

Annual report



International Federation
of Red Cross and Red Crescent Societies

Southern Cone and Brazil, South America

MAA46002

26 May 2011

This report covers the period 01 January 2010 to 31
December 2010.



Volunteers from the Chilean Red Cross carry out psychosocial support activities with children.
Source: Chilean Red Cross.

In brief

Programme purpose: Support five National Societies in the Southern Cone and Brazil to effectively operationalize *Strategy 2020* and the Inter American Plan 2007–2011.

Programmes summary: During the year 2010, the International Federation of Red Cross and Red Crescent Societies' (IFRC) Regional Representation for the Southern Cone and Brazil has coordinated with and supported the National Societies of Argentina, Brazil, Chile, Paraguay and Uruguay to implement actions, based on the country plans in four of these National Societies, to strengthen their response skills, better face humanitarian challenges, recover institutional governability, increase National Society visibility, and use the humanitarian challenges of emergencies to catalyze institutional growth and stability.

The Chilean earthquake and tsunami on 27 February 2010 demanded sustained focus in responding to the humanitarian needs of the most vulnerable people in the affected areas. The IFRC and the Chilean Red Cross issued an Emergency Appeal in response to the earthquake. The Regional Representation provided human and technical resources, and supported the integration of the operation's plan of action into the previously established strategic plan and adapted the country support plan. The Regional Representation also facilitated coordination with other International Red Cross and Red Crescent Movement members contributing in Chile and outside the country to the Chile Earthquake Operation. The disaster in Chile led to some delays in the implementation of activities and partially affected some of the tasks planned for 2010.

Nonetheless, during 2010, comprehensive and tailor-made support to the region's National Societies continued in the areas of disaster risk management, health and care, and organizational development. The Disaster Risk Management programme worked with the region's National Societies to undertake diverse community-based activities. The Health and Care programme has focused on HIV and AIDS, community health and health in emergencies in line with the plan. The Organizational Development programme continued its joint planning processes, started in 2009, with

the region's National Societies. In 2010, actions have focused on Statutes reform, the strengthening of the territorial network, the country plans and the development of volunteer systems, as well as community-based activities. All of the programme areas have worked in an integrated manner with the National Societies to provide technical support and facilitate planning, monitoring and evaluation activities, which contribute to ensure that the country support plans respond to the particular needs, interests and current context in each country.

Whilst the programme and administrative tasks were challenged by scarce funds or delay in receipt of projected funds, Principles and Values was included in programming as a crosscutting strategy due to the lack of dedicated human resources to implement work in this programme area. During 2010, the Regional Representation also experienced the reduction of its human resources in the Health and Care programme. Despite these challenges, the Regional Representation worked to provide appropriate membership services to the National Societies and contribute to fulfilling the IFRC's mission.

Financial situation: The total budget for 2010 is 914,813 Swiss francs, of which 996,515 Swiss francs (109 per cent) was covered during the reporting period (including the opening balance). Overall expenditure during the reporting period was 820,286 Swiss francs (89.7 per cent) of the budget.

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

See also [Chile: Earthquake; Emergency Operation \(MDRCL006\)](#)

No. of people we have reached: The Regional Representation focuses on building the capacities of National Societies in the Southern Cone and Brazil. The direct beneficiaries are the National Societies' staff, governance bodies and volunteers in the national headquarters and at the branch level. The indirect beneficiaries are the members of civil society in these countries since the strengthening of the National Societies' capacities and the technical support offered by the Regional Representation contributes to their comprehensive actions in their home countries.

Our partners: The Regional Representation continues to work with the following partners: the European Commission's Humanitarian Aid Office (ECHO), the Regional Humanitarian Information Network Project (Redhum), United Nations agencies—including UNDP, PAHO, UNAIDS— as well as the Economic Commission for Latin America and the Caribbean (ECLAC) and the United Kingdom's Department for International Development (DFID). Movement coordination continues with the Regional Delegations of the International Committee of the Red Cross (ICRC) and Partner National Societies (PNS) such as the American Red Cross, the Finnish Red Cross, the German Red Cross, the Norwegian Red Cross, the Spanish Red Cross, the Swedish Red Cross and the Swiss Red Cross which cooperate bilaterally or multilaterally with the five National Societies of the region. Tripartite cooperation agreements exist between the ICRC, the IFRC and each of the five National Societies in the region. Within the Chile Earthquake Operation, the Chilean Red Cross and the IFRC have established additional partnerships with other PNS, international organizations and agencies, national institutions and bodies, non-governmental organizations (NGOs) and the private sector.

Context

Whilst approximately 260 million people inhabit the 12.6 million km², making up the five countries of the Southern Cone and Brazil Region (Argentina, Brazil, Chile, Paraguay and Uruguay), the social demographic trends point to the sustained growth of young populations and a relative increase in the number of elderly citizens. Uruguay and Chile changed government authorities in early 2010. For the first time in Brazil, a woman was elected president; she assumed office on 1 January 2011. This demonstrates the political stability and respect for electoral processes which now characterize these countries. Notwithstanding the related low level of social tensions and conflict, historic economic inequality remains a major issue. The announced recovery from the global financial crisis in Chile and

Brazil has not included all sectors of society. A recent study highlighted the increase of approximately 300,000 new people living in poverty in Chile since 2009. Moreover, faced with an upswing of violence and common crime, national and local authorities have begun implementing new measures to protect public safety. These issues combined with changes in family structures and the ongoing growth of urbanization in these countries increase the diverse and widespread challenges of the region.

During this year, the National Societies in the region responded to the earthquake and tsunami in Chile as well as other emergencies, especially related to climate change and other situations of risk. The earthquake in Chile measuring 8.8 on the Richter scale, and subsequent tsunami on 27 February 2010 was the sub region's largest disaster; the relatively low number of deaths and injuries does not reflect the enormous damage which reached an estimated 30 billion US dollars. As the disaster occurred in the days preceding the Presidential inauguration and the transfer of authority at the national, regional and provincial levels, disaster response coordination and capacities initially experienced obstacles, but these were overcome soon after.

The impact of climate change resulted in other emergencies during 2010. Increased precipitation and floods affected Argentina, Brazil and Paraguay. In Brazil, several dozens of people died due to the heavy rains in the north-eastern states and in the state of Rio de Janeiro. Draught, in the Paraguayan Chaco region, and a regional cold wave, led to more than 200 deaths. Despite the attention and resources provided to the IFRC's operation in Haiti, including the activation of the regional response system in the Americas, as well as the ongoing challenges due to institutional crises in the National Societies of Brazil and Uruguay, all of the region's National Societies, with support from PNS and the IFRC, mobilized their existing assets and skills to respond to these emergencies in the Southern Cone and Brazil. The Regional Representation continues its accompaniment of the region's National Societies in order to strengthen their response skills, better face humanitarian challenges, recover institutional governability, increase their visibility, and use the humanitarian challenges of emergencies to catalyze institutional growth and stability.

Apart from these significant emergencies and indications of increased levels of poverty, the region generally has remained stable. The current figures indicate an extremely low prevalence of A (H1N1) which most likely has resulted from a combination of State prevention measures (especially mass vaccination plans for groups at risk) and awareness campaigns conducted by a diverse range of actors.

The accident at the Santa Fe mine in northern Chile, where 33 mine workers were buried for 70 days at 700 metres below the surface of the earth caught the world's attention. The successful rescue was celebrated worldwide. The Chilean Red Cross gave significant support, in particular psychosocial support, to the families of the mineworkers.

Within the context of regional politics, the Southern Common Market (MERCOSUR) and the Union of South American Nations (UNASUR) continue their consolidation process. This included the designation of a new Secretary General in UNASUR and the strengthening of a regional coordination body, the MERCOSUR Specialized Meeting on Socio-natural Disaster Risk Reduction, Civil Defence, Civil Protection and Humanitarian Assistance (REHU) in MERCOSUR.

Progress towards outcomes

The two large-scale disasters in Haiti and Chile, and the IFRC's response under the leadership of the respective National Societies, have affected the established plans in the Americas during 2010. Whilst the Movement responded efficiently and effectively during the emergency response phases in both countries, there was an impact on the achievement of projected objectives for the Southern Cone and Brazil was during this period.

