross further developed innovative work with men who have sex with men, peer education with at-risk youth, and continued the popular radio drama *SAFE* focusing on HIV and related issues. The Guyana Red Cross Society (GRCS) and the Haitian Red Cross Society (HRCS) focused heavily on youth peer education and community mobilization with at-risk youth using the Together We Can (TWC) methodology.

In Latin America, the six Global Alliance member countries—Argentina, Colombia, Ecuador, El Salvador, Guatemala and Honduras—implemented a comprehensive approach to HIV with a focus on key populations using peer education, IEC and community mobilization strategies. National Societies partnered with community-based organizations including sex workers, taxi drivers, MSM and Trans groups. They also promoted and provided VCT services and referred pregnant women and their partners to PMTCT services. Prevention education was complemented by promotion and distribution of prevention commodities, skills building, positive prevention, and anti-stigma and non-discrimination advocacy.

Based on the National Society standard Global Alliance on HIV reports, 4,090 PLHIV and 703 OVC in 10 countries (total of 4,793) benefited from Red Cross community-based prevention, care, treatment and support services in 2009. With the roll-out of the IFRC's Prevention, Care, Treatment and Support (PCTS) training package for community-based volunteers in 2010, National Societies will be better placed to scale-up their services to these key populations.

Despite the delay in dissemination of the PCTS training package, several National Societies made important achievements in this output. In the Caribbean, the Belize Red Cross Society partnered with *Mercy Clinic* and *Help Age Belize* to provide social assistance to the most vulnerable and reached 69 PLHIV with nutritional and material support.

In South America, the Colombian Red Cross Society signed a Memorandum of Understanding (MoU) with the NGO 'Huellas de Arte' (Art Footprints), an organization of women living with HIV in 4 cities, to train 60 women living with HIV and 20 volunteers on health, human rights, positive prevention and leadership, to conduct stigma reduction activities in their communities, and to support income generating activities to reduce their vulnerability. They also co-sponsored the first National Forum for Children and

Adolescents affected by HIV in association with NGOs and UN agencies attended by more than 30 organizations working with children and HIV. The Argentine Red Cross supported eight PLHIV support groups and established two special support groups for children with HIV. They also signed a cooperation agreement with the Argentine Network of Women Living with HIV. With support from UNICEF and civil society organizations and the involvement of children and adolescents living with HIV, this National Society organized the “I need a Future, I need You” conference in November to advocate for specialized treatment and care services for children living with HIV and to raise awareness among the general population. The Ecuadoran Red Cross supported PLHIV through Red Cross support groups and signed an inter-institutional cooperation agreement with the Ecuadoran Coalition of People living with HIV/AIDS.

In Central America, the Salvadoran Red Cross Society worked with PLHIV support groups at public hospitals in six provinces in collaboration with REDSAL, the national PLHIV network. The Honduran Red Cross supported PLHIV self-help groups and provided nutritional support to affected people. The Guatemalan Red Cross organized the first national PLHIV forum in Guatemala involving the National Business Coalition for HIV Prevention, UNAIDS, the National PLHIV Alliance and the Ministry of Health. Also, they were involved in providing referrals, transport, adherence, nutritional and material support to PLHIV for treatment and care, sponsoring PLHIV self help groups and micro-projects for PLHIV and affected families.

Based on National Societies’ standard Global Alliance on HIV reports, six National Societies report joint work plans or cooperation agreements with national networks of PHIV in their countries and/or networks or community-based organizations of people at-risk of, or responding to HIV. These include: the Argentine Association of Transvestites, Transgender and Transsexual Persons (ATTTA) and the Argentine Network of Women living with HIV; the Ecuadorian Equality Foundation (sexual diversity); Orchids of the Sea, a sex worker association in El Salvador; Transwoman Foundation and Huellas de Arte, a positive women’s organization in Colombia; the Petén Association of Moto Taxis Drivers (ATEMRP) in Guatemala; and G+, the Guyana Network of PLHIV. Eight out of ten National Societies report support for PLHIV through Red Cross community-based support groups and support to PLHIV associations and networks through capacity building, joint advocacy and partnership activities.

Based on National Society standard Global Alliance on HIV reports, during 2009 4 of the 10 current



A Colombian Red Cross Society volunteer from the Popayan branch discusses HIV prevention with a member of the Guambiano community. Source: CRCS

member countries successfully mobilized at least 30 per cent of their HIV programme resources from non-Red Cross sources. These included the Jamaica Red Cross (mobilized 249,619 Swiss francs from the Global Fund and the International HIV/AIDS Alliance of a total of 309,853 Swiss francs), the Belize Red Cross Society (mobilized 124,278 Swiss francs from NGOs and UN, Global Fund and Embassies of a total of 142,774 Swiss francs), and the Honduran Red Cross (mobilized 48,794 Swiss francs from the Global Fund of a total of 158,724 Swiss francs), and Ecuadoran Red Cross (generated own funds 127,844 Swiss francs out of a total 181,108 Swiss francs). Although less than 30 per cent, the Salvadoran Red Cross Society mobilized 35,019 Swiss francs from Global Fund of a total of 198,776 Swiss francs in 2009. Several other National Societies mobilized small amounts from non-Red Cross sources in-country mostly from national governments, UN and embassies.

According to National Society reports, PNS bilateral partners jointly contributed 873,705 Swiss francs directly to National Societies for HIV programming during 2009 in 6 out of 10 countries (Haiti, Guyana, Honduras, El Salvador, Guatemala and Colombia). This represents 42 per cent of the total funding to National Societies within the framework of the Global Alliance on HIV in 2009.

The IFRC actively participated in the development of a regional project proposal to the Global Fund for HIV/AIDS, TB and Malaria to strengthen national efforts to respond more effectively to HIV in line with the Caribbean Regional HIV/AIDS Strategic Framework, 2008–2012. The proposal was submitted to the Global Fund in June 2009, and approved in November. Preparatory work to further roles and responsibilities will be undertaken in the first quarter of 2010. The IFRC also developed two regional proposals on Human Rights in HIV and AIDS for National Societies in the Caribbean and South America which were presented to the Australian Agency for International Development, AusAID, in late 2009.

National Societies in Central and South America increased their strategic engagement with media, the public and private sectors and other potential donors through a joint communications/HIV initiative with support of the regional communications company Llorente y Cuenca and their national affiliates. The support during 2009 has included the development of key messages and materials to promote the work of each National Society in the Global Alliance on HIV framework, including PowerPoint presentations and a video in El Salvador. Databases were established of media, public and private entities, and other potential donors and partners. Medium to long-term communications strategies have been developed to increase Red Cross HIV media visibility. In several cases—Argentina and Ecuador—the National Societies have met with key media and journalists, the private sector, government ministries, and international organizations to strengthen strategic engagement, build alliances and enhance resource mobilization. The implementation of the mid to longer-term communication strategies will continue into 2010 with similar work starting in the Caribbean.

Programme Component 3: Community Health

Outcome 1 National Societies have shared and harmonized tools and methodologies for actions in mother and child health care and emerging and re-emerging diseases.

The IFRC's new Community-Based Health and First Aid (CBHFA) in Action methodology has been promoted among National Societies in the Americas and their PNS partners as the capacity building framework for Red Cross volunteers working on community health and first aid at the community level. Four master facilitators were trained in the CBHFA methodology at a workshop held in East Africa and this group went on to replicate the training in seven National Societies in the Caribbean with participation of secretariat staff from South America and the Zone Office. National roll out workshops for volunteers commenced in the Caribbean and will continue into 2010.

