

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

Southern Cone and Brazil

Executive summary

The five countries of the Southern Cone and Brazil region – Argentina, Brazil, Chile, Paraguay and Uruguay - are highly exposed to a combination of hazards such as floods, earthquakes, volcanic eruptions, droughts, health emergencies and over-populated urban zones that aggravate the vulnerability of the more marginalized and poor population. This situation, in combination with the high levels of inequity and the lack of access to basic services creates significant humanitarian challenges for the Red Cross in the region. While capacities are in place in National Societies to respond to the needs of the vulnerable population, these must be strengthened in order to better fulfil their humanitarian mission.

The 2010–2011 Plan is based on the needs and priorities identified by the National Societies. In addition they are orientated by the decisions made by the Federation, the Inter-American Plan 2007–2011 approved in the XVIII Conference held in Guayaquil, the recommendations of the strategic study done by the Complutense Institute for International Studies and National Societies' strategic plans. This plan also takes into consideration the capacities that the Federation secretariat has developed in the region from the implementation of the New Operating Model that seeks to work closer with National Societies to give them the appropriate and effective support with the aim of having National Societies with broad and more developed capacities.

Some of the common priorities for the Southern Cone and Brazil Region are: disaster risk reduction and vulnerability, health in emergencies, leadership strengthening, volunteer capacity strengthening, development of the branch territorial networks, resource development, and the incorporation of principles and values in all that represents a well functioning National Society.

At the end of this period, the National Societies will have stronger organizational structures, will be better prepared and therefore will have coped with the population's vulnerabilities in a more efficient way, improving the quality of life in the region.

The total 2010–2011 budget for the Southern Cone and Brazil Region is CHF 2,361,782 (USD 1,865,089 or EUR 1,524,768). [Click here to go directly to the summary budget of the plan.](#)

Context

The population of the Southern Cone and Brazil Region is approximately 260 million people, which inhabit a territory of more than 12.6 million square kilometres. The social-demographic trends for the coming years predict a predominantly young population and at the same time a larger number of people of age, along with changes in family structures that represent very particular challenges.

There has been a consolidation of the democratic processes in the region, which is seen among other things in the political stability with respect to the electoral agendas of each country. Social tension is not registered as importantly as it is in other countries of the Americas.

The integration processes of the countries in the region have progressed, this is reflected by both the work produced in the MERCOSUR structure, as well as in the Union of South American Nations (Union de Naciones de América del Sur - UNASUR), whose final aim is for an intergovernmental and

supranational structure to unify the existing structures of trade exchange in South America as part of the ongoing economic integration process.

Economic growth in Latin America has been affected by the current financial and economic world crisis. It is demonstrated in the increase of unemployment, the loss of purchasing power and the growth of the informal sector of the economy. It is important to mention that two of the economically more stable countries of the region, Brazil and Chile, have declared themselves in economic recession as a consequence of the global crisis. Economic growth obtained up until the crisis began was not translated in equitable and sustainable development, which undoubtedly will now be more difficult to achieve. The region continues to show the highest levels of inequity in the world. In the following table some indicators reflect this worrying reality.

Data	Argentina	Brazil	Chile	Paraguay	Uruguay
HDI Range ¹	46	70	40	98	47
Population in millions	40.9 ²	183.9 ³	16.9 ⁴	6.99 ⁵	3.2 ⁶
Population living with less than USD 2 a day % ⁷	13.3	7.8	5.3	18.4	4.5
GDP per capita (PPP USD) ⁸	14,413	10,326	14,510	4,778	13,295
Inequality measures, ratio of richest 10% to poorest 10%	40.9	51.3	33	65.4	17.9
Gini coefficient ⁹	51.3	57.0	54.9	58.4	44.9
Gender related development index GDI ¹⁰	45	63	42	83	46

These indicators clearly show that the region has high contrasts of inequality not only among the countries of the area, but high inequality contrasts within each country. The presence of extreme inequality in the distribution of the wealth and the inequity in access to the basic services in the region reveals the main challenges in the countries of the Southern Cone and Brazil Region in terms of social cohesion and development.

The high levels of poverty, combined with vulnerability, lack of respect of human rights and uncontrolled urbanization results in some cases in a more vulnerable civil society. A consequence of this poor development is the growth of violence as well as civilian insecurity. Violence has been considered a matter of public health and an obstacle to development. The high levels of poverty within indigenous populations and afro-descendants contribute to the increase of gender violence, female cases of HIV and AIDS as well as discrimination and exclusion in all its forms, all matters of special concern in the region.

The current health scene in Latin America presents HIV and AIDS as an increasing health emergency, with an estimated 1,700,000 people living with HIV. One of the most affected countries is Brazil with 730,000 people living with HIV¹¹. Everyday health problems, accidents, conflicts, injuries caused by disasters, or the immediate consequence of urban violence and crime, reveal the need of the

¹ Data UNDP 2006 Published 2008

² Estimate INDEC 2009

³ IBGE Census 2007

⁴ INE estimate 2009

⁵ DGEEC. estimate 2008

⁶ INE Census 2004

⁷ UNDP 2000-2006

⁸ FMI 2008

⁹ UNDP 2007-2008

¹⁰ UNDP 2006

¹¹ <http://www.unaids.org/en/CountryResponses/Regions/LatinAmerica.aspx>

community to have access to **first aid** in order to save lives. On the other hand there is an urgent need to promote voluntary non-remunerated **blood donation**, given only 36 per cent comes from donations.

The appearance of dengue fever and dengue hemorrhagic fever are seen as an important public health problem in South America as shown by the outbreaks in Argentina, Brazil and Paraguay. In addition, preparation for outbreaks of other types of epidemics is required given the emergence of the influenza A(H1N1), revealing the need to reduce the impact of **emerging diseases** and control epidemics.

Countries in the Southern Cone and Brazil are constantly affected by small to large scale **disasters**. The Southern Cone is characterized by extreme and diverse landscapes and climates and is exposed to a number of hazards such as recurrent floods and landslides, cold waves, seismic and volcanic activity. Everything seems to indicate that as a result of **climate change**, the characteristics of disaster hazards will worsen and increase in the region. An example is the risk of droughts and floods. In Paraguay in recent years, there has been recurrent drought, affecting in particular indigenous communities which face severe socio-economic challenges such as poverty, chronic malnutrition and low food supply.

It is not surprising that disaster impact is increased when there is a larger vulnerable population. Its cost, nevertheless, is pernicious for the entire society. According to the International Federation's World Disaster Report (WDR) the number of people affected by disasters in the Americas during the last year was 19,684,199 and the number of people reported to have been killed was 2,672¹². The Inter-American Development Bank indicates that between 1975 and 2002, South America experienced USD 53.84 billion in losses arising from disasters, with an average of USD 1.2 billion per year.

The regional plans for 2010–2011 have been developed to support National Societies in the Southern Cone and Brazil to become stronger institutions and therefore respond in a more effective way to the immediate needs of vulnerable people and to the construction of safer communities.