Based on the needs identified jointly by the IFRC and the National Societies, this report not only reflects progress on the activities undertaken based on the country support plans for the Argentine Red Cross (ARC), the Brazilian Red Cross (BRC), the Chilean Red Cross (ChRC), the Paraguayan Red

Cross (PRC) and the Uruguayan Red Cross (URC), but also monitors the regional progress with regard to the IFRC's goals. The Regional Representation is closely accompanying the process to resolve the crisis in the Brazilian Red Cross. In August 2010, a new Directive Tem came into place with whom a dialogue was initiated to identify new forms of support to address the serious problems of the National Society. A national plan for recovery and development immediately began. On the other hand, conditions have not yet allowed for the creation of a country support plan for this National Society. The following sections detail the results obtained during 2010 in the areas of disaster risk management, health and care, and organizational development. As will be further explained in its respective section, planned actions under the area of Principles and Values were not implemented due to the lack of funding for human resources for this area.

Disaster Risk Management

Note the information under Disaster Risk Management covers up to 30 June 2010. The complete information up to the end of 2010 will be made available as soon as possible.

Programme component 1: Institutional capacity-building for community risk reduction
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Component Outcome 1: National Societies are encouraged and receive support for strengthening capacities to work with communities to be better prepared and organized to reduce, respond and recover from disasters impacts, contributing to building safer and more resilient communities.

Achievements: During this reporting period, the Disaster Risk Management (DRM) regional programme worked with the region's National Societies to undertake diverse community-based activities. Through the financial support from DFID and technical assistance from the DRM regional programme, the National Societies of Bolivia and Colombia created and implemented community-based local initiatives based on the application of the VCA tool and a participatory planning process with schools and communities. Additionally, thanks to DG-ECHO and Finnish Red Cross funding as well as IFRC technical support, the National Societies of Bolivia and Colombia have established a methodological framework for community-based participatory projects and actions.

Based on the ongoing monitoring of the DFID-supported Reducing Risk in America initiative established with the Bolivian Red Cross since 2007, during this reporting period, two national workshops to train 50 BRC volunteers and about 50 school community members (including students, parents and teachers) have strengthened their preparedness skills through training and awareness-raising in relation to disasters. These actions contribute the building of safer and healthier communities. Six of the nine departmental branches of the BRC currently are working in 6 communities and 6 schools to create community maps employing the VCA tool which identifies risks and helps to define how to reduce them. Additionally, in June 2010 the Bolivian Red Cross trained some 40 people in first aid.

As part of this same DFID-supported initiative, during this period trainers from the Colombian Red Cross Society updated their disaster risk reduction skills. In addition, CRCS volunteers and community beneficiaries from 7 CRCS branches received disaster risk reduction training. In this same period, CRCS volunteers and school-aged children have benefitted from community awareness programmes in several communities.

Furthermore, during this period the CRCS has held internal coordination meetings to implement the community-based disaster risk reduction programme and has collectively formulated new agreements and plans to implement coordinated actions. The CRCS also planned the channelling of financial and technical support to 7 branches to develop training processes for CRCS volunteers and communities. As part of this same DFID-supported initiative, during this period the adjustment of the DRR training curricula of the Colombian Red Cross Society was started ensuring coordination between the departments of volunteering, training and DRM of the National Society.

With the support of the Finnish Red Cross and DG-ECHO, the tool box on the DesAprender Learning platform www.DesAprender.org was updated with approximately 350 new tools from some 70 organizations supported by DIPECHO. These tools include those produced during the six different cycles of DIPECHO funding in South America. The updated list of tools is available at: www.desaprender.org/tools

Programme component 2: Institutional capacity-building for disaster preparedness

Component outcome 1: The secretariat encourages and supports the strengthening of the Southern Cone National Societies' capacities to effectively support communities to plan, prepare, respond and recover from emergencies.

Achievements: This year 11 volunteers and staff of the five Andean National Societies received training on response and contingency planning with the support of the Finnish Red Cross. Employing their own trained human and financial resources, the National Societies of Bolivia, Colombia, Ecuador, Peru and Venezuela initiated the creation or updating of their national response plans. The Disaster Risk Management programme is providing technical support throughout this process. The National Societies of Colombia, Peru and Venezuela are expected to complete their plans during the second half of 2010.

The regional DIPECHO-supported project on Volunteering in Emergencies and Early Recovery (ViEER) has demonstrable achievements during this reporting period. The National Societies of Bolivia, Colombia, Ecuador and Peru and the Andean Committee for Disaster Prevention and Relief (*Comité Andino para la Prevención y Atención ante Desastres* – CAPRADE) through the National Risk and Disaster Management national offices have worked together to make this happen.

The Red Cross facilitated a study on the situation relating to volunteering in emergencies and early recovery in the Andean sub region. (In the Asia Pacific region, a similar study was conducted.) This sub regional study includes the views of the Red Cross and the organizations working in each Andean country. This study has formed the basis for the development of country and sub regional standards and indicators (including management, policy and rules, gender and diversity methodology). Furthermore, based on the national situation reports and surveys, the identified capacities and needs have been included in the proposed shared curricula. The best practices in the region are in the process of being systematized for eventual publication in English and Spanish. This latter project, supported by the British Red Cross and the Finnish Red Cross, is scheduled to end in October 2010. Within the framework of this project, four volunteering micro-projects are underway. (See the Organizational Development section for more detail as the Organizational Development regional personnel provide technical support).

The Peruvian Red Cross received financial support from the American Red Cross and technical assistance from the Regional Representation for the implementation of a national disaster risk management project. Based on the identification of the main capacity building priorities established using the Well-Prepared National Societies tool, this project capitalizes on the resources developed during the response and recovery operations after the 2007 earthquake and will result in the creation of a disaster risk management programme and the strengthening of the national DRM network.

With the support of the Finnish Red Cross and as part of the mobilization of Red Cross trainers and trainees, in order to improve the quality of information during an emergency, and as part of the capacity building activities and peer support training provided in coordination with the Centre of Reference for Disaster Preparedness (CREPD), 1 volunteer from the Bolivian Red Cross and 2 volunteers from the Peruvian Red Cross participated in the training for trainers on the needs assessment guidelines.

With DFID-support, www.SIGERMED.org, the CRCS emergency and disaster management and response web page was launched in 2010. By mid-year it had received 998 visitors and 66 registered users from the CRCS, other National Societies and national actors. This tool, designed by participating organizations, contains 16 disaster management institutional DRM modules and has been presented by the CRCS and nationally in 32 branches as well as outside the Red Cross.

By mid-year it had received visitors and registered users from the CRCS, other National Societies and national actors. This web page, designed by participating organizations, contains 16 disaster management institutional tools. The CRCS has created awareness-raising audiovisuals on disaster risk reduction for working with schools—including teachers, administrative staff, parents and students—for tsunami preparedness. As part of the awareness-raising audiovisuals, the CRCS developed 9 videos, power point presentations, an audiovisual CD, and a website containing the guidelines from the Red Cross and Red Crescent Movement, the government, and the National Society for such events.

Programme component 3: Disaster risk reduction coordination and advocacy

Component Outcome 1: The participation and coordination processes between the National Societies and the local and national authorities; other national and local organizations and regional platforms to develop disaster risk reduction, response and recovery initiatives resulted in key partnership and strategic alliances.

Achievements: The National Societies of Bolivia, Colombia, Ecuador and Peru received support to jointly work with their national disaster risk management systems to incorporate the Volunteering in Emergencies and Early Recovery component within the National Volunteering Networks in their respective countries. This would promote the identification of priorities and actions to strengthen and improve coordination and management capacities. Important steps have been taken in the four participating countries. The Ecuadorian Red Cross, other volunteer organizations and the National Management System for Risk and Disasters (SNGdRD) have worked to standardize key definitions and coordinate management. The Bolivian Red Cross and the Vice-Ministry of Civil Defence and Cooperation for Comprehensive Development (VIDECI) jointly created an action plan to review the national laws in a process to support the National Commission on Volunteering (CONAVOL). The Peruvian Red Cross met with the National Civil Defence Institute (INDECI) to create a national network for volunteering in emergencies and early recovery; shared plans are underway to start providing support to the National Council on Volunteering (CONVOL) in August.

During June and July, the National Societies participating in the DIPECHO project, with the Regional Representation's assistance organized and facilitated national workshops on ViEER. The Finnish Red Cross is also an important partner contributing to these actions of strengthening volunteer capacities in emergencies and early recovery.

Participation in the process of creation and consolidation of the Humanitarian Network in Peru continues. The IFRC secretariat participates as permanent invitee as the global Shelter Cluster co-lead organization, supporting the Peruvian Red Cross.

During the first semester of 2010, the DRM programme has worked to promote more efficient and focused National Society participation in the DRM national and international platforms and coordination with national State and non governmental institutions for specialized platforms. This was done by working together to create common guidelines. The final version and dissemination of these guidelines is expected for the second semester of this year.