During 2009, 20 National Societies in the Americas Zone were actively involved in the promotion of voluntary non-remunerated youth blood donations through the Club 25 youth strategy. In December, 16 National Societies came together to share lessons learnt and best practices on voluntary non-remunerated blood donation (VNBDR) at a continental meeting in Panama. An external evaluation of the three years of Finnish Red Cross support to the Club 25 strategy was conducted to assess effectiveness and provide recommendations for future programming and sustainability. The Suriname Red Cross represented the Americas in the VNBDR colloquium held in Kenya in June. A number of National Societies have submitted abstracts for the next colloquium to be held in Ethiopia in 2011.

Technical support has been provided to National Society technical units for development of integrated water and sanitation and hygiene promotion projects in Central America by the new Americas Zone Water and Sanitation coordinator. The position has been made possible with support from the American Red Cross. An evaluation of the Guyana Global Water and Sanitation Initiative (GWSI) water facility project was conducted in collaboration with the French Red Cross.

During 2009, the water and sanitation and hygiene promotion mainstream activities have been focused on the development of a **sustainable follow-up model** in order to establish not only the methodology for its implementation and involvement of stakeholders but also the way to tackle the challenge to keep the system working for the long-term through monitoring and evaluation activities at community and stakeholders' level. This model proposed the involvement of different stakeholders such as ministries of health, water and sanitation committees, municipalities and Red Cross National Societies. A pilot project, involving the four post-hurricane Mitch countries (Guatemala, El Salvador, Honduras and Nicaragua) was drafted and presented to potential donors.

Moreover, nearly seven years after the completion of the post-Mitch programme in Central America (in Nicaragua, Honduras, El Salvador and Guatemala), the level of organizational development in water, sanitation and hygiene promotion varies in each National Society. A detailed mapping showing the strengths and weaknesses of the aforementioned National societies was developed to provide tailored support in the future.

The Water, Sanitation and Hygiene Promotion Coordinator provided technical advice and support in monitoring and evaluation to the water and sanitation programme in Central America, the long-term sustainability evaluation conducted by the American Red Cross, and to the mid-term review of the water and sanitation programme in Guyana. The projects in El Salvador and Honduras were monitored and technical advice was provided according to the needs. These projects were completed in March 2009. In relation to the long-term sustainability evaluation, the Coordinator provided valuable technical support and coordinated the visits to the National Societies and community committees for the evaluators. The water and sanitation programme in the hinterlands of Guyana is being implemented multilaterally by the French Red Cross and Guyana Red Cross Society with technical assistance from the IFRC's secretariat and covers water supply, sanitation, hygiene promotion and providing training for the water committees in 30 communities located in two vast regions of the southwest and northwest of Guyana. The Mid-Term Review was conducted in September 2009. The Water, Sanitation and Hygiene Promotion Coordinator acted as the team leader with representatives from the French Red Cross' headquarters and project staff. The final report was delivered in October.

Programme Component 4: Health in Emergencies

Outcome 1 National Societies have shared and harmonized tools and methodologies for health in emergencies.

2009 was an intensive year in terms of rolling out emergency health tools and methodologies in the Americas, and progress towards this objective is well under way. The specialized training in Public Health in Emergencies for National Disaster Response Teams that was designed and introduced during 2008, continued to be promoted at the continental level. The Emergency Health (EH) NDRT or NIT training has a central position among the activities of the Regional Centre of Reference for Disaster Preparedness (CREPD)⁶ and during 2009 no less than eight National Societies: Bolivia, Chile, Colombia, the Dominican Republic, Honduras, Nicaragua, Paraguay and El Salvador increased their emergency health response capacity through this training.

During the reporting period, PHE NIT members⁸ were active in Bolivia⁷ (16), Paraguay⁸ (22), Guatemala⁹ (24), Colombia¹⁰ (25), Honduras¹¹ (22), Chile¹¹ (20) and Dominican Republic¹² (25).

PHE NITs trained in 2009	177 persons	100%
PHE NITs active in 2009	At least 154 persons	87%

The figures above suggest that PHE NITs training is a relevant component of the IFRC's training opportunities in the Americas and corresponds to the needs of the National Societies. The level of utilization of the resource has been significantly above that targeted. The use of the PHE NITs curriculum for other than the traditional natural disaster context, such as epidemic prevention and control and pandemic preparedness¹³, has shown the usefulness and flexibility of this training opportunity.

⁶ Centro Regional de Referencia en Preparación para Desastres, El Salvador. www.cruzroja.org/desastres/redcamp/crepd.htm

⁷ Dengue outbreak **MDRBO004** and Epidemic Preparedness

⁸ Dengue outbreak **MDRPY006** and Epidemic Preparedness

⁹ Food insecurity **MDRGT001** and Dengue Outbreak **PGT014**

¹⁰ Volcanic eruption **MDRCO005** and floods **MDRCO004** and **MDRCO006** and Epidemic Preparedness

¹¹ H2P programming in the Americas 2009

¹² ECHO funded programme: Enhancing of the response capacity to epidemics outbreaks of malaria, dengue, hemorrhagic dengue, leptospirosis and yellow fever.

¹³ PHE NDRT have had an important role in the roll-out of pandemic preparedness activities in their National Societies as well as in response to the A/H1N1 pandemic influenza of 2009.

Advocacy and awareness raising of health needs in emergencies is a central activity in Emergency Health. The Americas Zone launched 30 DREF operations or Emergency Appeals in 2008. In these plans emergency health was considered in nine (30 per cent). In 2009 the same figures were: 19 operations launched and emergency health was included in 11 of these (58 per cent). These simple figures suggest that awareness of the importance of public health in emergencies has increased among National Societies in the Americas between 2008 and 2009. Moreover, since 2009 all the Plans of Action, DREF Bulletins, Emergency Appeals, and updates receive input from the IFRC's Emergency Health Coordinator before publication.

The **Epidemic Control for Volunteers Manual and Toolkit** was translated to Spanish, underwent a regional validation and was reproduced for the use of National Societies. Trainings in Epidemic Control for Volunteers were carried out both for RITs (held in Panama in December 2009, with participants¹⁴ from Argentina, Bolivia, Colombia, Costa Rica, Chile, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela), for NITs (Bolivia, Colombia, Dominican Republic, El Salvador, Paraguay and Peru) and general community health volunteer groups (Costa Rica). The **EH NIT (NDRT) manuals and the Spanish version of Epidemic Control for Volunteers** were reproduced and distributed to ten National Societies in South America. This was carried out with support from the Norwegian Red Cross and ECHO. In total, **629 Red Cross volunteers and staff** were reached through the epidemic control specialized training and materials. The various community-based activities carried out in Bolivia, Colombia, the Dominican Republic and Paraguay such as trainings, education sessions and health campaigns allowed community volunteers to create their own networks. These networks are made up of community leaders, community-based organizations and local people. These networks have the support of the health authorities and local NGOs to increase the coordination level in case of emergencies for a better and safer response. All the communities part of this project in the four countries are organized in order to disseminate and multiply key messages in health to prevent, control and respond to dengue, malaria, leptospirosis, influenza and yellow fever outbreaks and also to promote healthy lifestyles in their own communities.

The Emergency Health programme also provided support to the Guatemalan Red Cross in the response to the dengue fever outbreak towards the end of 2009 in seven Red Cross branches. This project was supported by ECHO and trained 50 volunteers on dengue prevention. Moreover, the work carried out by the National Society reduced mosquito breeding sites in the targeted communities reaching 9,226 families (44,348 people) through IEC actions, dissemination of information of dengue prevention, community actions for reduction of mosquito breeding sites and distribution of long-lasting insecticide treated curtains for households.