Priorities and current work with partners

In line with the Federation's New Operating Model, in August 2008 a Regional Representation was created for the Southern Cone and Brazil. The main task of the Representation is to act very closely and support the work of the National Societies in Argentina, Brazil, Chile, Paraguay and Uruguay. This Representation will provide technical assistance in close coordination with the Regional Representation for the Andean countries.

The composition of National Societies in terms of branches and volunteers in the Americas in the Southern Cone and Brazil is as follows:

County	Number of Branches	Number of volunteers
Argentina	63	11,000
Brazil	53	10,000
Chile	164	5,421
Paraguay	13	800
Uruguay	19	1,000
TOTAL	312	28,221

Strategic plans are in place in the majority of these National Societies. In several National Societies the operational planning processes have begun at the branch level with the aim of implementing strategic orientations at the local level. The strategic plans are clearly based on Strategy 2010 and on the orientations that emerged from the last Inter-American Conference.

To reinforce the support given to the National Societies by the Regional Representation of the region it was decided that "country support plans" would be developed. These plans aim to identify the most important priorities of the National Societies in the coming years and to define the type of support that

¹² Source: EM-DAT, CRED, University of Lovain, Belgium, IMD-2008

the Federation secretariat, according to its capacities and strategic orientations, can offer and guarantee.

During the first semester of 2009 the consultation process was carried out with the National Societies, which allowed for the development of "country support plans" for the National Societies of Argentina, Chile, Paraguay and Uruguay. In Brazil it was not feasible to develop this type of plan given its operational integrity crisis. The "support plans" are based on the strategic plans of the National Societies and on the recommendations that arose from the study carried out by the Complutense Institute for International Studies of Madrid¹³.

The main priorities of the National Societies are in relation to Organizational Development and the programme areas. In general terms these priorities are: modernization and enhancement of the governance and management bodies, development of the branch territorial network, the development and mobilization of resources, the development of human resources and leadership, the strengthening of voluntary work and the development and modernization of internal and external systems of communication, the strengthening and development of programmes and activities related to services and community health, HIV and AIDS work, disaster risk reduction and preparedness and the development of actions that favour diversity, gender matters and the development of principles and values.

During 2010 and 2011 the Regional Representation intends to also facilitate strategic key support to National Societies in global initiatives. The National Society of Argentina is participating in the **Global Alliance on HIV and AIDS** and will be incorporated into the **Global Alliance on Disaster Risk Reduction**. These two Red Cross global initiatives will contribute to increasing the impact in these key strategic areas with support from a wide range of partners from within the Movement and at the national levels. The safer communities initiative supported by the UK Department for International Development (DFID), will continue until the end of 2010 supporting the National Societies of Chile and Paraguay. The four year initiative aims to contribute to community development and building the capacities of the National Societies in disaster preparedness. In addition, the National Societies in the region will be supported in the presentation of proposals to the Federation secretariat for the **Intensified Capacity Building Fund (ICBF) and Specific OD Support (SOS)**, which provide an opportunity for the organizational development and capacity-building of National Societies.

Besides the above-mentioned initiatives, the Regional Representation, in close coordination with the other partners of the Movement and particularly with the International Committee of the Red Cross (ICRC), will develop a **priority plan to support the operational integrity recovery of the Brazilian Red Cross**. This plan must contemplate the definitive solution of the historical debt that has paralyzed the National Society; it must also contemplate the modernization and enhancement of its governance and management bodies, as well as the reorganization and reactivation of programmes and services and the articulation and development of its branch network.

In this context it is important to recognize the great importance of all the cooperation and support given to National Societies that participate through multilateral or bilateral initiatives, and contribute to the better fulfilment of the humanitarian mandate of the Red Cross in the region. The cooperation provided by the ICRC is also of great significance, particularly in the development of tripartite agreements. The following Movement partners are working with the National Societies in the region:

Country	Movement Partner
Argentina	Finnish Red Cross, Italian Red Cross, Spanish Red Cross, Swedish Red Cross, ICRC, Federation
Brazil	German Red Cross, Spanish Red Cross, Swedish Red Cross, ICRC, Federation
Chile	Spanish Red Cross, ICRC, Federation
Paraguay	Finnish Red Cross, Italian Red Cross, Spanish Red Cross, Swiss Red Cross, ICRC, Federation

¹³ The Study of the Americas was carried out in November 2007 by the Complutense Institute for International Studies of Spain.

National Societies will seek to optimize the use of local and regional resources among which are the support networks, regional Centres of Reference, cooperation between sister National Societies and alliances with public and private sector and international organizations.

Secretariat programmes in 2010–2011

The Regional Representation for the Southern Cone and Brazil will provide programme support to the National Societies of Argentina, Brazil, Chile, Paraguay and Uruguay. Programme support will be provided in the key areas of Disaster Management, Health and Care, Organizational Development and Principles and Values. This support will continue to be provided from the Andean Regional Representation and the Zone Office coordinators, except for Organizational Development, which will be provided directly from the Southern Cone and Brazil office in Buenos Aires. This structure ensures that the secretariat is closer to the needs of National Societies and can provide more effective support.

Secretariat supported programmes show the continuity of work in progress, previous plans and the alignment with priorities as clearly identified by National Societies through different consultation processes. As explained above, in the Southern Cone specific country plans have been developed to support the National Societies of Argentina, Chile, Paraguay and Uruguay during 2010 and 2011 (available on request). The regional plan for 2010–2011 clearly reflects this country level support, as shown in the components, outcomes and indicators. The same areas of support shown in the regional plan have been applied to the country level where relevant according to the priorities of National Societies. The regional plan also includes support that will be provided to those National Societies which do not have specific country plans.

Disaster Management

Based on the country priorities identified together with the National Societies in the Southern Cone region to accomplish the common objectives established in the Federation's Disaster Management global framework and the regional priorities established in the Inter-American Plan 2007–2011 to contribute to the Hyogo Framework for Action, the Disaster Management programme in 2010–2011 will continue supporting the National Societies' Disaster Risk Management (DM) capacities scaling up at national and local levels to build safer and more resilient communities.

a) The purpose and components of the programme

Programme purpose

Global Agenda Goal 1: To reduce the number of deaths, injuries and impact from disasters.

The Disaster Management programme budget for the Southern Cone in 2010 and 2011 is CHF 737,571 (USD 552,210 or EUR 476,286).

The overall programme objective is to support National Societies' Disaster Risk Management initiatives scaling up at national and local levels to achieve safer and more resilient communities, in line with the International Federation's commitments, mandate and frameworks.

For 2010–2011 the Disaster Management programme will support National Societies in the implementation of the Global Alliance on Disaster Risk Reduction, scaling-up the Federation's effort in reducing disaster risk among the most vulnerable communities as part of the Federation's global framework building safer and more resilient communities.

Learning will be cross-cutting in the Disaster Management plan. As part of knowledge-sharing, best practices, lessons learnt and case studies on community risk management will be gathered, shared and disseminated to be used as learning tools, through networking and the DesAprender learning platform.