As part of the contribution to the implementation of CAPRADE's Andean Strategy for Disaster Prevention and Relief, the IFRC is providing support to EAPAD's strategic line 5 aimed at strengthening the coordination capacities of the Andean countries through:

- Standards and indicators for volunteering in emergencies and early recovery: In early 2010, the IFRC signed a memorandum of understanding with the Andean Community of Nations (CAN) to reaffirm its commitment to this common objective. Additionally, the regional DRM programme is providing specific recommendations based on gaps and potential opportunities.
- International Disaster Response Law (IDRL) project: This project is being developed together with the IFRC's IDRL programme to support the governments of Colombia and Peru in their dissemination of the guidelines for the domestic facilitation and regulation of international disaster relief and initial recovery assistance. This will result in a report on the country and sub regional situations as well as a mapping of the national rules and regulations on the issue.
- Mutual Aid Guide: CAPRADE institutions, with PAHO and IFRC technical support, are in the process of validating this guide. This was done during the international earthquake drill in

Colombia in 2009 and a second earthquake drill is planned to take place in Peru in November 2010 to validate the guide.

The IFRC coordination and knowledge-sharing mechanisms such as the technical networks, facilitators' networks, online training, and the DesAprender Learning Platform have been reinforced through the support of the Finnish Red Cross and DFID. The Continental Meeting of Disaster Risk Management Directors, supported by the Norwegian Red Cross, was held in January. Participants exchanged information amongst sub regional networks, shared priorities, and updated and provided feedback on key emerging issues like urban risk, climate change, food security and livelihoods.

Within the framework of the Reducing Risk in America initiative supported by DFID, participating National Societies attended a meeting to share learning in El Salvador to develop a shared capacity building instrument that will eventually be tied to their sustainability strategies. A second meeting will be held in Paraguay in July 2010.

During this reporting period, the Finnish Red Cross supported two continental disaster management coordination meetings in Panama. The Regional Representation will continue monitoring and supporting the country plans of the National Societies of Bolivia, Colombia, Ecuador and Peru during the second semester of 2010.

As part of the mutual technical support of the DRM continental team, the programme participated in a one-month mission to Haiti to provide support to the Haitian Red Cross (HRC) to develop the DP/DRR Surge project in 11 regional branches in the country. This project forms part of the third pillar of the Haiti Earthquake Operation.

Constraints or Challenges:

The clear identification of challenges allows the DRM programme and the region's National Societies to better plan and to innovate so they jointly reach their projected objectives. The following outlines some of the most pressing constraints and/or challenges starting at the regional level and then detailing those found at the National Society level:

- **Human resources:** Although some initiatives supported skill development, the disaster management structure and balance given to emergencies and daily tasks and commitments merits reflection. Whilst emergencies and disasters affect the continuity of projects, staff and budget reductions negatively impact the programme's effectiveness.
- **Volunteering:** National Societies have requested more technical and financial support from the Regional Representation for volunteer management capacity building. This work needs to be integrated into every area and clear guidance and plans are essential.
- **Political advocacy:** Disaster management requires an appropriate balance of political advocacy, partner negotiations and up-to-date technical management to be successful. As National Societies are participating more frequently in decision-making spaces with high-level State authorities, more support is needed. Governmental changes also impact the development of National Societies' projects and the ongoing ones. Thus, the National Societies need to better position themselves within the national response systems to have the ability to develop shared initiatives and facilitate more effective and efficient processes.
- **Networking and knowledge-sharing:** Notwithstanding the progress made, it is necessary to reinforce the skills to facilitate consultation and promote participation, map National Societies' resources and skills, apply commonly-used protocols and methodologies for these, as well as training tools like online classrooms, trainings and facilitator exchanges.
- **Movement coordination in Disaster Management:** Increased coordination, based on Partner National Societies' support, is a priority at the sub regional and national levels. Particular emphasis should be given to the regional National Societies' needs, contexts, existing skills as well as future goals.
- **Financial continuity:** Support is needed to create a portfolio of projects and identify non-traditional financing. The Regional Representation will continue to support resource mobilization skills. Delayed funds generate delays in implementation and changes in quality or quantity of actions and commitments.

- Agreements on joint emergency responses: The most recent disasters in Haiti and Chile have demonstrated the need for the National Societies to establish mutual aid agreements and protocols in emergencies with IFRC assistance.
- Branches: National Societies are challenged to ensure that their actions at the global level and with national authorities and non-governmental institutions are shared with branch staff and volunteers. For example, special attention needs to be given to the creation of indicators in the ViEER project which are produced at the national level but merit discussion, validation and adjustment based on branches' needs and interests.

Health and Care

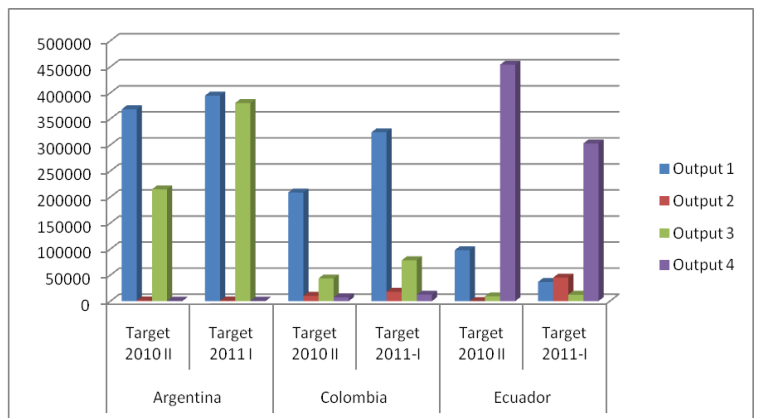
The programme aims to support National Societies to increase health activities and mobilize volunteers, civil society and governments in order to achieve greater equity in health and have a greater impact on public health issues. The Health and Care programme focused on HIV and AIDS, community health and health in emergencies.

Programme component 1: HIV and AIDS

Outcome 1: National Societies have been strengthened to apply the Global Alliance in HIV and AIDS through prevention, care, treatment and support reducing HIV stigma and discrimination and strengthening their capacities.

Achievements: During 2010, the health programme supported the Argentine Red Cross in the implementation of **the Global Alliance on HIV at the national level (2008-2011)**. The Health programme supported the ARC to create support and monitoring plans for each of the four Global Alliance outcomes (prevention, treatment and care, stigma and discrimination and capacity strengthening).

By the end of 2010, 585,263 direct beneficiaries, out of a three-year plan with an objective of 776,832 people, were reached. According to the outcomes 368,410 were reached in prevention; 1,399 in treatment and care to people living with HIV (PLHIV) or family members of PLHIV; 241,637 in reduction of stigma and discrimination; and 827 participating received training to ensure capacity strengthening. A total of 264,594 Swiss francs were employed to reach these goals.



The ARC is well-positioned on the issue of HIV, with a clear work focus on human rights, gender perspective and respect for diversity. Furthermore, the ARC is the coordinating institution of the Forum of People with HIV within the National Institute against Discrimination, Xenophobia and Racism, a dependent institution of the Ministry of Justice, Security and Human Rights. The ARC has conducted awareness-raising workshops on the topic and organized five provincial forums of PLHIV in the provinces of Neuquén, San Juan, Santiago de Estero, Chaco and Corrientes.

The main ARC actions during 2010 were:

- The implementation, for the second consecutive year, of 32 work plans with peer education methodology in 19 provinces, reaching 21,438 direct beneficiaries mainly women and including youth in situations of vulnerabilities, people living in prison settings, sex workers, men who have sex with men (MSM) and transsexuals. This total number includes 871 health workers who received awareness training on stigma and discrimination and the human rights of PLHIV.
- The training of 63 local HIV coordinators and 1,096 volunteers in "Norms for peer education programmes on HIV."

- Eight new condom distribution centres were established in the ARC branches in 21 provinces, reaching a total of 13,510 people of whom 848 are PLHIV. There are 37 centres in total.
- A total of 243 local prevention and awareness campaigns on stigma and discrimination, with an Information, Education and Communications (IEC) focus, in 48 branches in 20 provinces, reaching 531,024 beneficiaries in 30 months (since 2008); and the national campaign to eliminate all forms of violence against women, in which 10 branches from the northeast, Patagonia and Buenos Aires were actively involved, reaching an estimated 1,230 people from the general population.