The IFRC's Americas Zone continued to support regional networks for **psychosocial support**. In 2009, the Central and South American networks were brought together in the 2nd National Psychosocial Forum Meeting for Humanitarian partners, hosted by the Colombian Red Cross Society in November 2009 in Bogota, Colombia. Four Central American representatives participated in this knowledge-sharing workshop.

As a first step in the roll-out of the new CBHFA in Action methodology as a framework for community-based preparedness and response in 2009, two representatives of the National Societies of the Americas supported by the Americas Zone: one volunteer from the Argentine Red Cross, one volunteer from Belize Red Cross Society with direct support from the Norwegian Red Cross, together with one officer from the IFRC's Caribbean Regional Representation and a Health Delegate from American Red Cross, participated in the **CBHFA Master Facilitators' Workshop** in Mombasa, Kenya from 6 to 12 July organized by the IFRC's Health and Care department. This training was vital for the introduction and roll-out of the CBHFA approach in the Americas and it was important to have both Spanish and English speakers trained. Furthermore, the South American **CBHFA trainers' pool** was reinforced by supporting the participation of a Health Officer from the Regional Representation for the Andean Region (also supporting the Southern Cone and Brazil) in the Master Facilitators' Workshop in Guyana in November.

¹⁴ 14 men and 10 women

The Bolivian Red Cross has strengthened its emergency health response capacity through a project for **community-based first aid**. Two regional branches (Oruro and Potosí) have strengthened their volunteer network by training 50 new volunteers. In the framework of the project the new volunteers have had community trainings for 300 community members (150 in each department). Indirectly, 1,500 people have benefitted and will continue benefitting from this initiative. Additionally, the Bolivian Red Cross received support to increase the catchment area and people reached in the National Society's ongoing **Emergency Health/Epidemic Control Project**.

The Americas Zone Emergency Health Coordinator played a key role in the Zone Office pandemic monitoring, preparedness and response following the A(H1N1) outbreaks in Mexico and the subsequent pandemic situation. The Coordinator has also played a pivotal role in the establishment of the pandemic influenza projects in National Societies during the reporting period. These factors have affected implementation of the Americas health in emergencies programming, however this was resolved with the establishment of the H2P Americas Zone team in the second semester. The Communications unit in the Americas provided communications support for the response for the influenza A (H1N1) outbreak. The unit was responsible not only for public information, but also for information-sharing and management within the task force team, created to respond to the outbreak.

Pandemic focal points from seven National Societies in Latin America participated in a workshop in July facilitated by the H2P unit at the secretariat headquarters to provide orientation on proposal development and project content and implementation for six month accelerated pandemic preparedness projects. The H2P focal person from the Mexican Red Cross shared experience and lessons learnt from the recent A(H1N1) outbreak, preparedness and response.

The Emergency Health programme implemented a **pandemic preparedness** project funded by Pan American Health Organization with the main goal of mitigating the impact of a pandemic on excess morbidity and mortality within institutional settings such as schools, youth centres, orphanages, retirement homes and prisons. During the first half of the implementation period each National Society developed its plan of action and budget to implement the project based on the common goal and identified the institutions to continue working during 2010. This project targets an estimate of 8,520 persons. The five National Societies participating: Belize, Guyana, Jamaica, Panama and Paraguay have outlined three main objectives: a) To raise awareness of, and promote prevention, hygiene and good health practices among institutionalized vulnerable populations; b) To equip vulnerable people residing in institutions with cleaning items, hand sanitizers, educational posters and flyers for preventive measures and c) to equip staff and volunteers with adequate protection equipment for working in these institutions.

Constraints or Challenges

Funding for the Zone health programme has been inadequate for some proposed activities, and technical human resources are contingent on project funding or donor interest. As a consequence the Zone Health Coordinator has also been responsible for coordinating the Global Alliance on HIV, and the Zone does not have a dedicated technical resource person for community health.

The A(H1N1) pandemic situation absorbed the Zone health team at all levels from April onwards in preparedness and response, and this understandably resulted in some delays in health programme implementation within the Zone and in National Societies.

Secretariat funding was disbursed mid-year to the National Societies resulting in programming delays, loss of trained staff, congestion of programme activities at all levels in the final three months of 2009, and inability to utilize all available funds in the case of several Global Alliance countries.

Resource mobilization still presents a major ongoing challenge. 2010 is likely to be the final year of Swedish Red Cross multilateral funding for the Global Alliance on HIV in the Americas, which includes support to the Red Cross Societies of Argentina, Colombia and Ecuador, the Andean and Southern Cone regions and the continental Global Alliance on HIV coordination. It remains a high priority for National Societies to develop resource mobilization strategies, public/private partnerships and ensure

that they are well positioned within their own countries, effectively coordinating with their Ministries of Health and National AIDS programmes, UNAIDS and key international and local partners, including membership of their Global Fund Country Coordinating Mechanism and formalized working arrangements with the national network of PLHIV.

Organizational Development/ Capacity Building

Programme purpose

Global Agenda Goal 3: Increase local community, civil society and Red Cross capacity to address the most urgent situations of vulnerability

The priorities in the 2009 plan stayed the same. As stated in the Programme Update n° 1 only Outcome 1, under Programme Component 2, and Outcomes 1 and 3 under Programme Component 5 were removed, but actions towards these outcomes were addressed under the other programme components.

Programme Component 1: National Societies leadership capacities improvement

Outcome 1 National Society leadership has a better understanding of community focus, management practices, integrity risk management, and diversity.

A partnership with a top ranked Latin American University, the Technological Institute of Monterrey (Instituto Tecnológico de Monterrey) in Mexico was made official through a signed agreement to promote leadership and management training for National Societies' decision-makers. In 2009 a diploma called Development of the Effective Executive, was chosen as the most suitable to start promoting between current and potential leaders in Latin America. Any member of a National Society, staff or volunteer, managing human or financial resources, can benefit from this diploma that focuses on issues such as decision-making, resource management, client orientation, teamwork, results focused approach, communication and negotiation skills. The selection process is underway and the first ten participants will start in early 2010.

Within the framework of the Americas Zone Organizational Development plan, an initiative was developed in 2009 with the aim to better contribute to the protection of the integrity of National Red Cross Societies in the Americas. An interactive tool, *National Society Integrity Protection Tools-Compilation*, was developed in English and Spanish, following the steps included in the implementation guidelines of the "Policy on the Protection of Integrity of National Societies". The tool will serve as an easy-to-use guide for the National Societies to determine the level of integrity risk and to proactively take corrective measures. It will also be useful to handle integrity crises that already have manifested themselves in National Societies.

The National Societies' experiences in the Americas have shown that overall there is a good knowledge of most of the existing tools to protect their integrity; nonetheless, National Societies hardly use them. On the other hand, many times these tools do not have electronic versions or they are not available in all of the IFRC official languages. The idea for this interactive tool is to be a "one source for all" on issues related to National Society integrity. While the recent development of the implementation guidelines for the "Policy on the Protection of Integrity of National Societies" represents important progress, it does not provide direct and easy access to these tools. The interactive tool will allow the National Societies to access all the reference documents, tools, case studies, models and so on; while the Integrity Policy implementation Guidelines will briefly explain the use of each of these tools. The aim is that the tool will not only be disseminated in a multimedia CD format, but will be included in a virtual space, such as the IFRC E-Learning platform. Additionally, it will include other tools which the guidelines do not include such as the governance and management functions, how to plan and carry out a legal base revision process, and collection of comments on the National Society Statutes.