Through the joint work with National Societies in the development of country plans, specific areas of support were identified for this area, based on National Society needs and Regional Representation capacity. The following paragraphs present the general lines of support for each National Society:

Argentine Red Cross

- **To strengthen Institutional capacity building for community risk reduction:** promote the global Disaster Risk Reduction framework; support the establishment of common human resource training in community risk reduction, harmonize and incorporate tools for community work, support community development processes (implementation of DIPECHO VI).
- **To develop Institutional capacity-building for disaster preparedness:** support the dissemination of the Argentine country support plan, support volunteering in emergencies, and support the development of the national response plan.
- **In disaster risk reduction coordination and advocacy:** promote the positioning of the National Society auxiliary role, promote partnerships and alliances and encourage networking and exchanges.

Chilean Red Cross

- **To strengthen Institutional capacity building for community risk reduction:** promote the global Disaster Risk Management framework; support the establishment of common human resource training in community risk reduction, support community development processes, support the implementation of the Reducing Risk in America regional initiative.
- **To develop Institutional capacity-building for disaster preparedness:** update the Well Prepared National Society (WPNS) institutional assessment and priorities to form the basis of the Disaster Risk Management plan and disseminate the Disaster Risk Management plan.
- **In disaster risk reduction coordination and advocacy:** promote partnerships and alliances; encourage networking and exchanges.

Paraguayan Red Cross

- **To strengthen institutional capacity building for community risk reduction:** promote the global Disaster Risk Reduction framework, support the establishment of common human resource training in community risk reduction, harmonize and incorporate tools to work with communities and support community development processes.
- **To develop Institutional capacity-building for disaster preparedness:** support the design of the National Society Disaster Risk Management plan, update the WPNS institutional assessment, support the development of the national response plan and support the development of shelter strategy in Paraguay.
- **In disaster risk reduction coordination and advocacy:** promote the positioning of the National Society auxiliary role, promote partnerships and alliances, and encourage networking and exchanges.

Uruguayan Red Cross

- **To strengthen Institutional capacity building for community risk reduction:** promote the global Disaster Risk Reduction framework; support the development of the National Society Disaster Risk Management plan and programme.
- **To develop Institutional capacity-building for disaster preparedness:** update the WPNS institutional assessment and priorities to form the basis of the Disaster Risk Management plan, strengthen capacities of the National Intervention Team (NIT).

The Federation's Global Alliance for Disaster Risk Reduction will be implemented in the Southern Cone during 2010-2011, although the National Society that will work within the framework of the Global Alliance has yet to be confirmed. The Global Alliance on Disaster Risk Reduction ensures special emphasis on risk reduction and participatory community work, participatory management of community disaster preparedness projects, directly linked to local authorities, through awareness raising actions, and in the development of specialized intervention instruments and mechanisms allowing for improved

action and coordination at the branch level, strengthening technical teams and the transferral of capacities to the territorial network.

The following components and outcomes seek to respond to the identified needs and reflect this Regional Representation's commitment for 2010–2011.

Programme component 1: Institutional capacity-building for community risk reduction

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 disaster impacts, contributing to building safer and more resilient communities.

The outcome is linked to the Hyogo Framework for Action priorities 2 and 3 and aims to promote a culture of safety in target communities with the five National Societies focusing on specific actions in Argentina, Chile, Paraguay and Uruguay. The Disaster Management programme will promote the participatory development of the regional Disaster Risk Management strategies and the consolidation of a continental Disaster Risk Management strategy, which will both define the perspective, priorities and Disaster Management actions in the whole zone.

In line with the regional priorities to scale up community risk reduction the Disaster Management programme is committed to supporting National Societies in the Southern Cone to work towards the definition of community-based disaster risk management (CBDRM) training curricula, exchange and apply a common community risk management methodological route, based on the community Disaster Risk Reduction toolkit developed under DIPECHO IV and DIPECHO V action plans. The process will be developed in coordination with the programme areas of Organizational Development (OD) volunteering and Health and Care and with the Regional Centre of Reference for Community Based Education in Disaster Preparedness (CRREC), to strengthen National Societies' volunteer, staff and communities' capacities to work in local risk reduction initiatives, based on mapping and common definition of prioritized elements.

Strengthening National Societies' capacities to work with communities will take place through the application of Disaster Risk Management training and methodological route to develop community resilience micro-projects in climate change, early warning and/or water and sanitation. Key stakeholders are expected to participate such as schools, health centres, and community centres, reaching at least 15,000 high risk people in Argentina, Chile and Paraguay. Additionally, community education and awareness initiatives amongst volunteers and children will be promoted in the National Societies of Argentina, Chile and Paraguay. The application of the Vulnerability Capacity Assessment (VCA) methodology will also be promoted to highlight risks and define community-based plans with at least 30 communities in Argentina, Chile and Paraguay.

The following indicators will measure the fulfilment of this outcome during 2010:

- Number of National Societies' internal and external partners that have received Federation secretariat guidance to better understand and support Disaster Risk Management Framework.
- By the end 2010, CBDRM minimum training standards for volunteers and staff are implemented by National Societies in a process facilitated by the Regional Representation (DRM and Volunteering) and with support of the Centres of Reference.
- By 2010, the four National Societies institutionalize the community-based methodological common route produced in a regional process facilitated by the Regional Representation office and with the support of the Centres of Reference, including the areas of livelihood, food security and shelter.
- By the end of 2010, at least 15,000 people in high risk are reached by community risk reduction initiatives, with special emphasis on climate hazards, branch and volunteering development, which are implemented by the Argentine, Chilean and Paraguayan National Red Cross Societies, considering the areas of livelihood, food security and shelter.
- By the end of 2010, at least 150 volunteers and 500 children are reached through community education and awareness programmes developed by three National Societies (Argentina, Chile and Paraguay).

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.**

The outcome contributes to priority 5 of the Hyogo Framework for Action and aims to support the National Societies of Argentina, Chile, Paraguay and Uruguay to scale up existing institutional capacities in disaster management and skills to promote disaster risk management, risk awareness and mitigation actions. During 2010–2011 support will focus on assessments and the identification of priorities through the implementation (initiation or completion) of the Well Prepared National Societies – (WPNS) with the National Societies of Argentina, Brazil, Chile, Paraguay and Uruguay. This will contribute, alongside the development of the regional Disaster Risk Management strategy, to supporting National Societies in defining or updating Disaster Risk Management programmes in line with strategic plans and global frameworks in Argentina, Chile, Paraguay and Uruguay.

Institutional capacities will be strengthened through the establishment of common minimum standards for volunteering in emergencies through a regional process where at least two National Societies of the Southern Cone will participate, with an emphasis on disaster intervention mechanisms at local, national and regional levels. This process will be developed following the global International Federation's guidelines on disaster preparedness and response mechanisms and will take place in coordination with the Regional Centres of Reference, Pan American Disaster Response Unit (PADRU), Organizational Development programme and with CAPRADE members. National Intervention Teams (NITs) will be strengthened in Chile, Paraguay and Uruguay to ensure they have the knowledge, skills, information management systems, trained personnel/volunteers, equipment, material, and procedures in place to act swiftly and effectively in disaster response.

Support will be provided to the National Societies of Argentina and Paraguay in the development of response and contingency plans, in coordination with the Centre of Reference for Disaster Preparedness and PADRU. International Federation preparedness and planning methodologies will be applied and an integrated approach will be promoted (inclusion of all programme areas).