Prevention on HIV Workshop - Clorinda - Argentina

- Eight mutual support groups with regular attendance of 595 PLHIV and family members of PLHIV were conducted. Two groups which give support to 38 girls and boys living with HIV were also established. The food security support was provided to 301 PLHIV and 7 PLHIV obtained micro-credits.
- The launch of an integral testing centre at the Concordia branch in Entre Rios; a total of 91 people – mostly sex workers, MSM and Trans populations – were tested and given pre- and post-counselling.
- The formation of the first PLHIV reflection group in the women’s penitentiary unit in Batán, Mar de Plata, which is regularly attended by seven imprisoned women. This represents both an achievement and challenge to continue progress in this area.
- Issues associated with HIV, gender, stigma and discrimination were integrated into specialized nursing and paramedic programmes in eight Argentine Red Cross nursing schools throughout the country.
- Networks were reinforced and expanded for joint work with 239 governmental and NGOs working in these issues.
- The ARC signed an agreement with the Secretariat for Programming the Prevention of Drug Addiction and the Struggle against Drug Trafficking (SEDRONAR) in May 2010. This opens up a new space in which the ARC and work on preventative activities with substance users. A prevention and harm reduction project associated with use of psychoactive substances – financed by the Italian Red Cross through the IFRC – is currently being implemented for substance users in 10 branches in the country.
- A prevention and awareness-raising project in schools, oriented toward children and adolescents in the Buenos Aires province, is currently underway thanks to Prime Argentina, the leading company in the fabrication and commercialization of condoms.
- The organization of two meetings with ten civil society organizations to implement the Code of Good Practices on HIV and adjust their plans of action to comply with the code. Internally within the ARC, monitoring, follow-up and accountability systems have been implemented in 33 branches and 19 provinces according to this Code. Furthermore, HIV policies have been distributed within the National Society, reaching 1,224 beneficiaries, including staff and volunteers. The dissemination stage of the Code of Good Practices was completed, and now 54 partners of nine branches’ executive committees are familiarized with the Code.

In the framework of the Global Alliance on HIV, the ChRC implemented a project with the objective of strengthening the skills and knowledge of youth and adolescents sexual health for pregnancy prevention targeting 1,200 youth and adolescents. In late 2010, the Youth department of the ChRC faced problems with internal management, causing delays in the execution of several activities.

In addition, during the last quarter of 2010, the PRC and URC established a baseline of their branches’ capacities in health and HIV.

Component 2: Community health and health in emergencies

Outcome 1: National Societies have strengthened their capacities to promote and scale up actions in Voluntary Non Remunerated Blood Donation (VNRBD), first aid, community based health and first aid (CBHFA) within an integrated community health strategy.

Achievements: During 2010, the National Societies of the sub region and the Health programme worked in community health and health in emergency activities. In March, the directors from the ARC, ChRC and PRC, alongside the IFRC continental team attended the Annual Directors' Meeting. The participants shared experiences, relevant documents, consolidated the country support plans and defined regional initiatives in agreement with each National Society's national plans and the *Strategy 2020*.

In terms of strengthening capacities, three of the five National Societies (Argentina, Paraguay and Uruguay) have developed national health plans, which help follow up the health activities of each National Society. The ChRC is currently drafting its strategic plan in an emergency framework.

2010 marks the beginning of another stage in the Club 25 process. The Chilean Red Cross with secretariat assistance evaluated the process in March. The report presented to one of the donors, the Finnish Red Cross, highlighted the ChRC's efforts to educate youth about voluntary non-remunerated blood donation and volunteer work. As a result of the support of The IFRC and the Swiss Humanitarian Foundation a five-year programme for the Americas was created to support seven National Societies in their Club 25 process.



Community Based Health and First Aid Meeting – field work. Lima – Peru. Source: IFRC

In August 2010, the Planning Meeting for Club 25 activities was held in Panama with seven National Societies from Latin America, including the ChRC. The National Societies have a work plan to strengthen their Clubs 25 and increase volunteer donors in their countries during 2011.

The Global Strategy Community Based Health and First Aid is being promoted across the region in a strategic manner that can help National Societies empower communities, volunteers and branches. CBHFA is an integrated community-based approach in which Red Cross volunteers work with their communities in disease prevention, health promotion, First Aid, and disaster preparedness and response. The National Societies are integrating this methodology as a platform for action and mobilising resources through risk management initiatives (DIPECHO).

In November 2010, the first Latin American Community Based Health and First Aid (CBHFA) meeting took place for the roll out of CBHFA by the National Societies in the continent. Seventeen National Societies participated. Now there are 21 facilitators trained on this methodology, in addition to 1 facilitator from the ARC trained in 2009.

Component 2: Community health and health in emergencies

Outcome 2: National Societies work in an integrated way and have intervention strategies in place to respond to cases of public health emergencies including epidemic control and disasters.

National Societies have been working together at the continental level to establish shared health skills and strategies for epidemic control and disasters. In March, the National Societies of Argentina, Chile, Paraguay and Uruguay participated in the continental workshop on Public Health in Emergencies. The participants were trained by experienced facilitators from the secretariat in Geneva and the Americas Zone Office, the IFRC's Reference Centre in Psychosocial Support and PAHO. Themes covered

included public health approach to emergencies, disasters and health, basic epidemiology, health assessment and surveillance, communicable diseases, medical care and services, health and hygiene promotion, water and sanitation, nutrition and food security, psychosocial support and reproductive health. The workshop was an incentive for the establishment of focal points in each National Society for health in emergencies. These focal points currently coordinate with their respective risk reduction areas in their National Societies.

The regional Health programme has drafted a project proposal for epidemic control training, to be implemented – pending funding – in the South American countries with a prevalence of dengue outbreaks: Argentina, Brazil and Paraguay. This initiative aims to continue the building of National Societies’ skills to attend to health issues in emergencies.

In the area of health in emergency in Chile, the IFRC (with the support of the ChRC’s Psychosocial Support focal points) prepared and approved the module of the RIT health RIT during emergencies with an emphasis on psychosocial support. This process included two meetings in Santiago and the participation of 10 National Societies from the region. The initiative promoted south-south cooperation.

Constraints or Challenges:

- There is still difficulty obtaining financial resources to implement National Societies’ activities. Resource Mobilization should be intensified at all levels. The Global Alliance on HIV budget is insufficient for the accompaniment work being conducted in countries that are not yet Global Alliance members.
- In addition, increased attention to resource mobilization is needed to expand the community based health and first aid strategy at the regional level. Although this strategy will be considered as the basis for the future implementation of health programmes, increased efforts for dissemination and awareness-raising campaigns are required.
- More resources are needed in order to improve follow-up and evaluation of the activities implemented. National Societies must have greater support in these areas.

Organizational Development

The outcomes presented in this section respond to the country planning processes started with each of the region’s National Societies during the last half of 2009, monitored and adjusted throughout 2010.

The Regional Representation monitored the implementation of this plan through visits, participation and follow-up workshops in each country. This work was conducted through the reviewing and updating of the current planning and log frames by the IFRC programme technical teams, joint efforts of the National Society and IFRC, together with work with each of the National Societies in order to introduce them to *Strategy 2020*.

Support from PNS is key for the achievement of the Country Support Plans. Given the diverse actions conducted to support the organizational development of the region’s National Societies, this section will report based on specific indicators within each proposed outcome.

Programme Component 1: Strengthening of the Organizational Development Capacities
Outcome 1 Promote the strengthening of the territorial network in the National Societies of Argentina, Chile, Paraguay and Uruguay

Achievements: As identified in their country plans, the strengthening of the territorial network is a priority issue for the National Societies of the Southern Cone and Brazil. The following indicators permit an overview of the progress made by the National Societies in this programme component.

With regards to *technically participating in at least four of the meetings on implementation of the New Territorial Organization Model in Argentine Red Cross*, this indicator is no longer pertinent since the

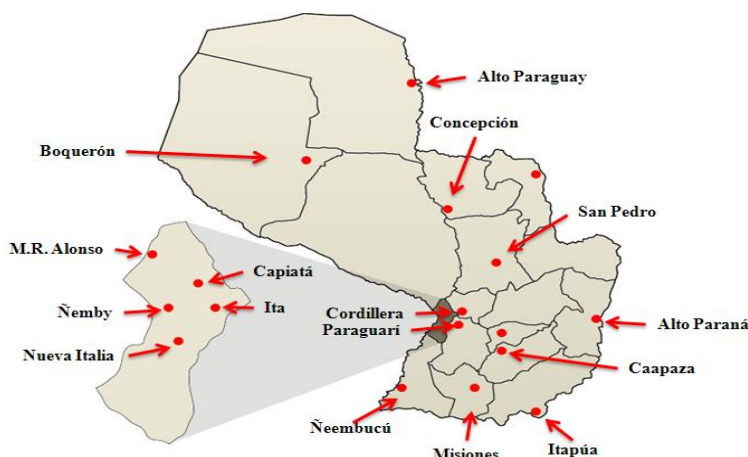
National Society decided to put a hold on efforts towards this goal, as mentioned in the mid-year report. From the time when the country plan was created, the Argentine Red Cross management structure has undergone changes. In this period, three different General Directors have led this National Society, thus generating challenges to implement initiatives in organizational development and other sectors. The difficulties have impacted on the planned establishment of a new model of territorial organization.