The technical aspects will be finalized in early 2010, and disseminated to all National Societies, and will be worked on closely with a small National Society pilot group.

The Communications unit has supported the strengthening of the National Societies in communications-related skills. During 2009, a meeting was carried out with the communications staff from the five National Societies in the Southern Cone and Brazil with support from the regional Organizational Development programme and the ICRC.

Outcome 2 Red Cross Youth understands their context and contributes to improving Red Cross impact in working on those issues.
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Under the understanding that most National Societies in the Americas have the need to go through a generational change process, a concept paper was presented to the Finnish Red Cross for their consideration.

After presenting a youth concept paper to the Finnish Red Cross, an extensive online consultation process was carried out with youth in the Americas through the online social site, Facebook, where a Red Cross group was created in order to analyze the content of the concept paper. The main issue of discussion was whether youth in National Societies have sufficient access to decision-making, and how this could be improved. With this input, plus information from a Youth meeting in the Caribbean, a proposal called Generational Renewal in the Red Cross in the Americas, was submitted to the Finnish Red Cross at the end of 2009, with very good options of it being approved for implementation in 2010.

Programme Component 2: National Societies systems, procedures and staff sustainability

Outcome 1 Accountability is mainstreamed by National Societies in the Americas.
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This programme component and outcome was removed (see Programme Update 1) due to insufficient funding. However, actions towards this outcome were incorporated under the other programme components.

Programme component 3: National Society financial sustainability

Outcome 1 National Societies access new sources of funding

In 2009 two National Societies in the Americas have worked towards the development of their resource development plan (RMD). The Colombian Red Cross Society has developed a national RMD for the next five years that is in line with the new strategic plan for 2010–2015 and was approved by its governing board. In addition, the National Society has established a National Committee for Resource Mobilization and Development that will be led by the executive director and other key internal and external actors that include National Society directors, branch representatives, members from external organizations and the Chamber of Commerce.

The Jamaica Red Cross has also made progress towards the development of a national resource development plan. A consultant was hired to analyze and support the National Society with specific resource mobilization activities that included the identification of tools, methodologies, as well as to carry out diagnostic reviews to determine the current status of the National Society. The outcome of the diagnostic was the clear need for a comprehensive national resource mobilization plan for 2010 guided by a team with a leader accountable for its achievement.

Significant steps have been taken towards National Societies having more diversified sources of funding, especially in the design of business and marketing plans and accessing experiences of running income generating units of other National Societies.

In the Caribbean, the Belize Red Cross Society and the Jamaica Red Cross have made progress in the area of first aid training with regard to mobilizing resources. In early 2009, the National Societies participated in a training of first aid instructor trainers conducted by the American Red Cross with the aim of establishing a standard methodology throughout the Caribbean. With Norwegian Red Cross funding, the National Societies have begun to upgrade their first aid programme and to ensure increased quality of service, and foresee establishing agreements with the corporate sector as a source of core income.



Example of the resource mobilization kit developed by the Belize Red Cross Society, focusing on first aid. Source: Belize Red Cross Society

In Belize, a marketing strategy has been developed, accompanied by training for staff and volunteer instructors. As a result, during the month of October, 20 businesses were visited and bookings made for five commercial trainings.

As for the Jamaica Red Cross, a proposal for a marketing strategy was developed to examine and recommend ways of increasing the marketing and sales related to first aid training, services and products offered by the Jamaica Red Cross.

In Central America, staff and volunteers from the training centres of the Guatemalan Red Cross and the Red Cross Society of Panama benefitted from an exchange of experience and knowledge through internships with the Ecuadoran Red Cross. Knowledge and expertise was boosted in the area of management of a training centre, marketing of products and services and development of curricula. This exchange will continue in 2010 with advice and guidance provided by the Ecuadoran Red Cross' Training Institute with the aim of improving the structure of the training centres in Guatemala and Panama and establishing national marketing plans.

The Colombian Red Cross Society has established a National Committee for Resource Mobilization and Development and a portfolio of services has been developed which includes services provided by the Red Cross nationwide to be used for presentation to potential donors.

The Ecuadoran Red Cross has founded a medical service company, Cruzvital SA, as a separate legal entity for the provision of the range of medical services provided by the National Society which include: recovery and rehabilitation, a clinical laboratory, a bacteriological laboratory, genetic laboratory, and transfusion and blood services. In the course of a year, results for the management of Cruzvital SA will be seen regarding the generation and transfer of economic resources to the National Society to finance projects.

Work has begun by the Peruvian Red Cross to develop a business plan to strengthen the competitiveness and positioning of its National Training Centre which focuses on health education, community development and risk management with a view to increasing coverage and gaining new clients and users. This project began in December 2009 and will continue in 2010.

These initiatives all work towards the possibility of securing agreements with the corporate sector, boosting income generation for programme and project activities.

Moreover, in 2009 efforts were concentrated on generating guidelines that will be of support for National Societies to develop these capacities.

The organizational development programme jointly with the Resource Mobilization Unit in the Americas Zone Office completed the content for the guidelines that will facilitate the development of sources of funding. The guidelines focus on providing orientation for the National Societies on how to approach the

private sector and establish sustainable alliances. The design and printing of the document in English and Spanish will be carried out during 2010, followed up by its distribution to the National Societies in the Americas.

Programme Component 4: National Society grassroots and services development

Outcome 1 Volunteer Management practices are strengthened at local levels increasing National Societies' service delivery.

During 2009, the Organizational Development programme was able to provide more support in the area of volunteering with the arrival of the Volunteer Development Coordinator supported by the Swedish Red Cross. During the second half of the year emphasis was placed on providing tailored support to National Societies. This has been done by working through existing IFRC support structures as well as developing volunteering development resources while capitalizing on existing resources.

National Societies want to create impact through service delivery at the local level, therefore effective volunteer management practices must be developed. In this case, training for Red Cross volunteers and National Society staff managing volunteers has been one of the key actions during the year. First, the Red Cross basic training, *World of the Red Cross (WORC)*, which includes basic facts about the Red Cross, its Fundamental Principles, history, structure, among other topics, has been piloted for volunteers in two National Societies in the Caribbean (Trinidad and Tobago and Guyana). Second, an online Volunteer Management training has been launched in cooperation with the European Reference Centre on volunteering. The first launch was in the English-speaking Caribbean National Societies with 21 participants. The Volunteer Management training takes place over a four month period and covers every component of the volunteering management cycle. The follow-up of participants will be covered in the tailored support plans and work will continue during 2010.

In line with increasing volunteering management capacities, a draft concept note for an online Volunteer Development module has been developed by the global volunteering team. The target group for this are the National Societies' leadership responsible for initiating the volunteering development process.

Tailored support plans in the area of volunteering have been developed together with the Regional Representations based on their country support plans. Tailored support will be given to one or two National Society in every region.

In addition, the "Americas Volunteering Review" has been finalized and disseminated according to the initial plan. This includes distribution of the Review (hardcopy and digital) as well as in depth presentations in all five Regional Representations and in nine National Societies and in four continental or regional events.

As part of the global volunteering team, time has been dedicated to promoting global volunteering initiatives, most important the volunteers' accident insurance. For 2010 seven National Societies have submitted for accident insurance covering approximately 12,000 volunteers in comparison to the year before when only 1 National Society applied for this insurance.

Plans have been made to promote the International Year of volunteers + 10 in the Americas and also to promote the IFRC's volunteering development award to which three National Societies from the Americas applied.