During 2010–2011 National Societies will be supported to enhance early recovery capacities (through instruments and tools) in order to improve self-reliance capacities of communities to recover from vulnerabilities to emergencies. The inclusion of early recovery in emergency operation plans will be promoted as a key element of comprehensive risk management. During 2010 early recovery will also be emphasized during the emergency response evaluations and recommendations will be included in 2011 country plans.

Dissemination of SPHERE minimum standards and code of conduct is also prioritized for 2010–2011 and ensuring that lessons learnt and best practices from disaster response operations are used to improve future planning, programming and implementation of Disaster Risk Management actions, with special emphasis on the transition between response and recovery, in coordination with PADRU.

The following indicators will measure the fulfilment of this outcome during 2010:

- By 2010, three Disaster Management Programmes are designed or disseminated in line with strategic plans and Disaster Risk Management Global frameworks (Argentina, Chile, Paraguay and Uruguay), according to the priorities identified in the WPNS assessment and in coordination with Organizational Development (Expected Result 5) and the programme areas.
- In 2010 at least two Southern Cone National Societies participate in the definition of common minimum standards for volunteering in emergencies training in a process facilitated by the Regional Representation office for Southern Cone and Brazil and with the support of the Centres of Reference and PADRU (Expected Result 1).
- In 2010 a plan to manage and develop the capacities of the National Intervention Team is designed by the Uruguayan Red Cross with support of the technical regional team.
- For 2010 a strategy to understand the role of the secretariat and the National Societies with regard to shelter management and clusters is disseminated and an initiative developed supporting the Paraguayan Red Cross.
- In 2010 a mapping on National Society response and contingency plans is developed and at least two National Societies receive support for the development or updating of plans (Argentina

and Paraguay) with the support and in coordination with the Centre of Reference for Disaster Preparedness and PADRU.

- In 2010 the recommendations and conclusions of at least two evaluations of response operations in the Southern Cone are made with the support of PADRU and included as part of the country plans through concrete actions.
- By 2010, at least two emergency operations and early recovery plans integrate a risk reduction approach, in coordination with PADRU and the programme areas.

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 result in key partnership and strategic alliances.

This component is focused on strengthening the auxiliary relationship with local and national governments which play a key role in strengthening community safety and resilience in the face of risks to disasters as reflected within national laws, policies, strategies and initiatives. National Societies will be supported in the coordination with governments to promote Disaster Risk Management at the community level. Strong working partnerships and alliances will be promoted with stakeholders, from communities, to local and national governments, regional entities, non governmental organizations and the private sector.

This component also focuses on improving the prevention culture at all levels to promote and ensure that communities and individuals know their risks and how to reduce them; as part of the advocacy, education and awareness-raising initiatives a continental risk reduction communication strategy will be developed. This will advocate for safer and more resilient communities and build a stronger culture of prevention amongst communities, local and national governments, organizations, the private sector and the staff and volunteers of National Societies.

During 2010–2011 networking, centres of reference, thematic holders and other initiatives will be promoted to enhance Red Cross capacities at national and local levels. Increased exchanges and internships will be promoted, as well as learning and knowledge-sharing opportunities and peer-to-peer support amongst National Society members of the network and other regional organizations through the DesAprender learning platform.

During 2010 the Regional Representation will support National Societies in the dissemination of the guidelines for national facilitation and regulation of relief international operations in disasters and recovery initial assistance (International Disaster Response Law - IDRL), as approved at the XXXth International Conference. From 2011 key legal instruments will be identified and disseminated and collaborative efforts will be lead to identify gaps and make recommendations to address these and improve legal preparedness for disasters.

The following indicators will measure the fulfilment of this outcome during 2010:

- By 2010, four National Societies work together with key stakeholders and participate in local, national and regional disaster risk reduction platforms and establish strategic alliances on disaster risk management
- By 2010 at least one Disaster Risk Management proposal to non traditional donor is presented by a Southern Cone National Society with the support of the Regional Representation.
- By 2010 a DRM regional network is strengthened and National Society Disaster Risk Management focal points participate in Disaster Risk Management common scaling up processes.
- By 2010 at least five National Society-National Society exchanges or internships are facilitated increasing Disaster Risk Management capacities of at least ten volunteers or staff in coordination with the Centres of Reference.
- In 2010 a risk reduction continental communication strategy to advocate for and raise awareness regarding safer and more resilient communities and to build a stronger culture of prevention is promoted.

b) Potential risks and challenges

- There is a need to continue mainstreaming, strengthening and promoting an integrated community approach and focus actions to ensure that the needs of communities are responded to jointly in line with the objectives of the Inter-American Plan 2007–2011.
- Red Cross branches and volunteers play a crucial role in the achievement of programme outcomes of the five components; their limitations in terms of capacity, numbers and inadequate volunteering management procedures limit programme implementation and their impact. In this respect, institutional strengthening strategies will be implemented in the Regional Disaster Risk Management programme and the Organizational Development programme.
- In order to measure the impact of actions at the local and regional level, it is important to contribute to the technical planning process and the establishment of standard monitoring and evaluation tools, as part of national planning processes.
- There is a need to facilitate the coordination process between National Societies and Partner National Societies and National Societies' links to national, regional and global platforms on community risk reduction and disaster risk reduction.
- Particular attention needs to be given to seasonal subsequent operations likely to affect human resources available to carry out regular programmes.
- Particular need to move from the response stage to the recovery stage in coordinated and effective manners.
- There is a need to increase and extend the geographical coverage of the services of the Regional Centres of Reference.

Health and Care

a) The purpose and components of the programme

Programme purpose
Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.

The Health and Care programme budget for 2010–2011 is CHF 620,383 (USD 489,934 or EUR 400,511).

Through the joint work with National Societies in the development of country plans, specific areas of support were identified for this area, based on National Society needs and Regional Representation capacity. The following paragraphs indicate the general lines of support for each National Society:

Argentine Red Cross

- **In HIV and AIDS:** support the implementation of the Global Alliance on HIV.
- **In Public Health in the Community:** support the implementation of the Community-Based Health and First Aid (CBHFA) strategy.
- **In Public Health in Emergencies:** strengthen National Intervention Team (NIT) capacities in health in emergencies, apply the influenza pandemic contingency plan, and apply the volunteer toolkit for epidemic control.

Chilean Red Cross

- **In HIV and AIDS:** support HIV activities at the branch level and support the evaluation of the Together We Can methodology.
- **In Public Health in the Community:** support the implementation of the Community-Based Health and First Aid (CBHFA) strategy and the Club 25 strategy.

Paraguayan Red Cross

- **In HIV and AIDS:** support HIV activities at the branch level and develop a border project to increase HIV prevention.
- **In Public Health in the Community:** strengthen capacities in community health programmes (Integrated Management of Childhood Illness – IMCI), support the implementation of the Club 25 strategy, and develop a National Society strategic framework in psychosocial support.

- **In Public Health in Emergencies:** strengthen NIT capacities in health in emergencies, apply the influenza pandemic contingency plan, and apply the volunteer toolkit for epidemic control for.