Another indicator refers to the *participation of the Argentine Red Cross and the Uruguayan Red Cross in the elaboration of six (three per country) Local Operational Plans (LOP)*. The above mentioned situation in the ARC has contributed to this National Society's decision to put work on this issue on stand-by. The Uruguayan Red Cross has included the LOP in the project financed with funds from SOS, "Improvement in the Uruguayan Red Cross services and programmes through the strengthening of its territorial network". The implementation of this project, started in August 2009, and experienced delays to finalize in July 2010. Thus, the Regional Representation requested a timeframe extension until December 2010 for the project implementation. Unfortunately, it was not possible to complete the project by the end of the year due to different kinds of problems that the National Society has had, including the lack of technical staff in its management structure. The problem of management staff begins to resolve itself in the last quarter of 2010, where, with the support of the Spanish Red Cross, a project is launched for institutional strengthening. This project contemplates the professionalization of the management of programmatic areas as well as the management of health and risk management sectors. The Regional Representation is supporting the implementation of the project. Continuity in strengthening the territorial network is foreseen by the first quarter of 2011.

Regarding the Regional Representation's *collaboration with at least two National Societies to formulate projects for the Intensified Capacity Building (ICB) fund*, during 2010 there has not been an opportunity to formulate and present a project to the ICB fund.

With regards to the dissemination of the National Capacity Development Fund of the Argentine Red Cross in at least five Societies, it continues to be on stand-by because the ARC has put the implementation of its National Capacity Development Fund on hold.

Although this had begun during the second semester of 2009, the February 2010 earthquake in Chile interrupted *collaboration which had previously taken place through at least four meetings to create the Regional Branch Operational Plan of the Chilean Red Cross*. The National Society's Plan of Action, however, created within the context following the disaster envisages strong reinforcement for the organizational development area and includes the regional operational plans. The Regional Representation provides on-going cooperation in this process.



The earthquake caused a short-term deferment of another planned indicator. The Regional Representation planned to provide *technical support to create a Chilean Red Cross coordination team to work with regional committees and branches*. Notwithstanding the delay, in the second quarter of 2010, with the new work plan of the National Society, the strengthening of the network of branches has restarted, taking into account the new context.

In 2010, the Regional Representation for the Southern Cone and Brazil sponsors the Paraguayan Red Cross's work on "Well Functioning Branches" in

at least one branch. The work on "Well Functioning Branches" started in Paraguay in December 2009. Four trainings were conducted in four Paraguayan Red Cross sub-branches and in the national

headquarters. During the first semester of 2010, work continued to strengthen the branches and during the second semester, with support from the Swedish Red Cross, the project has been carried out. The project titled "Support to the planning of the network of branches and sub-branches of the Paraguayan Red Cross," was implemented in 11 departmental branches and 5 sub-branches of the central department. It aimed at supporting these branches to achieve their Operational Plans by 2011, increase capacities in organizational development and respond more effectively and efficiently to vulnerable communities where they work.

This project consists of two expected results. The first expected result was to work with 11 departmental branches and 5 sub-branches of the Central Department of Operational Planning in 2011. Work focused on the preparation of plans of actions (POAs) in the departmental branches of Ñeembucú, Misiones, Itapúa, Alto Paraná, San Pedro and Concepcion, and in the sub-branches of Nueva Italia, Ita and Ñemby. This corresponds to 52 per cent of compliance. On the other hand, the POAs were developed for the different areas and levels of leadership at the headquarters: youth, risk reduction, relief, development, volunteering, dissemination office, programme office, general administration, volunteer ladies department, maternity home, national centre for emergency operations, training department; reporting and monitoring and mental health care. POAs were developed for all offices with an achievement rate of 100 per cent.

In order to complete the POAs, the following activities took place:

- a) A formal notification to the branches and sub-branches of the planning process.
- b) A workshop was planned with branches. A calendar of activities was developed, taking into account their time availability.
- c) Preparation of the format to develop the POAs with the branches.
- d) Meeting of headquarters team for the distribution of tasks and zones.
- e) Mobilization to the branches and sub-branches for the workshops.
- f) Meeting of the national central office team to consolidate the POAs.

The second expected result was the opening of a forum to exchange information between technical focal points and departmental branches and sub-branches involved in the process of strengthening the POAs. In this regard, a space was created to share and collect feedback based on the plans for the Strategic Plan (previously prepared) and to analyse the logical relationship between the two tasks. Eight departmental branches (San Pedro, Concepción, Paraguarí, Cordillera, Itapúa, Misiones, Ñeembucú and Alto Paraguay) and four sub-branches (Itá, Capiatá, Ñemby and Nueva Italia) participated in this process. Therefore, achievement of this expected result stands at 75 per cent.

The activities underway to achieve this second result included:

- a) Meeting concerning branches and sub-branches prior to the meeting of Presidents to disseminate and share the operational plans.
- b) Approval of POAs by the Presidents of the branches and sub-branches.
- c) Submission of a Final Report and justification of funds to the Regional Representation.

Positive aspects gathered of the lessons learnt from the development of the plans include the high participation of members of executive commissions, and the degree of satisfaction reported by the participants.

Difficulties were also encountered while carrying out the POAs in some branches, although these also participated in the training. Some branches were newly established, others were in need of additional training. Furthermore, some branches are located at a great distance and lack communication, while others face performance problems. Nevertheless, the Regional Representation will continue to work with the National Society to improve their development.

Lastly, the Regional Representation *provided technical support to the Uruguayan Red Cross in the reorganization of the Montevideo regional committee structure*. The URC national headquarters has developed smoother relations with the committee. The Regional Representation has accompanied and provided coaching to the URC's national President to solidify the good work and the productive relationship which exists between both bodies.

Outcome 2 Provide technical support to the National Societies of Argentina, Chile, Paraguay and Uruguay for the creation and implementation of National Plans of Mobilization and Resource Development.

In November 2010, with the support of the Spanish Red Cross, a Resource Mobilization and Development (RMD) workshop was conducted with the participation of the ARC, the BRC, the ChRC, the PRC, the URC, and the special participation of the Peruvian Red Cross. The workshop involved two people from each National Society, someone responsible for RMD and another one for communications. On behalf of the Americas Zone Office, the two people responsible for RMD also participated.

One of the achieved results was to work on the different concepts and topics, including:

- Diversified resource mobilization strategies with several sources and methodologies.
- Invest money to raise money.
- The importance of good prevention campaigns and communication since these provide a positive image, and thus generate a good basis for fundraising.
- The value of strategic alliances either with the media, advertising agencies, companies or NGOs as a vehicle for positioning the action of the Red Cross, securing funds and volunteers. The value of individual donations and the existing fundraising potential within all countries in order to carry out these strategies.
- Fundraising is not just a question of requesting financial resources, it is about conveying the need.
- The importance of building and cultivating relationships with partners and donors.

Some issues that were agreed upon during the workshop include:

- The lack of understanding of the real dimension of RMD within the National Society which makes access to information and data to illustrate the problem and the solution much more difficult.
- The need to unify issues of brand and image and have integrated communication strategies with a strong focus on the National Society's web site either as a response mechanism, information portal and a communications mechanism.
- The need for clear, explicit policies for the development of alliances with companies.
- The need to integrate internal strategies and be able to identify potential donors among the ones who have access to the services and products of the National Societies.
- The importance of exchanging information on institutional and corporate donors, for the benefit of the entire institution.

Other issues and concepts that need further discussion and review included the trend within Latin America to have massive public fundraising campaigns, learning from organizations that have been successful in fundraising through planned strategies, development of creative and innovative strategies, and the adoption of new methodologies and technologies.

Finally, the workshop's facilitator offered some practical recommendations that made the workshop successful and motivating for the National Societies, leading them towards the achievement of their national RMD plans.

By the end of 2010, two National Societies (ARC and PRC) have national resource mobilization and development plans developed with support from the Regional Representation. The Argentine Red Cross has a national resource mobilization plan, which was established through a project financed by the secretariat in 2009. The development to the plan was the first step of that project. The second step was to share the document with the branches, which was partially fulfilled. The third step was sharing the document with four National Societies in the region; but a diverse range of institutional challenges prevented the ARC from conducting this activity during 2010.