Moreover, contacts have been established with programme coordinators at both Zone and regional level in order to promote volunteering development as a cross-cutting issue. This has been done by input to meeting agendas and carrying out presentations on volunteering in meetings and events. During meetings with the Regional Representatives, discussions have been held on the coordination of funds from different programme budgets in order to reinforce the budget for volunteering development.

Outcome 2 National Society branches are part of community life and have the capacity to deliver services.

In 2008 the design and the revision of some tools occurred, (Branch Development Game and Well Functioning Branches Manual). This process was followed in 2009 by the development of a methodology for the use of the existing tools to best address and give priority to National Society development. This is a critical issue, which has been pointed to in *Strategy 2020*. The methodology has been rolled-out in the National Societies of Argentina, Costa Rica, Chile, Cuba, Dominican Republic, Honduras, Paraguay and Uruguay. This methodology puts forward branch development in line with appropriate volunteer development, leadership and gender issues in a very participatory and dynamic way. Overall, branch development has clearly been highlighted as a priority, therefore It is crucial that the implementation of the tools is followed up.

Programme Component 5: National Society programme development and management capacity.

Outcome 1 International Federation policies, strategies and guidelines related to capacity-building are well-understood and implemented by National Societies in the Americas Zone and are properly disseminated to relevant regional stakeholders/partners.

As previously mentioned in the Programme Update n° 1, this first outcome was eliminated as the use of IFRC policies, strategies and guidelines related to capacity-building is in-built within the other programme components' outcomes.

Outcome 2 Integrated approach in community work is mainstreamed in National Societies, incorporating current global practices like livelihoods, generating a better impact of their service delivery at community level.

The National Societies have progressed in their internal planning processes, by having developed strategic plans in the past years. Unfortunately this is not enough and many National Societies do not follow their strategic plan and continue working as a project-based organization. Many National Societies still need guidance on how to link their strategic objectives to operational implementation. The Strategic Planning process has been used as the basis to support the integration of National Societies' planning, monitoring and evaluation processes. There has been increased emphasis placed on improving the quality of some National Societies' planning processes. In addition, more attention has been given to ensure project monitoring, putting this in a broader planning framework perspective. The Organizational Development programme is committed to support the integration of National Societies' planning, monitoring and evaluation processes, using the strategic planning process as an essential starting point. National Societies recognize the important link between plans - from operational, strategic and the international frameworks - using a top-down/ bottom-up approach. It is critical with the *Strategy 2020* that the National Societies harmonize the different levels of planning in order to have a coherent implementation of the services being delivered to the population.

As identified when the Zone Office was created in 2007, there is a need to generate coherent service delivery to National Societies, coordinated from the Zone Office and implemented by a pool of Organizational Development practitioners located in regional/country IFRC offices and/or National Societies. The Zone Office, as part of the decentralization process of the secretariat headquarters, will be the link between the global processes lead by Geneva and the National Societies' needs. As a result, all human resources identified in the Americas need to be managed in such a way as to make the best use both human resources and the limited financial resources available for National Society development. In 2009, more attention was placed on generating this team approach for Organizational Development in the Americas, developing thematic leads in each of the areas of work in Organizational Development. In this way, branch development, leadership development, volunteering development, integrity protection, planning development, and resource mobilization, has one lead in the Organizational Development team, located either at the Zone Office or in one of the Regional Representations. The future of this mechanism will depend on the management decisions that the Zone Senior Management adopts at the beginning of 2010.

Outcome 3 Continental networks are developed as the main vehicle for exchange of knowledge

in the Americas.

As previously mentioned in the Programme Update n° 1, this outcome was eliminated as the use of IFRC policies, strategies and guidelines related to capacity-building is in-built within the other programme components' outcomes.

Constraints or Challenges

Outcome 1, under Programme Component 2, and Outcomes 1 and 3 under Programme Component 5 included in the Zone Organizational Development plan have not been implemented due to the lack of availability of financial resources.

A major issue to resolve is the timing as to when funding is made available, in order to be in a position to implement the activities planned. A challenge encountered related to volunteering is the imbalance between the increased interest of National Societies to take volunteering development forward in relation to available financial and technical resources. Sixteen of the 17 country support plans in the Americas reflect a need for the secretariat support in volunteering development. Another challenge is that in order to have success, the programme depends on the involvement and contributions from other programmatic areas as well as from the Regional Representations.

Fundamental Principles and Humanitarian Values

Programme purpose

Global Agenda Goal 4: To promote the respect by the diversity and the human dignity, and to reduce the intolerance, the discrimination and the social exclusion

Programme Component 1: Policies, strategies and standards

Outcome 1 International Federation policies, strategies and guidelines related to humanitarian Principles and Values, non-violence, non-discrimination and respect for diversity are well-understood and implemented by National Societies in the Americas Zone and are properly disseminated to relevant regional stakeholders/partners.

The Red Cross National Societies are participating in the *Youth as Agents of Change* initiative; where the Colombian Red Cross Society, the Honduran Red Cross and the Uruguayan Red Cross have trained facilitators, as well as the Canadian Red Cross.

The IFRC's secretariat has worked to disseminate its policies, strategies and standards. During 2009 the Guide on Non-Discrimination and Respect for Diversity was published and distributed to National Societies across the continent. The guide contains sections on different vulnerable groups, with information and activities to address and challenge discrimination. The guide is directed to all users within the National Societies and has a special focus on volunteers as agents in the promotion of non-discrimination and respect for diversity.

Moreover, the IFRC has disseminated its Migration Policy across the continent through diverse meetings as will be explained under the programme component 2.

Programme Component 2: Migration

Outcome 1 National Societies have a better understanding of migration trends and the vulnerabilities of migrant populations and have analyzed the possibilities of Red Cross action in addressing such vulnerabilities.

Upon interest expressed by the National Societies of Haiti and Dominican Republic, the Latin Caribbean Regional Representation developed a reflection paper to serve as the basis for future discussions around this theme. This initiative took place as result of a meeting between the Presidents of the two National Societies, which was facilitated by the secretariat in February. After the paper was shared, a

successful meeting between Headquarters and Branch Presidents from the Dominican Republic and Haiti took place with the participation of the ICRC and the IFRC. The objective of the meeting was to explore options for strengthening branch capacities in the border areas between the two countries. Thus, a joint plan of action was drafted and agreed between the Red Cross border branches of the Dominican Red Cross and the Haitian Red Cross Society.

Moreover, discussions with the United Nations Refugee Agency (UNHCR) took place during the second semester of 2009, regarding the Regional Conference for the protection of refugees and international migrants during this meeting. As part of the preparatory discussions, the topic of “mixed migration” was examined. The term refers to the movement of people for economic reasons, combined with refugees and asylum seekers, which often use the same migration routes, but are less easy to identify.

The IFRC promoted the International Federation of Red Cross and Red Crescent Societies’ Migration Policy, which was approved by the General Assembly in 2009. As a result of this participation, a road map for mutual collaboration was discussed between the UNHCR and the IFRC. It is expected that during the first quarter of 2010 further meetings will be held to identify priority countries for agreement on exploring pilot initiatives.

It is worth mentioning that migration is becoming a relevant issue for National Societies especially in Central America as well as Ecuador in South America. Ecuador is characterized as one of the countries with the highest migration rate in the region, and the Ecuadorian Red Cross is playing an important role in issues relating to migration.