Uruguayan Red Cross

- **In HIV and AIDS:** support the development of a risk reduction project in HIV and AIDS, including specific actions in harm reduction.
- **In Public Health in the Community:** support the development of the National Society health programme; and promote resource mobilization through National Society first aid training.

The following components and outcomes seek to respond to the identified needs and reflect the Regional Representation's commitment for 2010–2011.

Programme component 1: HIV and AIDS
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Component outcome 1: National Societies have developed prevention, care and treatment and support the reduction of HIV stigma and discrimination, strengthening their capacities through the Global Alliance on HIV or their future incorporation.

There are 1.7 million people infected with HIV in Latin America, of which approximately 480,000 are women and 32,000 are children¹⁴. In the Southern Cone and Brazil, there is a concentration of high prevalence groups: men who have sex with men (MSM), intravenous drug users (IDU), sex workers (SW), people in prison settings, and people with sexually transmitted infections (STI). Infection is also increasing among young people, mobile workers, wives, transsexuals and business people. HIV and AIDS makes people more vulnerable as it reduces the quality of life for people living with HIV (PLHIV), leaves children orphaned, increases health expenses and kills many. National Societies in the region have prioritized working in HIV and AIDS as this is clearly a major humanitarian challenge.

The Global Alliance on HIV joins efforts being made across the world to stop the epidemic by strengthening response capacities at the national and regional levels, reaching vulnerable groups and reducing prevalence. Through the Global Alliance, the National Society of Argentina will strengthen capacities in prevention, treatment, care and support for PLHIV, and reduce stigma and discrimination in headquarters and branches in order to improve effectiveness. The Global Alliance aims to reach 776,832 people in Argentina by 2011.

This outcome also aims to strengthen capacities of the National Societies in Paraguay and Chile for future participation in the Global Alliance on HIV. Support will be provided to Argentine and Paraguayan Red Cross Societies in the development of an HIV project in border areas and support will be provided to the Chilean Red Cross with prevention activities in HIV and AIDS, in addition to the Together We Can methodology. Finally, specific actions in harm reduction, prevention and reducing stigma and discrimination will be supported in Uruguay. Awareness-raising will take place with National Societies on issues such as gender, violence, stigma, discrimination and respect for diversity.

During 2010, this outcome will be measured by the following indicators:

- By the end of 2010, the National Societies of Argentina and Paraguay have developed activities to prevent further HIV infection in the specific groups at high risk (394,560 people).
- By the end of 2010, the National Societies of Colombia and Ecuador have increased the number of promoters applying the methodologies (modules) on care, treatment and support to PLHIV and families of PLHIV through at least one national training in each country (1,170 people).
- By the end of 2010, the National Societies of Argentina, Chile and Paraguay have developed activities to reduce HIV stigma and discrimination with other partners (380,445 people).
- By the end of 2010, the National Societies of Argentina, Chile, Paraguay and Uruguay have strengthened volunteer capacities in 70 per cent of the branches to deliver and sustain scaled-up HIV programmes (700 people).

The two-year budget for the implementation of the Global Alliance in this region is CHF 225,668.

Programme component 2: Public health in the community

Component outcome 1: National Societies have strengthened their management capacities and scaled up actions related to community-based health and first aid (CBHFA), voluntary non-remunerated blood donation (VNRBD), within an integrated community health strategy.

Health needs of vulnerable people range from day-to-day health problems to diseases caused by multiple factors, affecting thousands of people each year. National Societies of the Southern Cone and Brazil have identified the need to work at the community level under a primary health care approach focusing on working with communities, where the Red Cross volunteers ensure a link between the community and formal health systems. National Societies will continue to work on the main health lines: community-based health and first aid (CBHFA), voluntary non-remunerated blood donation (VNRBD) and psychosocial support seeking to increase the “resilience” of communities. The Regional Representation will continue support these processes as part of an integrated health strategy at the community level. This outcome aims to support National Societies in the creation of a national integrated community health strategy, focusing on the areas of support in the global health strategy: capacity building, social mobilization, partnerships, advocacy and community empowerment.

The CBHFA initiative will be promoted during 2010–2011 to strengthen National Societies’ capacities in community health in Argentina, Paraguay, Chile and Uruguay, broadening existing traditional first aid by including aspects of community health: prevention, health promotion and control of common diseases. As a community based initiative, CBHFA aims to develop both the skills of Red Cross volunteers and the capacity of branches in preparedness during normal times and for response during emergencies. CBHFA brigades will be promoted to improve community health and thereby support community development processes. The advocacy work being carried out by the National Societies in community health will continue to be promoted and supported by the Health and Care programme. The Paraguayan Red Cross has requested technical support in the development of mother and child health programmes and in promoting advocacy in this area.

The Club 25 strategy will continue to support National Societies to increase the number of voluntary non-remunerated blood donations among young people and promote healthy lifestyles in Paraguay and Chile. The strategy strengthens voluntary work, increases non-remunerated blood donation attracts young people to contribute to an essential cause. The Regional Representation will generate exchanges amongst Club 25 members and partners at the continental level. By the end of 2011 it is expected that there will be at least 30 Club 25 groups with approximately 3,000 members in the Southern Cone and Brazil (2009 baselines).

Support will be provided to National Societies for the integration of psychosocial support within national health and care programmes and also with the disaster response system. While there is a continental plan in psychosocial support, the Regional Representation will promote the national policies in this area, by providing tools: helping to heal, Inter-Agency Standing Committee, **IASC Guidelines on Mental Health** and Psychosocial Support in Emergency Settings, and will promote exchanges between Argentina, Paraguay, Chile and Uruguay.

During 2010, this outcome will be measured by the following indicators:

- By the end of 2010, the National Societies of Argentina and Paraguay have developed an integrated Health and Care Programme according to their strategic plans focused to strengthen their territorial network.
- By the end of 2010, the National Societies of Argentina and Paraguay and Uruguay have applied the community-based health and first aid strategy.
- By the end of 2010, the National Societies of Paraguay and Chile have increased the number of Club 25 groups by 50 per cent (compared to the number of clubs in 2008) within an integral strategy to promote regular non-remunerated blood donation and healthy lifestyles among young people.

- By the end of 2010, the National Societies of Argentina, Paraguay and Chile have strengthened the psychosocial component and integrated this in the national health programme and disaster response system.

Programme component 3: Public Health in Emergencies

Component outcome 1: National Societies have strengthened their capacities to prepare, respond and recover from health emergencies related to epidemics/pandemics and disasters.

Emerging and re-emerging diseases, including vector borne diseases outbreaks such as dengue, malaria and yellow fever, water borne diseases such as leptospirosis, and diarrhoea have been identified by National Societies, as an important challenge. Over the past years, these diseases have re-emerged in the Southern Cone and Brazil region with rising morbidity and mortality rates, seriously threatening public health. More recently, the pandemic influenza A(H1N1) has raised concern over the consequences of public health in vulnerable communities. Moreover, epidemic outbreaks have shown that response mechanisms in several countries are insufficient and that health systems and services are overwhelmed by the increased caseload. National Societies with their community reach and auxiliary role to public authorities are in an advantageous position to contribute to fighting the incidence of malaria, dengue fever, yellow fever, influenza and other diseases through community mobilization and training.