With support of the Norwegian Red Cross and through a consultant, the Paraguayan Red Cross has completed its Resource Mobilization and Development Plan. The specific tasks performed by the consultant were to:

1. Analyse the image study conducted by a local company, compared to the current context of the National Society.
2. Analyse the Resource Mobilization Strategy and suggest adjustments and final action lines to the National Society.
3. Work with the National Society's team (Board of Directors as staff) to coordinate the final action points.
4. Collaborate in the evaluation of internal and/or external teams which will implement the strategy. In the case of outsourcing activities, relevant factors and criteria were set in order to guide decision-making in line with appropriate processes and evaluation reports.
5. Agree on a timetable and budget for the development of these actions.
6. Support the implementation of the agreements for a three-month period.
7. Complete an assessment after the three-month period to enable the National Society to continue in the same direction or make any necessary adjustments to ensure success of the negotiations and campaigns.

The Chilean Red Cross has identified resource mobilization as a priority area. During the second half of 2010, the National Society began to carry out this plan, which was almost completed during 2010, but it will be finalized in early 2011. The Uruguayan Red Cross has not yet begun to define its RMD plan.

The final indicator in this outcome addresses the need to *promote the configuration of a technical resource mobilization development team in the National Societies of the Red Cross of Argentina, Chile, Paraguay and Uruguay*. By the end of 2010, the three National Societies have resource mobilization teams. The ARC has a resource mobilization team and the ChRC has a corporate social responsibility team, both teams receive technical support from the Regional Representation. The PRC has two focal points for RMD and in 2011 will recruit additional staff. The Uruguayan Red Cross does not yet have a department of Resource Mobilization and Development; it has a focal point. This National Society plans to develop the department during 2011.

Outcome 3 Promote legal bases and structures and updates management tools that guarantees the base for the functioning of National Societies

In 2010, the Regional Representation technically supported the creation of internal rules and regulations for the Argentine Red Cross and the Chilean Red Cross. During the year, the Argentine Red Cross and the Regional Representation reviewed the ARC's legal base and finalized the reassessment of the Statutes and internal rules and regulations. The Chilean Red Cross has incorporated the recommendations from the Joint ICRC/Federation Commission for National Society Statutes into its Statutes, has presented the revised Statutes to this body and awaits the approval from the country's authorities. The internal rules and regulations also have been reviewed and updated.

The Regional Representation has participated technically and jointly searched for financial support for the dissemination of the legal bases in the Argentine Red Cross and the Chilean Red Cross. The Regional Representation will continue to support these processes in the manner most appropriate to the National Society's needs.

With respect to Paraguayan Red Cross, the Regional Representation has given technical support for the creation of a management manual, as well as technical support for the development of the new Strategic Plan 2011–2015 and Operational Plan for 2011.

After the earthquake and tsunami that struck Chile in February 2010, the ChRC identified that its Strategic Plan was not responding to the needs that the country was facing at that moment. However, after several months of work and with the support of the Regional Representation, the ChRC now has a unified Country Plan with updated programmes and projects that respond to the needs of Chile and of the National Society itself.

The Uruguayan Red Cross with the assistance of the Regional Representation in 2010 started the revision of its legal base and this process will be finalized in 2011. Once the revision is complete, the National Society will present these to the Joint ICRC/Federation Commission for National Society Statutes.

Regarding the last indicator under this outcome, which refers to the provision of *technical support and joint assistance to the Uruguayan Red Cross in the process to obtain financial support for the management structure*, it should be noted that the project presented to the Spanish Red Cross was approved during the second half of 2010. This project has begun to take the first steps to solve the management difficulties presented by this National Society. The Regional Representation continues providing technical support and constant monitoring to the National in this matter.

Outcome 4 Stimulation of dynamic communication processes adapted to new technology in the National Societies of the Red Cross in Chile, Paraguay and Uruguay

One of this outcome's particular indicators is the *provision of technical support in the creation of national communication plans for the National Societies of the Red Cross of Chile, Paraguay and Uruguay*. With the support of the Regional Representation and the Zone in the first half of 2010, the Uruguayan Red Cross developed its national communications plan. By the end of 2010, the Chilean Red Cross has also updated its communications plan; the Paraguayan Red Cross has consolidated its media plan with its resource mobilization plan and the Argentine Red Cross has not finalized its plan.

Due to the delay in completing the communication plans at the national levels in the National Societies of Chile and Paraguay, there was no progress in 2010 towards the second indicator: *In 2010 the Regional Representation provides technical support and jointly searches for funds for the dissemination of the new communication plans of the Chilean and Uruguayan Red Cross Societies and their branches*. While, the Uruguayan Red Cross has developed a communication plan, the dissemination process has been postponed until this National Society's management team has been restructured.

Outcome 5 Technical support for volunteer strengthening to improve NS response to new humanitarian challenges

The first indicator relating to this result aimed to support the creation of a national volunteer plan for at least three National Societies (Argentina, Chile and Uruguay). During 2010, the Americas Zone Office provided technical support to four National Societies: the Argentine Red Cross, Chilean Red Cross, Paraguayan Red Cross and Uruguayan Red Cross.

The Argentina Red Cross has an outdated volunteer programme. For 2011, the National Society plans to develop a new programme and update its volunteering policy. The Paraguayan Red Cross and the Chilean Red Cross have a volunteer plan. In addition, the Chilean Red Cross completed its plan with the aim to develop a volunteer management system, allowing the development of human resources, improving the quality of the work carried out with communities. By the end of the 2010, even though technical support was provided, the Uruguayan Red Cross has not started to develop its plan.

Directly connected to the above indicator, the Regional Representation established a second indicator on the implementation of the volunteer management cycle in the National Societies of Argentina, Chile, Paraguay and Uruguay. Whilst the Regional Representation provided technical support to the Argentine Red Cross for the implementation of its management cycle, it did not have sufficient financial resources to respond to this National Society's financial requests. Work will be carried over to 2011.

As established in its Country Plan, the Chilean Red Cross has initiated work on its volunteer management cycle during the second half of 2010. The IFRC began providing technical and financial support to the management cycle of Red Cross volunteers in Paraguay in June 2010. The National Society has successfully completed the first phase of the project; as a result it now has a national

registry of volunteers, a plan of volunteering activities with the branches and it provides ID cards for the volunteers. The same process was started in 2010 with the Uruguayan Red Cross..

Outcome 6 Implement a sustained and continuous process for human resource training in National Societies

The Regional Representation has attempted to move forward with planned human resource training in spite of budgetary challenges. The first indicator of this outcome was to *support the Argentine Red Cross for its workshop with the directorate commission*. Since there has been no budget for this workshop, it was not possible to organize it in the year. In December 2010, funds were identified in order to carry out this workshop in 2011.

Lack of financial support has delayed the accomplishment of the indicator established to support the Argentine Red Cross on leadership skill building through a workshop. The Regional Representation and the ARC were not able to accomplish the planned activity in 2010, and are working together to identify funding sources to make this event possible. A related aspect of this workshop is the necessary support to the Argentine Red Cross for the creation of a leadership development strategy and plan. As the National Society has not yet taken final decisions on the issue, scant progress has been made towards achieving this indicator.

The Regional Representation planned to provide support to create a social project investment toolkit in the Paraguayan Red Cross. However, the Paraguayan Red Cross has yet to determine the level of interest and capacities necessary to create this toolkit. In addition, the projected support to the Paraguayan Red Cross for the organization of an experience exchange regarding productive projects has shown no progress in 2010 due to the absence of funds.

In 2010, a logical framework approach and participative methodologies workshop was carried out with the Chilean Red Cross. Work started in January 2010 and involved 17 regional committees and branches, reaching 35 people. In November 2010, a new training on the methodology of the logical framework was provided to all technical staff of the Chilean Red Cross. As a result of this workshop, the National Society now has organized all the information on projects, programmes and plans. Regarding the Uruguayan Red Cross, it was not possible to conduct workshops on participative methodologies and the logical framework approach during 2010. Thus, this indicated was 50 per cent met.

The workshops to strengthen the territorial network have focused on branch development. These efforts have been made so that branches can respond effectively, efficiently and with quality to the needs of the people and groups in situations of vulnerability, thus contributing to human development. The trainings were conducted using the guidelines from the IFRC's "Well-Functioning National Society" and "Well-Functioning Branch" tools. National Society participants examined and discussed the guidelines with a focus on their National Society's actions. Additional focus was given to the applicability of the Fundamental Principles of the Red Cross and Red Crescent Movement and providing the tools which facilitated an analysis of the internal and external realities, thus enabling better planning of actions that comply with the policies, norms and structures of each National Society. These workshops were also used to introduce the use of a gender perspective in institutional activities internally and externally.