The annual ICRC and IFRC Cooperation Workshop for the Caribbean National Societies was held in Trinidad and Tobago in October, and focused on the themes of migration and internal violence. On the first day of the agenda were issues such as the IFRC’s Migration Policy, understanding the needs and rights of vulnerable migrants and the situation of migration in the Caribbean. Recommendations included developing a set of simple steps to assist National Societies to incorporate migrants’ needs into existing National Societies’ programming and understanding the laws protecting migrants across the Caribbean to better advocate on their behalf where needed.

Programme Component 3: Principles and values with advocacy and communication.
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Outcome 1 Key Federation principles and values are promoted influencing internal/external practices through advocacy activities and means of communication.
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The Communications unit supported the Violence Prevention workshop for journalists organized by the Red Cross Society of Panama and the Spanish Red Cross with the participation of the National Journalists’ School. Twenty journalists attended the workshop on 12 September. The purpose of the workshop was to disseminate information on the project and the train them on how to handle information related to this topic.

During the consultation on Strategy 2020, the **Study of the Americas** was launched to all National Societies of the Americas (35) and also to the media. It was well received by the media and coverage was particularly good.

The Americas Zone Office through the Communications unit provided support to National Societies for dissemination activities under the Global Campaign “**Our World. Your Move.**” In the Americas, 77 per cent of the National Societies participated in the campaign, developing different activities related to Solferino, Red Cross Red Crescent World Day and the anniversary of the Geneva Conventions.

Another initiative carried out to promote the Movement’s principles and values was the publication of an article in the June edition of Panorama magazine carried by Copa Airlines, which provides services to 45 different destinations in 25 countries. This was done under the Global Campaign in collaboration with the Red Cross Society of Panama. The article highlighted the history, the Principles and Values and achievements of the Red Cross Red Crescent Movement over the years.

The first edition of the Americas Newsletter in English and Spanish disseminated information on the activities carried out by the Red Cross in the continent.

In 2009 a new presentation of the Principle and Values section was completed and posted on the www.cruzroja.org website. The dissemination of this updated material with the National Societies began in April. The Communications unit also supported the dissemination of the Guide on Non-Discrimination and Respect for Diversity.

Overall, in 2009, the Communications Unit published 157 news stories on Latin America and the Caribbean and 45 news stories on Caribbean website. In addition, 32 news stories were published in the international website of the IFRC about the Americas

Constraints or Challenges

The main constraint for this Goal was the lack of a Principles and Values Coordinator for the Zone due to lack of resources. With the work overload that was experienced by the staff of the other programmes as well as by management, it was challenging to implement the planned activities.

Working in partnership

The Americas Zone Office has continued to work with Movement and non-Movement partners alike in 2009. Amongst the Partner National Societies that have continued to collaborate are the American Red Cross, the British Red Cross, the Canadian Red Cross, the Finnish Red Cross, the French Red Cross, the German Red Cross, the Italian Red Cross, the Netherlands Red Cross, the Norwegian Red Cross, the Spanish Red Cross and the Swedish Red Cross, as well as the ICRC. There has been recent renewal of collaboration with the Japanese Red Cross Society in the area of Disaster Management.

Ongoing partners that have been central to the work of the Red Cross in the Americas are DFID, Ericsson Response, DG ECHO, the United Nations International Strategy on Disaster Reduction (UNISDR), Albatros Media, Llorente y Cuenca, Inglefield Ogilvy and Mather, the Water Centre for the Humid Tropics of Latin America and the Caribbean/International Research Institute for Climate and Society (CATHALAC/IRI), the Andean Committee for Disaster Attention and Prevention (CAPRADE), the Coordination Centre for the Prevention of Natural Disasters (CEPREDENAC), the Caribbean Disaster Emergency and Response Agency (CDERA), the ProVention Consortium, OAS, UNICEF, OCHA and PAHO.

During 2009, there has been a consolidation of the relationship with DG ECHO, with new opportunities of funding in Health and Disaster Risk Management in the Caribbean that would enable the Federation to implement capacity building actions with the National Societies.

PADRU also has essential partnerships with Partner National Societies and governments to support disaster preparedness and response activities. In addition, throughout 2009 PADRU has participated with other international organizations such as UNFPA; a partnership was developed to address gender violence in shelters through the Caribbean Regional Representation. PADRU was active in the cluster system in 2009 and participated with the Norwegian and Danish Refugee Councils on Camp management and made revisions to the camp planning tool.

In addition, PADRU through its water, sanitation and hygiene promotion technical staff, is an active member of the Interagency Latin American and Caribbean Network (REDLAC) group. It has carried out projects such as the inter-institutional procurement of water and sanitation emergency response equipment for Latin America and the Caribbean.

Working with partners continues to be a high priority for National Societies in the Global Alliance on HIV. The Zone Office and the Caribbean Regional Representation have been collaborating with the American Red Cross on the development of new HIV funding proposals in the Caribbean region, expanding the

current scope of support to Guyana and Haiti to include Jamaica and Bahamas – and programmatically from a focus on youth peer education to a greater focus on most-at-risk populations.

The Global Alliance on HIV in the Americas is supported by multilateral partners including the Norwegian and Swedish Red Cross Societies and through bilateral partnerships with the American, French, Italian, Netherlands, Norwegian and Spanish Red Cross Societies. National Societies report partnerships in 2009 with national and regional PHIV networks, community-based associations and NGOs, Ministries of Health, Education and Social Services, UN agencies and international NGOs. National Societies are continuing to expand their HIV work in partnership with PLHIV networks, and community organizations and associations representing key populations at heightened risk of HIV.

During 2009, Club 25 programmes mobilizing voluntary non-remunerated youth blood donors worked in partnership with Red Cross and government blood services.

Contributing to longer-term impact

The increased capacity of the Disaster Risk Management programme to respond quickly and efficiently to disasters, has contributed to the fulfilment of the first goal of the Global Agenda: to reduce the number of deaths, injuries and impact from disasters. Funding for this programme has contributed to the development of existing capacities of National Societies to provide effective and timely services to communities affected by disasters. Furthermore, the funding has contributed to consolidating an integral disaster management system in the Americas, coordinated by PADRU in collaboration with the UN system and other relevant regional stakeholders.

In relation to the RIT deployment and internships, experience has shown that National Societies benefit from the increasing pool of skilled RIT trained members. Furthermore, the exchange of knowledge, experience and skills fostered by the RIT system has strengthened regional cooperation and collaboration between National Societies. In addition, there is greater understanding of international standards, tools and operational requirements, which leads the way to more cohesive Federation operations as a whole. The RIT courses, deployments and internships at PADRU are therefore an important tool to strengthen disaster management capacity at the National Society level.

The Global Alliance on HIV approaches, tools and methodologies, particularly in relation to HIV prevention with key populations and the meaningful involvement of PLHIV, (MIPA) principle, which underpins the Red Cross Red Crescent global HIV strategy, provide a framework for National Societies to integrate gender, equity, diversity and community empowerment in their HIV response. National Societies through the Global Alliance are incorporating a gender perspective into their HIV prevention programmes to ensure that the feminization of the HIV epidemic is addressed through programme targeting and gender sensitized messaging. Likewise, increasingly, National Societies are incorporating a diversity perspective into their HIV programming ensuring that the HIV vulnerability of diverse populations – such as men who have sex with men and indigenous people – is addressed. With a growing willingness to partner with local community-based organizations, networks and associations on HIV, the National Societies are embracing community empowerment in their HIV programming—building the capacity and resilience of the most at-risk groups, including PLHIV, to address HIV.