The Southern Cone and Brazil Regional Representation will continue to support National Societies in the event of epidemics through awareness-raising and community mobilization. Volunteer capacities will be strengthened in epidemic control, as well as epidemic response, enabling them to become National and Regional Intervention members (NIT/RIT) specialized in health in emergencies. The Epidemic Control Toolkit for Volunteers has been developed globally and has been validated and will be applied by National Societies in the region. These actions will increase National Society capacities to respond to and control emergencies and disasters related to public health issues.

National Societies will also be supported in carrying out awareness-raising actions during 2010–2011 in order to draw the population's attention, in their respective countries, to health issues linked to reducing the impact of epidemic outbreaks such as dengue, malaria, yellow fever, influenza and leptospirosis.

The Regional Representation will support the National Societies of Argentina, Chile, Paraguay and Uruguay in both preventing the outbreak of epidemics and preparing their respective population to respond to the pandemic influenza. Support will continue to be provided in the implementation of influenza pandemic action plans in coordination with respective National Society health departments.

During 2010, this outcome will be measured by the following indicators:

- By the end of 2010, the National Societies of Paraguay and Argentina have strengthened their capacities creating National Intervention Teams specialized in health in emergencies.
- By the end of 2010, the National Societies of Paraguay and Argentina have included the health in emergencies component in their national health programmes.
- By the end of 2010 the National Societies of Paraguay, Argentina and Uruguay have applied the Epidemic Control for Volunteers toolkit.
- By the end of 2010, the National Societies of Argentina, Chile, Paraguay and Uruguay have developed Influenza Pandemic Contingency Plan according to their national plan (Governmental Planning).

c) Potential risks and challenges

- Limited funding from traditional donors for the secretariat's support to the membership. The health and care programme will continue highlighting opportunities for donors and searching for non-traditional sources of funding.

- The high turnover of technical staff in National Societies often delays and interrupts processes leading to a slow implementation rate in some National Societies. The establishment of health plans or programmes with clear strategic directions are essential instruments that will contribute to continuity and the fulfilment of main objectives.
- The promotion of the representative group of Federation members living with HIV people living with HIV (PLHIV) in the region Red Cross Red Crescent Plus (RCRC+) is not easy as they face discrimination. The fight against stigma and discrimination will enable PLHIV to express their condition and exercise their rights.
- There are still personnel and volunteers in some National Societies that need to be better informed about HIV and AIDS, as lack of knowledge or information can contribute to discrimination and stigmatization within the organization. This change of attitude is essential but can be a slow process.

Organizational Development

a) The purpose and components of the programme

Programme purpose
Global Agenda Goal 3: To increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.

The budget for the Organizational Development programme for 2010 and 2011 is CHF 202,460 (USD 159,393 or EUR 130,926).

Through the joint work with National Societies in the development of country plans, specific areas of support were identified for this area, based on National Society needs and Regional Representation's capacity. The following paragraphs detail the general lines of support for each National Society:

Argentine Red Cross

- In **Argentina** support will be provided to present a proposal to the Federation's Specific OD Support Fund. Support will also be facilitated for development of the national strategy in resource mobilization and for training for board members and leadership.

Chilean Red Cross

- In **Chile** support will be provided to: create a resource development strategy, promote the modernization and enhancement of the National Society, support volunteer management, promote the creation of communication processes and procedures and support the development of territorial networks.

Paraguayan Red Cross

- In **Paraguay** support will be provided to: create a resource mobilization strategy in the National Society, promote the development of a communications strategy (internal and external), stimulate volunteer management, support a review of the structure and establish coordination according to working methods; strengthen the territorial network and promote the National Society's strategic processes.

Uruguayan Red Cross

- In **Uruguay** support will be provided to: promote the modernization and enhancement of the National Society, strengthen the territorial network and support the development of a resource mobilization strategy.

The following results try to provide response to the identified needs and reflect this Regional Representation's commitment for 2010–2011.

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

In the development of country support plans with National Societies one of the prioritized needs for support identified is strengthening the territorial branch networks. The majority of the National Society branches are weak and lack preparation and tools for community work. Moreover, effective mechanisms for exchange between National Society headquarters and branches are not in place. While a number of branches are familiar with the national strategic plans, these are not implemented. Branches have approaches that do not entail community development leading them to carry out traditional activities. There is a certain resistance to incorporate new approaches in their services and activities. Branches are the operational arms of National Societies, without strengthening they will not be able to effectively and efficiently offer services and programmes to vulnerable communities. Strategic plans must be downscaled to the local level, strengthening knowledge and promoting a new approach to Red Cross work. In order to achieve this, the following actions have been planned: support the development of the branch operational plans in line with the National Societies' strategic plans; support the analysis of branch capacities through the "Branch Development Game" and diverse methodologies that favour analysis and discussion; ensure capacity development at branch level through participative methodologies and tools for project management; strengthen regional branches; assess new organizational models and search for resources (financial and others) for the strengthening of branches.

The following indicators will measure the achievement of this outcome during 2010–2011:

- In 2010 the Regional Representation technically participates in at least four of the meetings on the implementation of the new territorial organizational model in Argentine Red Cross.
- In 2010 the Regional Representation participates with Argentine Red Cross and Uruguayan Red Cross in the development of six local operational plans (three per country).
- In 2010 the Regional Representation collaborates in project development for the ICB funds in Argentine Red Cross and Chilean Red Cross. In 2011 the Regional Representation collaborates in project development for the ICB funds with at least two National Societies: Uruguayan Red Cross and Paraguayan Red Cross.
- In 2010 the Regional Representation disseminates in the National Capacity Development Fund of the Argentine Red Cross at least six PNSs, and in 2011 does the same with four additional PNSs.
- In 2010 the Regional Representation collaborates in the development of at least four Chilean Red Cross Regional Branch Operational Plans.
- During 2010 and 2011 the Regional Representation provides technical support for the development of a coordination team for Chilean Red Cross to sponsor regional branches.
- In 2010 the Regional Representation supports the Paraguayan Red Cross' work on the "Well Functioning Branch" in at least one branch.
- During 2010 the Regional Representation provides technical support to Uruguayan Red Cross in the reorganization of the Montevideo Regional Branch Structure.

Component outcome 2: Provide technical support to the Argentine, Chilean, Paraguayan and Uruguayan Red Cross in the creation and implementation of the National Resource Mobilization and Development plans.

The National Societies of the Southern Cone lack resource mobilization and development (RMD) strategies and therefore have a great dependency on outside cooperation. Common characteristics identified by the Federation through analyses and forums on resource mobilization show that National Societies have limited human and financial resources to invest in RMD; old fashioned techniques are used and they have few incentives to invest in this area. Mainly, there is need for technical knowledge in these areas. The Regional Representation will support the development of RMD strategies with the National Societies in the region as they have identified the need to strengthen this area. It is expected that the National Societies will be empowered by diminishing dependency on external cooperation, diversifying its income sources, which will strengthen their independence and autonomy.