These workshops were established with four main objectives: a) the understanding of the importance of strengthening the territorial network; b) learning new tools and skills to analyse the situation at the branch level and plan activities accordingly; c) strengthening the conceptual basis with the aim of continuing preparation through the provision of specific tools to conduct joint work with communities; and d) provision of information on participatory planning methodologies as tools for the creation of projects aimed at development.

As part of the ongoing process of training of human resources, the Regional Representation with support from the Swedish Red Cross planned to conduct a gender workshop with the Chilean Red

Cross to introduce the gender perspective in interventions and activities carried out with vulnerable populations. Given the increased workload experienced by the ChRC throughout 2010 after the earthquake and tsunami of February 27, it was necessary to reschedule the workshop in the ChRC postponing for the future. In the Country Support Plan of the Argentine Red Cross, the Regional Representation had planned to work on gender, therefore funds were relocated to this National Society. This was an opportunity to commemorate the International Day for the Elimination of Violence against Women (on 25 November 2010).

The activity carried out involved a day of awareness-raising and training focused on the elimination of violence against women. Twenty-three volunteers from the branches of Campana, San Fernando, Vicente Lopez, Quilmes, San Andres, Mar del Plata, Villa Crespo, San Nicolas, Azul, Zarate and Tandil participated. These branches are also working on HIV activities under the framework of the Global Alliance on HIV.



Awareness-raising and training sessions focused on the elimination of violence against women.
Source: Argentine Red Cross

The general objective was to raise awareness the public about gender issues generating changes in social and / or cultural patterns that support violence against women. The workshop included the following topics: what is understood by violence against women; violence against women during the different stages of their lives; physical, mental and social effects of violence on women; facts and figures of violence in the world with an emphasis on Latin America; the economic costs of violence against women; socio-cultural factors of violence, sexist language, the cycle of violence, types of violence; modalities manifested in different areas; myths about violence against women; the role of men in preventing gender-based violence; and strategies for the prevention and elimination of gender-based violence.

The methodology included dialogues and group discussions after watching the movie “Te doy mis ojos” (I give you my eyes), presentation and plenary sessions. An expert panel was carried out focusing on strategies for the prevention and eradication of gender-based violence. The panellists presented the issue and established a base for discussion with the participants. The participants were men and women volunteers, who already work on gender issues and have a basic knowledge; however, they still required more stimulation, awareness and acquisition of knowledge on the subject. The 11 branches that have participated will replicate the information in their respective branches, for which they were provided with the educational materials.

Constraints and Challenges

- The National Societies and the Regional Representation established joint commitments to continue developing and monitoring the country plans. Whilst a mutual responsibility, the support of external partners also plays an important role. This enables the Regional Representation to assess progress and difficulties encountered in implementing each plan, strengthening the supportive role of the secretariat to achieve a comprehensive and holistic (multidisciplinary) working modality that leads to greater team cohesion.

- Providing follow-up based on each National *Societies* identified priorities is a pending challenge for next year.
- A major challenge is to have continuous training and capacity building spaces for National Society and secretariat staff. It is important to continue promoting learning as it is the only way to be more effective and efficient in the humanitarian work, and more competitive in times of economic crisis which makes fundraising increasingly difficult.
- The biggest challenge is to promote a recovery plan for the operational integrity of the Brazilian Red Cross and ensure the support that this plan will need to be rolled out. This task requires commitments beyond the capacities of the Regional Representation.

Principles and Values

Funding for the Principles and Values programme has decreased substantially over the past few years and has been a major constraint in planning and implementation. Due to the lack of funding for the Regional Principles and Values Officer position, shared between the Regional Representations for the Southern Cone and Brazil and the Andean Countries, there has been no dedicated person to cover this area since early 2010. Whilst the funding of human resources remains a challenge, close accompaniment to the National Societies in the 2010 plan for Principles and Values was not possible. For this reason, this report does not provide specific progress details on this programmatic area.

Since this area is a priority in the Inter-American Plan 2007-2011 and *Strategy 2020*, other programme areas have made efforts to further include the respect for diversity and human dignity, particularly with groups of youth, women, PLHIV, indigenous peoples and other people in situations of vulnerability, within their programmes' activities. Details on this cross-cutting focus have been included in the pertinent sections above.

Constraints or Challenges:

- As mentioned above, the financial constraints have made the continuation of this programme improbable in 2010. Despite this, other programmes have ensured that their actions incorporate Humanitarian Principles and Values which are the basis of this programme and the Movement.
- Undoubtedly, the impact of the lack of human resources for this programme is the continuation of work to support National Societies' incorporation of a non-discrimination approach within their plans, actions and goals.
- Renewed efforts are needed to fundraise for this programme and reflect upon this goal as being fundamental to the IFRC mission in this region and globally.

Working in partnership

Cooperation and coordination has been prioritized as essential to efficient and effective actions by the Movement in this region during 2010.

The secretariat through its Regional Representation for the Southern Cone and Brazil has the goal of providing high quality membership services based on the particular needs and contexts of each of the National Societies in the region. The Regional Representation coordinates channels and promotes support and cooperation from other Movement members, including PNS and the ICRC, as well as from State bodies, NGOs and private sector institutions towards these National Societies. Coordination with the ICRC continues, despite its sub regional office relocating to Brazil; the tripartite agreements in the five countries and the four established country plans are the basis for this constant cooperation. Based

on the jointly established country plans, the positive impact of the diverse support and cooperation demonstrate the added value of concerted regional planning and teamwork.

This manner of working together towards shared goals is not only more organized and comprehensive to ensure that the needed technical, financial and other resources reach the National Societies, this also facilitates donor support. The Regional Representation implements coordinated efforts within its technical team and with each National Society to support, monitor, evaluate and adjust the country plans as necessary. In June, the regional team met to collectively assess and update the country plans.

Faced with the challenge of responding to the humanitarian needs immediately following the February earthquake and tsunami in Chile, the Movement's efficient response put into practice the importance of coordinated actions with a focus on comprehensive strategies and participatory development. Moreover, a management model was implemented in which the secretariat's operational and political roles interacted and complemented one another to support the Chilean Red Cross' leadership. Finally, and notwithstanding the almost concurrent large-scale disaster in Haiti and the required emergency response, the operation in Chile demonstrated the Movement's ability to mobilize resources from a diversity of partners and donors.

In October, together with the Andean Regional Representation, an important meeting with the PNS and the ICRC was held in Lima, to inform, socialize and coordinate the cooperation on country support plans in both regions. The meeting marked the need to continue strengthening this type of coordination and especially the participation of PNS in the planning and implementation of country support plans.

The goals and actions of the National Societies of the region, the Partner National Societies and the IFRC have benefitted from interaction with State authorities at all levels within these countries, as well as with international institutions including the United Nations system, civil society organizations and the private corporate sector. All of the relationships developed within the framework of the DIPECHO VI project in Argentina and Paraguay, thanks to the fundamental partnership of the Finnish Red Cross, have enabled the respective National Societies and the Regional Representation to develop essential contacts and establish local, regional and national alliances. Similar processes are underway following micro-regional initiatives such as the III Regional Meeting on International Mechanisms of Humanitarian Assistance, held in Argentina in June, in which the IFRC was recognized as a key institution in the field and extended its contacts. Cooperation with the private sector has developed during this period in Argentina and Chile. In October, in Argentina, the IFRC together with the Argentine Red Cross, and one of the most important logistics companies, organized the first international seminar on logistics in disasters. This seminar opened a high level dialogue with the public and private sectors of the country. In Chile, a wide-range of private sector companies supported the National Society in the emergency response and new dialogues for future partnership are underway. Furthermore, the CRC and the IFRC established joint coordination with diverse UN agencies (PAHO, OCHA, ECLAC, among others) and international organizations and inter-governmental organizations like ECHO and OFDA/ USAID active in the Chile emergency and early recovery actions.

In addition to most National Societies' participation in the national disaster management systems, relationships with national and local management systems have been enhanced through joint work during disasters in Paraguay, Chile and Argentina. The Regional Representation will continue to support the National Societies to engage in more systematic and well prepared advocacy work through support to their governing bodies and to promote humanitarian diplomacy, which is the putting into practice of the Movement's Humanitarian Values and established practices, with decision makers at the local, national and regional levels. Special attention still is needed to strengthen the National Societies' auxiliary role to the State in humanitarian issues. The existence of new initiatives as REHU and UNASUR will provide increased coordination with respect to disaster management and risk reduction in the Southern Cone and Brazil region.

The Global Alliance on HIV is the major health strategy based on partnership with diverse institutions at different levels. The National Societies and the IFRC currently participate in working alliances with organizations of PLHIV, UNICEF, UNAIDS and GNPlus.