During 2009, a number of approaches were used to share lessons learnt, best practices and quality standards including: a continental Club 25 meeting, regional Global Alliance meetings in South America and the Caribbean, health network meetings in the Caribbean and Central America, the utilization of the IFRC's new Standards for HIV Peer Education in the Caribbean TWC evaluation, and the production of the global advocacy report on the Red Cross HIV response in the Americas "Inequality driving the HIV epidemic in the Americas" to share good practice in Red Cross Red Crescent HIV programming within the Movement and externally with partners and the media.

The Emergency Health programme seeks to ensure longer-term impact through a few focused measures: a) having global tools as a starting point for capacity building and consistently promoting the

use thereof; b) local and regional validation of any new methodology; and c) awareness raising towards National Societies, PNS, donors and partners highlighting the inter-linkage and complementarity of different tools.

Looking ahead

For 2010, it is expected that intense work on the country focus will continue with an aim to achieve secretariat support plans for several National Societies. The vision is to review and adjust the functions and structure of the Americas Zone to respond to this approach in order to be close to National Societies.

The role of humanitarian diplomacy will be increased, so that greater participation in humanitarian issues is sought and the Americas Zone will strive to carry out advocacy initiatives on the Red Cross Red Crescent agenda with a country focus. In addition, the dissemination of IDRL with governments, Red Cross Societies and United Nations agencies will also be central during 2010.

In 2010, the DRM programme will focus on country support plans, in line with *Strategy 2020* and will promote the building of strategic alliances and partnerships between the National Societies, governments and civil society in the areas of risk reduction and disaster management.

The IFRC's Pan American Disaster Response Unit will continue its efforts to provide technical guidance and support to National Societies in the Americas to respond to emergencies.

Looking ahead, the main priorities identified for the Global Alliance on HIV in the Americas in 2010 include a more tailored approach to HIV technical and resource mobilization support for National Societies and a focus on guiding new members through secretariat and peer support in their preparations to join in coming years. It will also include a more coordinated approach to working with the Red Cross Red Crescent and external partners. There will be a focus on ensuring that HIV guidelines and standards are disseminated and on supporting the roll-out of the PCTS training package in those countries planning to introduce the tool at country level. In the area of prevention there will be a focus on the development of new methodologies and tools for working with most at-risk populations and on building strategic regional and local alliances and partnerships with networks and associations representing these populations. National Societies will be encouraged to share their HIV good practice at regional and international fora, including AIDS 2010 and CONCASIDA. There will be support for RCRC+ in the Americas to champion the Masambo Fund and for the development of HIV workplace programmes in National Societies. The progress and impact of the Global Alliance on HIV in the Americas will be reviewed in late 2010 with a view to ensuring continuous learning and improvement.

2010 will see further roll out of the CBHFA methodology in Latin America and the Caribbean with the training of Master Facilitators from National Societies, secretariat staff and PNS partners who will replicate the methodology to Red Cross staff and volunteers at country level. Resource mobilization for the sustainability and expansion of the Club 25 strategy will be a priority as will further development of National Society capacity to monitor and support Club 25 groups, and to develop health promotion platforms, such as road safety and violence prevention, with the existing Clubs.

It is expected that during 2010, support will be provided to the National Societies to use the guidelines on alliances with the corporate sector, and some experience on long term and sustainable alliances will start taking place. It is also likely that the business and marketing plans will help the National Societies that have developed them in order to offer better services and generate more income from these activities.

A toolkit for the Inter-American Plan will be developed with an aim to facilitate a better understanding and use of those documents as key information and input for National Societies' regular activities.

The use of virtual technologies will be enhanced throughout the Americas Zone structure, and different departments will start using such technology for trainings, meetings and conferences. In this way, it is expected that financial costs will be reduced and that the organization will take steps to become more environmentally-friendly.

How we work	
<p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p>Global Agenda Goals:</p> <ul style="list-style-type: none"> • Reduce the numbers of deaths, injuries and impact from disasters. • Reduce the number of deaths, illnesses and impact from diseases and public health emergencies. • Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. • Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
<p>For further information specifically related to this report, please contact:</p> <ul style="list-style-type: none"> • In the Americas Zone Office: <ul style="list-style-type: none"> - Xavier Castellanos, Director of Zone; email: xavier.castellanos@ifrc.org; phone: (507) 380 0250; fax: (507) 317 1304. - Jan Gelfand; Head of Operations, email: jan.gelfand@ifrc.org; phone: (507) 380 0250; fax: (507) 317 1304. - Zuleyka Maynard, Resource Mobilization Officer; email: zuleyka.maynard@ifrc.org; phone: (507) 380 0250; fax: (507) 317 1304. 	

Annex I.

Table 1: HIV programme performance by ten National Societies in the Global Alliance on HIV in the Americas for the year 2009 including volunteer hours and resources mobilized.

Service rendered	Caribbean	Central America	South America	Total 2009	2008	Remarks
Number of people reached with prevention messages	77,367 (Belize) 12,440 (Guyana) 761,043 (Jamaica) 116,235 (Haiti) 967,085	14,159 (El Salvador) 66,222 (Honduras) 28,684 (Guatemala) 109,065	66,853 (Ecuador) 122,010 (Colombia) 174,978 (Argentina) 363,841	1,439,991	796,242	
Number of PLHIV supported	69 (Belize) 100 (Guyana) 169	695 (El Salvador) 93 (Honduras) 328 (Guatemala) 1,116	77 (Ecuador) 2,400 (Colombia) 328 (Argentina) 2,805	4,090	3,002	
Number of OVC supported	140 (Guyana)	168 (El Salvador) 2 (Guatemala) 170	500 (Colombia) 33 (Argentina) 533	703	5,195	
Total population reached & served	77,385 (Belize) 12,680 (Guyana) 761,043 (Jamaica) 116,235 (Haiti) 967,343	19,883 (El Salvador) 66,315 (Honduras) 57,195 (Guatemala) 143,393	166,834 (Ecuador) 140,940 (Colombia) 180,990 (Argentina) 488,764	1,599,500	804,439	
Volunteer hours mobilized annually	28,290 (Belize) 747 (Guyana) 22,000 (Jamaica) 51,037	181,200 (El Salvador) 30,000 (Honduras) 115,200 (Guatemala) 326,400	8,687 (Ecuador) 200,000 (Colombia) 26,784 (Argentina) 235,471	612,908	448,776	
Number of staff & volunteers reached through HIV workplace programmes		205 (El Salvador) 96 (Guatemala) 301	1,562 (Ecuador) 1,500 (Colombia) 674 (Argentina) 3,736	4,037		Data not collected for consolidated report in 2008 Caribbean will commence in 2010
Resources mobilized for HIV programme in CHF	142,774 (Belize) 221,737 (Guyana) 309,853 (Jamaica) 401,554 (Haiti) 1,075,918	198,776 (El Salvador) 158,724 (Honduras) 161,093 (Guatemala) 518,593	181,108 (Ecuador) 132,673 (Colombia) 149,652 (Argentina) 463,433	2,057,944	1,864,303	2009: CHF 468,816 mobilized from non RCRC sources (GFATM, International HIV/AIDS Alliance, Federal Govts, Embassies, Networks)

International Federation of Red Cross and Red Crescent Societies

MAA42003 - Americas Zone

Annual Report 2009

Selected Parameters	
Reporting Timeframe	2009/1-2009/12
Budget Timeframe	2009/1-2009/12
Appeal	MAA42003
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Response to Appeal