The Regional Representation will focus on providing technical and financial support by holding a RMD workshop, where necessary tools to develop a national plan will be applied in promoting tools to improve accountability, supporting the enhancement of this area within National Societies and supporting and monitoring the implementation and establishment of the national RMD plans.

The following indicators will measure the achievement of this outcome during 2010-2011:

- In 2010 the National Societies of Argentina, Chile, Paraguay and Uruguay participate in the Resource Mobilization and Development workshop, which includes tools to improve accountability.
- In 2010 and 2011 the Regional Representation provides technical support to the development of national resource mobilization and development plans with Argentine Red Cross, Chilean Red Cross, Paraguayan Red Cross and Uruguayan Red Cross.
- In 2010 and 2011 the Regional Representative empowers the configuration and/or maintenance of resource mobilization and development teams in Argentine Red Cross, Chilean Red Cross, Paraguayan Red Cross and Uruguayan Red Cross.

Component outcome 3: Promote legal bases and structures and updated management tools that guarantee the basis for well functioning National Societies

The legal bases of National Societies framed within their Statutes and internal procedures must guarantee democracy, distinction between government, management and control, clear and transparent election systems, distinction between the head offices and branch structure. The National Societies in the region are currently in the revision process and/or approval of Statutes, but they lack internal procedures that regulate their application.

Support will be provided to National Societies in their revision of Statutes and/or development of technical manuals. Furthermore, during this period, support will be provided for the assessment of the Paraguayan Red Cross strategic plan and the development of the new strategic plan.

The following indicators will measure the achievement of this outcome during 2010–2011:

- In 2010 the Regional Representation technically supports the creation of internal rules and regulations for the Argentine Red Cross and the Chilean Red Cross.
- In 2010 the Regional Representation technically supports and jointly searches for financial support for dissemination of the legal bases of the Argentine Red Cross and Chilean Red Cross.
- In 2010 the Regional Representation provides technical support for the development of a management manual in the Paraguayan Red Cross.
- In 2010 the Regional Representation provides technical support for the development of the new Strategic Plan 2010–2016 in the Paraguayan Red Cross.
- In 2010 the Regional Representation supports the revision of legal bases in the Uruguayan Red Cross.
- In 2010 and 2011 the Regional Representation provides technical support to Uruguayan Red Cross and joint search for financial support for the management structure.

Component outcome 4: Stimulation of dynamic communication processes adapted to new technology in the National Societies of Chile, Paraguay and Uruguay.

Communication management in institutions like the Red Cross are being given more importance. Communication based on knowledge and optimization of mechanisms, internal as well as external, is needed to promote principles and values, to work as a team, exert leadership, give visibility to actions and to attract the collaboration of potential partners in an effective way. Fluent communication is sign of a strong and solid organization in full development.

The National Societies of the Southern Cone have weak communication in some departments or areas, lacking communication policies, national plans and access to new technology. This is why the support and accompaniment of the Southern Cone and Brazil Regional Representation is highly necessary and has been identified by National Societies as an area of support. Technical support and/or joint search for financial support will be provided in the development of policies and national plans or programmes.

The following indicators will measure the achievement of this outcome during 2010–2011:

- In 2010 the Regional Representation provides technical support to the Chilean, Paraguayan and Uruguayan Red Cross in the development of national communication plans.
- 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.

Component outcome 5: Technical support for volunteer strengthening improves National Societies' response to new humanitarian challenges.

In most of the National Societies of the region, there is recognition of a volunteer service crisis. Little renovation occurs and there is a limited increase in numbers, the volunteer management maintains a rigid system or simply lacks one. Participation of volunteers, in an active form, within the institution occurs unequally and quality training is not guaranteed. Also they are not retained nor recognized for their good practices and there is a lack of understanding towards the type of volunteers the organization needs to make the Inter-American Plan 2007–2011 become a reality.

During 2010, work in this area will focus on the adoption of a clear volunteer policy and modern systems of management, facilitating the design and the implementation of updated management cycles according to the necessities. This will help implement programmes and services with suitable management and capable volunteers with roles adapted to the reality and needs (programmatic and organizational) of each National Society.

The following indicators will measure the achievement of this outcome during 2010–2011:

- In 2010 and 2011 the Regional Representation supports the development of a volunteer national plan with the National Societies of Argentina, Chile and Uruguay.
- In 2010 and 2011 the Regional Representation supports the implementation of the Volunteer Management Cycle with the National Societies of Argentina, Chile, Paraguay and Uruguay.

Component outcome 6: A sustained and continuous process for human resource training has been implemented in National Societies.

Continuous training of human resources in National Societies is a fundamental pillar for their strengthening and their adaptation to the new needs that appear in the humanitarian area. The National Societies of the Southern Cone have expressed their needs for continuous qualification, exchange and systematization of experiences. Participative methodologies and the project management cycle are two areas where the National Societies have expressed difficulties.

Leadership is an area that concerns National Societies and the Regional Representation. Specific leadership training is lacking and future leaders who should take on important roles within these National Societies are not prepared. Accompanying the National Societies in leadership strengthening, on an individual and organizational level with improved capacities are important strategic steps to benefit the institutional vision.

The following indicators will measure the achievement of this outcome during 2010–2011:

- In 2010 the Regional Representation supports the holding of an executive board workshop in the Argentine Red Cross.
- The Regional Representation supports leadership skill building in Argentine Red Cross.
- In 2010 the Regional Representation supports the development of a strategy and a leadership development plan with the Argentine Red Cross.
- In 2010 and 2011 the Regional Representation provides support to create a social project investment toolkit in Paraguayan Red Cross.
- In 2010 the Regional Representation supports the implementation of an experience forum regarding productive projects in Paraguayan Red Cross.
- In 2010, a logical framework approach and participative methodologies workshop is carried out with Chilean and Uruguayan Red Cross

b) Possible risks and challenges

- The current humanitarian panorama is more professional each day and prepared to respond to the humanitarian challenges. The modernization of methodologies and systematization of experiences is undoubtedly an important challenge for National Societies to be able to proceed appropriately with the current trends.
- The need to strengthen leadership capacities continues. The renovation and the incorporation of new leaders in the National Societies continues to be a challenge.

Principles and Values

a) The purpose and components of the programme

Programme purpose
Global Goal 4: Promote Respect for Diversity and Human Dignity, Reduce Intolerance, Discrimination and Social Exclusion.

The Principles and Values programme budget is CHF 18,824 (USD 14,892 or EUR 12,140)

Through the joint work with National Societies in the development of country plans, and taking into account the strategic document “Promotion of Non-Discrimination and Respect for Diversity in the Community” approved at the XVIII Inter-American Conference, specific areas of support were identified for this area, based on the National Society needs and Regional Representation capacity. The following paragraphs indicate the general lines of support for each National Society:

Argentine Red Cross

- **Promote the internal understanding of Principles and Values** through: incorporation of Principles and Values in the National Society legal bases, finalization of the national gender policy and the promotion of tools to operationalize Principles and Values.
- **Strengthen advocacy capacities to promote discrimination and violence reduction** through: dissemination of Principles and Values amongst mass media and the dissemination of global strategies and guidelines.