As a result of the continual support of the IFRC's Centres of Reference and coordination with external foundations and learning centres, the Regional Representation has stimulated South-South coordination. The National Societies are now employing trained human resources from sister National Societies. Internships, learning exchanges and sharing good practices have increased the development of knowledge and skills during 2010. The Regional Representation alongside the National Societies have the challenge of better systematizing this knowledge and replicating it with greater attention to the branch and sub-branch levels.

Contributing to longer-term impact

The majority of the actions undertaken during 2010 have medium to long-term perspectives.

Following the disaster in Chile, as well as the actions implemented in Paraguay and Argentina, the Organizational Development programme contributes to making the region's National Societies more sustainable and capable of generating lasting impact. The Statutes reform, the strengthening of the territorial network, the country plans and the development of volunteer systems, as well as community-based actions, include sustainability as one of their goals.

As has been previously mentioned, the disaster in Chile is a catalyst for ChRC's institutional growth and strengthening of resources and skills. In contrast to previous experiences, the current activities within the framework of the operation in Chile contribute to strengthening the National Society as it responds to this disaster. The operation's plan of action has been incorporated into the country plan, thus strengthening the ChRC's normal structure and ensuring long-term organizational development.

Monitoring and evaluation are amongst the long-term impacts. Currently National Societies' disaster management actions, with IFRC support, use the tools developed for the DFID-supported project and evaluations are planned in project timeframes. Additionally, memoranda of understanding are signed at the beginning of projects. Furthermore, attention is paid to systematizing lessons learnt, best practices and quality standards so that the National Society, sister National Societies, the IFRC, and other organizations working in related fields can replicate successful actions and strategies. The Disaster Management programme with the National Societies have fostered these skills through DesAprender, joint work with the Centres of Reference, educational and information-sharing events and support for communications areas.

The modernization of National Societies' structures and systems to develop actions and strategies which facilitate and guarantee diversity remains an important challenge. There are indications that the National Societies have begun to take on this challenge, including some National Societies which demonstrate noticeable political will to initiate the needed transformations. This progress needs to be regularly reinforced to consolidate good practices and demonstrate through practice that this change is not only possible but is fruitful. The Regional Representation reiterates its commitment to work side-by-side with the National Societies to face this challenge. In this sense, the crosscutting gender perspective and integration of youth in governance bodies and strengthening the volunteer base in the communities remain regional priorities. Equal attention will continue to foster sustainable financing of the region's National Societies, thus promoting their impact and accountability.

Looking ahead

Whilst the region and continent have faced several significant disasters during the first half of 2010, these have been productive learning experiences. The outpouring of solidarity following the disasters in Haiti and Chile has challenged the National Societies and the Regional Representation to build upon the recent attention given to the Red Cross and Red Crescent skills and actions. These experiences also have catalyzed the need to reorient and focus regional actions in order to be able to fulfil the

significant aspects of the 2010 plans. The joint monitoring and evaluation undertaken in June with the National Societies has resulted in a readjustment of the plans based on redefined priorities.

The critical situations in Brazil and Uruguay continue to demand special accompaniment and renewed synergies. During the second half of the year, special funds were destined to the organizational restructuring in the Uruguayan Red Cross. The Regional Representation with the BRC is in the process of fashioning a new strategy to reach a solution to the serious challenges, including the vicious cycle of historic debt, faced by this National Society.

The Regional Representation and the region's National Societies have two additional challenges in the near future. *Strategy 2020*, including its dissemination and the incorporation of its concepts in the country plans, demands time and a shared commitment. Additional team work is needed to prepare for the important process of the Inter-American Conference scheduled for 2012.

How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations \(NGO's\) in Disaster Relief](#) and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to:

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

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

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

Contact information

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International Federation of Red Cross and Red Crescent Societies

MAA46002 - Southern Cone and Brazil

Annual Report 2010

Selected Parameters	
Reporting Timeframe	2010/1-2010/9998
Budget Timeframe	2010/1-2010/12
Appeal	MAA46002
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	275,800	213,990	34,442	0	390,581	914,813
B. Opening Balance	-0	18,871	8,296	0	172,349	199,516
Income						
<u>Cash contributions</u>						
American Red Cross					136	136
Capacity Building Fund					748	748
DFID Partnership grant	226,239					226,239
European Commission - DG ECHO		1,783				1,783
Finnish Red Cross		0				0
Finnish Red Cross (from Finnish Government)		0				0
Italian Red Cross		32,250				32,250
Netherlands Red Cross (from Netherlands Government)	16,001					16,001
Norwegian Red Cross		954				954
Norwegian Red Cross (from Norwegian Government)		8,585				8,585
Spanish Red Cross			-6,515		6,515	0
Swedish Red Cross		81,547				81,547
Swedish Red Cross (from Swedish Government)			20,223		73,205	93,428
United States Government - USAID		64,128				64,128
C1. Cash contributions	242,240	189,247	13,708		80,604	525,799
<u>Inkind Personnel</u>						
Spanish Red Cross					105,600	105,600
Swedish Red Cross					165,600	165,600
C3. Inkind Personnel					271,200	271,200
C. Total Income = SUM(C1..C4)	242,240	189,247	13,708	0	351,804	796,999
D. Total Funding = B + C	242,240	208,118	22,004	0	524,153	996,515
Appeal Coverage	88%	97%	64%	#DIV/0	134%	109%

II. Balance of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
B. Opening Balance	-0	18,871	8,296	0	172,349	199,516
C. Income	242,240	189,247	13,708	0	351,804	796,999
E. Expenditure	-240,314	-172,006	-17,389		-390,577	-820,286
F. Closing Balance = (B + C + E)	1,926	36,112	4,614	0	133,577	176,229

International Federation of Red Cross and Red Crescent Societies

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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)		275,800	213,990	34,442	0	390,581	914,813	
Relief items, Construction, Supplies								
Medical & First Aid		11,260					11,260	-11,260
Teaching Materials		5,587					5,587	-5,587
Other Supplies & Services		17,014					17,014	-17,014
Total Relief items, Construction, Su		33,861					33,861	-33,861
Land, vehicles & equipment								
Computers & Telecom		1,043					1,043	-1,043
Office & Household Equipment			-984				-984	984
Total Land, vehicles & equipment		1,043	-984				59	-59
Logistics, Transport & Storage								
Storage	70		3,901				3,901	-3,831
Transport & Vehicle Costs	2,571	2,709	5,269			15	7,994	-5,422
Total Logistics, Transport & Storage	2,641	2,709	9,171			15	11,895	-9,254
Personnel								
International Staff	330,298					328,637	328,637	1,661
National Staff	19,876	6,590	10,532			8,313	25,435	-5,559
National Society Staff	54,162	52,401	76,610	22,413			151,424	-97,262
Volunteers		1,974	2,441				4,414	-4,414
Total Personnel	404,336	60,964	89,582	22,413		336,950	509,910	-105,574
Consultants & Professional Fees								
Consultants	7,340		15,125				15,125	-7,786
Professional Fees	228	6,979	990	3,600		484	12,053	-11,825
Total Consultants & Professional Fe	7,568	6,979	16,116	3,600		484	27,178	-19,610
Workshops & Training								
Workshops & Training	329,899	62,555	66,349	11,711		1,648	142,263	187,636
Total Workshops & Training	329,899	62,555	66,349	11,711		1,648	142,263	187,636
General Expenditure								
Travel	32,011	12,011	7,435	2,360		33,669	55,476	-23,465
Information & Public Relation	43,465	12,911	38,731	1,554		1,851	55,047	-11,582
Office Costs	16,156	12,531	15,589			4,754	32,874	-16,718
Communications	7,709	1,695	4,416			3,038	9,149	-1,440
Financial Charges	12,600	4,698	9,532	-521		10,660	24,368	-11,768
Other General Expenses	2,396	301	2,164	0		76	2,541	-145
Total General Expenditure	114,338	44,146	77,868	3,394		54,048	179,456	-65,118
Operational Provisions								
Operational Provisions		11,282	-96,427	-24,819		-9,803	-119,767	119,767
Total Operational Provisions		11,282	-96,427	-24,819		-9,803	-119,767	119,767
Indirect Costs								
Programme & Service Support	56,031	14,530	10,213	1,091		7,234	33,068	22,962
Total Indirect Costs	56,031	14,530	10,213	1,091		7,234	33,068	22,962
Pledge Specific Costs								
Earmarking Fee		2,235	116	-0			2,352	-2,352
Reporting Fees		9	1				11	-11
Total Pledge Specific Costs		2,245	118	-0			2,362	-2,362
TOTAL EXPENDITURE (D)	914,813	240,314	172,006	17,389		390,577	820,286	94,527
VARIANCE (C - D)		35,486	41,984	17,053		4	94,527	