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
A. Budget	496,607	696,689	373,928	2,139	293,005	1,862,368
B. Opening Balance	73,211	3,046	30,060	1,222	-836	106,703
Income						
Cash contributions						
<i>DFID Partnership grant</i>	55,676		55,371		43,735	154,782
<i>ECHO</i>		184,087				184,087
<i>Finnish Red Cross</i>		10,014				10,014
<i>Finnish Red Cross (from Finnish Government)</i>		56,745				56,745
<i>Netherlands Red Cross (from Netherlands Government)</i>	7,454					7,454
<i>Norwegian Red Cross</i>	170,728	20,354	3,554		0	194,636
<i>Norwegian Red Cross (from Norwegian Government)</i>	215,036	183,189	31,984		0	430,208
<i>PAHO (Pan American Health Org.)</i>		69,297				69,297
<i>Sweden Red Cross</i>		31,655				31,655
<i>Sweden Red Cross (from Swedish Government)</i>			105,022			105,022
<i>Unidentified donor</i>		-1				-1
C1. Cash contributions	448,893	555,340	195,931		43,735	1,243,898
Outstanding pledges (Revalued)						
<i>ECHO</i>		47,871				47,871
<i>Netherlands Red Cross (from Netherlands Government)</i>	7,439					7,439
<i>PAHO (Pan American Health Org.)</i>		35,814				35,814
C2. Outstanding pledges (Revalued)	7,439	83,685				91,124
Income reserved for future periods						
<i>ECHO</i>		-3,702				-3,702
C3. Income reserved for future periods		-3,702				-3,702
Inkind Personnel						
<i>Norwegian Red Cross</i>		62,000				62,000
<i>Spanish Red Cross</i>			74,400		74,400	148,800
<i>Sweden Red Cross</i>			24,800			24,800
C5. Inkind Personnel		62,000	99,200		74,400	235,600
Other Income						
<i>Services</i>	99				65,507	65,606
C6. Other Income	99				65,507	65,606
C. Total Income = SUM(C1..C6)	456,431	697,323	295,131	0	183,642	1,632,527
D. Total Funding = B + C	529,642	700,369	325,190	1,222	182,806	1,739,230
Appeal Coverage	107%	101%	87%	57%	62%	93%

II. Balance of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
B. Opening Balance	73,211	3,046	30,060	1,222	-836	106,703
C. Income	456,431	697,323	295,131	0	183,642	1,632,527
E. Expenditure	-493,293	-630,699	-276,047	-737	-181,837	-1,582,613
F. Closing Balance = (B + C + E)	36,349	69,670	49,143	486	969	156,617

International Federation of Red Cross and Red Crescent Societies

MAA42003 - Americas Zone

Annual Report 2009

Selected Parameters	
Reporting Timeframe	2009/1-2009/12
Budget Timeframe	2009/1-2009/12
Appeal	MAA42003
Budget	APPEAL

All figures are in Swiss Francs (CHF)

III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure						Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL	
A		B						A - B
BUDGET (C)		496,607	696,689	373,928	2,139	293,005	1,862,368	
Supplies								
Shelter - Relief		1,111					1,111	-1,111
Water & Sanitation	22,708							22,708
Utensils & Tools			50				50	-50
Other Supplies & Services	22,708							22,708
Total Supplies	45,416	1,111	50				1,161	44,255
Land, vehicles & equipment								
Computers & Telecom	6,224	2,456		1,420			3,876	2,348
Office/Household Furniture & Equipm.			2,775	1,433		5,567	9,775	-9,775
Total Land, vehicles & equipment	6,224	2,456	2,775	2,853		5,567	13,651	-7,427
Transport & Storage								
Storage		47	1,054				1,101	-1,101
Distribution & Monitoring	672	671		131			802	-130
Transport & Vehicle Costs		249	418				666	-666
Total Transport & Storage	672	967	1,471	131			2,569	-1,898
Personnel								
International Staff	550,517	99,049	178,245	146,911		74,400	498,606	51,911
Regionally Deployed Staff			1,183				1,183	-1,183
National Staff	138,503	9,330	49,610	23,291		21,075	103,307	35,197
National Society Staff			3,725				3,725	-3,725
Consultants	172,721	70,226		28,919		132	99,276	73,445
Total Personnel	861,741	178,605	232,764	199,121		95,607	706,097	155,644
Workshops & Training								
Workshops & Training	487,141	210,894	172,191	15,516		8,688	407,289	79,851
Total Workshops & Training	487,141	210,894	172,191	15,516		8,688	407,289	79,851
General Expenditure								
Travel	156,486	32,322	44,807	33,581	538	699	111,946	44,539
Information & Public Relation	48,910	371	33,965	-2,004	109		32,441	16,469
Office Costs	32,824	11,732	4,736	44	42	48,314	64,867	-32,044
Communications	12,154	3,571	14,183	2,885			20,640	-8,486
Professional Fees	51,301	3,301	6,077	663		1,587	11,629	39,672
Financial Charges		-2,318	11,693	1,366		-431	10,310	-10,310
Other General Expenses	16,259	2,632	268	62			2,963	13,296
Total General Expenditure	317,933	51,611	115,730	36,598	689	50,169	254,797	63,137
Programme Support								
Program Support	123,532	35,911	40,134	12,528	48	6,985	95,606	27,926
Total Programme Support	123,532	35,911	40,134	12,528	48	6,985	95,606	27,926
Services								
Services & Recoveries		96					96	-96
Shared Services	19,709	8,034	10,374	9,299		12,114	39,821	-20,112
Total Services	19,709	8,130	10,374	9,299		12,114	39,917	-20,208
Operational Provisions								
Operational Provisions		3,608	55,211	2		2,706	61,526	-61,526
Total Operational Provisions		3,608	55,211	2		2,706	61,526	-61,526
TOTAL EXPENDITURE (D)	1,862,368	493,293	630,699	276,047	737	181,837	1,582,613	279,755
VARIANCE (C - D)		3,313	65,989	97,881	1,402	111,169	279,755	

Annex II.

Estimated overall number of people reached through DREF operations and Emergency Appeals during 2009.

Table A. Emergency Appeals

Region	Emergency Appeals	Amount in CHF	Number of Beneficiaries
South America	Colombia: Floods	486,453	25,000
Central America	El Salvador: Floods	1,883,696	10,000
TOTAL	2	2,370,149	35,000

Table B. DREF operations

CENTRAL AMERICA, CARIBBEAN AND MEXICO			
No.	DREF operations	Amount in CHF	Number of Beneficiaries
1	Costa Rica: Earthquake	115,000	2,500
2	Guatemala: Food Crisis	30,000	10,265
3	Honduras: Earthquake	179,946	4,000
4	Honduras: Civil Unrest	150,000	50
5	Nicaragua: Floods	107,399	4,750
6	Panama: Floods	55,038	1,250
7	Mexico: Hurricane Jimena	331,705	15,000
8	Mexico: Dengue Outbreak	86,724	30,000
9	Haiti: Floods	50,118	4,000
10	Haiti: Floods	105,656	2,500
Sub Total	10	1,235,572	74,315

SOUTH AMERICA			
No.	DREF operations	Amount in CHF	Number of Beneficiaries
1	Argentina: Landslide	164,000	5,000
2	Argentina: Dengue	184,012	120,000
3	Argentina: Floods	230,629	4,720
4	Bolivia: Dengue	140,437	44,000
5	Paraguay: Dengue	151,454	25,000
6	Paraguay: Drought	237,515	5,500
7	Paraguay: Floods	256,996	10,680
Sub Total	7	1,365,043	214,900
GRAND TOTAL DREFs	17	2,600,615	289,215