Chilean Red Cross

- **Promote the internal understanding of Principles and Values** through: incorporation of Principles and Values in the National Society legal bases and strategic plan, finalization of the national gender policy and the promotion of tools to operationalize Principles and Values.
- **Strengthen advocacy capacities to promote discrimination and violence reduction** through: specific projects that address gender based violence, develop violence reduction strategies disseminating Principles and Values, disseminate Principles and Values amongst mass media and disseminate global strategies and guidelines.

Paraguayan Red Cross

- **Promote the internal understanding of Principles and Values** through: incorporation of Principles and Values in the National Society legal bases, develop the national gender policy, and the promotion of tools to operationalize Principles and Values.
- **Strengthen advocacy capacities to promote discrimination and violence reduction** through: dissemination of Principles and Values amongst mass media, and disseminate global strategies and guidelines.

Uruguayan Red Cross

- **Promote the internal understanding of Principles and Values** through: incorporation of Principles and Values in the National Society legal bases, develop the national gender policy, and the promotion of tools to operationalize Principles and Values.
- **Strengthen advocacy capacities to promote discrimination and violence reduction** through: dissemination of Principles and Values amongst mass media and disseminate global strategies and guidelines.

The following components and outcomes try to respond to the identified needs and reflect this Regional Representations work commitment for 2010–2011.

Programme component 1: Promotion of fundamental principles and humanitarian values**Component outcome 1: Increased Regional Representation and National Society internal understanding of the Fundamental Principles and Values.**

Addressing discrimination, social exclusion and inequity in the Southern Cone and Brazil – which often form the basis of violence and poverty – requires dialogue, respect for diversity, solidarity and advocacy actions in favour of people living in vulnerable conditions. Red Cross Fundamental Principles and Humanitarian Values are key elements to achieve the mandate of alleviating human suffering. In the understanding that the promotion of Fundamental Principles and Humanitarian Values (e.g. non-discrimination, respect for diversity, non-violence, tolerance, social inclusion and gender equality) is a process that needs not only knowledge and understanding but a responsible commitment, Regional Representation and National Society staff and volunteers are the first targets.

During 2009, Principles and Values has supported secretariat programmes and National Societies in the adoption of indicators and other criteria that incorporate this essential area of the Federation's humanitarian mandate in a cross-cutting way. One example is the consideration of criteria, such as gender, age, ethnicity and disability, when gathering information on the target population that help identify specifically vulnerable groups. Examples of this inclusion in programme work include: Red Cross treatment and care in HIV and AIDS incorporating anti-discrimination and the eradication of stigma; Organizational Development has integrity as one major challenge in the support to National Societies; Disaster Risk Management identifies the vulnerabilities and capacities of the most vulnerable to ensure improved response to needs.

For 2010–2011 the further incorporation of Principles and Values in the lives and work of Regional Representation and National Society staff and volunteers will be pushed forward (through programmes, projects and activities). Both Regional Representation and National Societies will receive technical support and tools to achieve this.

The inclusion of Principles and Values will be promoted during the revision of legal bases and the development of strategic and operational plans in the National Societies of Argentina and Paraguay. Support will also be ensured in the participatory development of gender policies such as in the National Societies of Paraguay and Uruguay, and the Argentine and Chilean Red Cross Societies where the process began in 2009. Knowledge and understanding of Principles and Values will be further enhanced through trainings and the application of different capacity-building tools such as: the guide on non-discrimination (Principles and Values toolkit developed during 2008 and 2009), the Principles and Values self-learning module on the virtual learning platform DesAprender addressed to Red Cross youth and volunteers, a checklist and key messages to assist vulnerable people during emergencies, a bi-monthly electronic bulletin to share good practices, non-discrimination initiatives and the continued mapping on Principles and Values in the region.

The following indicators will measure the fulfilment of this outcome during 2010:

- Number of activities in Regional Representation programmatic areas incorporating Principles and Values and a gender approach.
- By the end 2010, the National Societies of Chile, Uruguay, Argentina and Paraguay have started/ incorporated Principles and Values in their legal bases and strategic plans.
- During 2010, the National Societies of Argentina, Chile, Paraguay and Uruguay have started/finalized a process leading to the development of a national gender policy.
- By the end 2010, the National Societies of Chile, Paraguay and Uruguay are using tools to put Principles and Values into practice.

Programme component 2: Reduce discrimination, promote diversity and prevent violence through influencing community behaviour**Component outcome 1: National Societies strengthen advocacy capacities in promoting non-discrimination and violence reduction.**

The adoption of the Millennium Declaration by heads of State in 2000 coincided with Strategy 2010 and is at the origins of humanitarian diplomacy and understood as the raising of awareness about humanitarian issues and the need to act in the interests of vulnerable people. The National Societies'

auxiliary role offers a privileged platform to raise awareness, and with the declaration “Together for Humanity” adopted at the XXXth International Conference, bring up one or all of the four thematic issues raised at that meeting: the humanitarian consequences of: a) environmental degradation and climate change (b) international migration (c) violence, in particular in urban settings, and (d) emergent and recurrent diseases and other public health challenges, such as access to health care.

National Societies in the Southern Cone region are more and more engaged in raising awareness internally and externally on issues such as gender-based violence or discrimination (Chile and Paraguay), intercultural approaches (Paraguay), discrimination and stigma (related to HIV and AIDS), gender equality and the need to include people living in vulnerable conditions not only as beneficiaries, but as active participants in decision-making and implementation processes. Coordination with PADRU has begun to include disaggregated data on gender, age, ethnicity and disability of target populations during emergency operations. A regional campaign on non-discrimination is expected to be produced with *pro bono* participation of advertising agencies such as Leo Burnett or McCann Erickson. Technical support will be ensured in the development of gender based violence prevention projects in Chile using the gender toolkit box developed by Colombian Red Cross Society, and for the development of strategies to reduce violence disseminating Principles and Values (Chile). Additionally, alliances with mass media will be encouraged to disseminate Principles and Values on key dates, such as 8 May (World Red Cross Day), 1 December (HIV and AIDS) and 3 December (Disability). Special emphasis will be given to disseminating global strategies and guidelines in Principles and Values, such as the initiative to mobilize youth and volunteers as agents of behavioural change, in which the Uruguayan Red Cross has actively participated in supporting facilitation skills.

The following indicators will measure the fulfilment of this outcome during 2010:

- By the end 2010, number of emergency operations registering disaggregated data on gender, age and type of disability has increased 30 per cent.
- By the end 2010, a regional campaign on non-discrimination is promoted.
- By the end 2010, one National Society develops specific projects and/or activities to tackle gender based violence (Chile).
- By end 2010, one National Society develops strategies to reduce violence disseminating Red Cross Principles and Values (Chile).
- National Societies develop activities to disseminate Principles and Values amongst mass media (Argentina, Chile, Paraguay and Uruguay).
- Facilitate the dissemination of global strategies and guidelines in Principles and Values.

b) Potential risks and challenges

- A frequent misconception is held of Principles and Values as abstract concepts, posters displayed on the walls, away from concrete and practical meaning and application, or a philosophy to be applied in the community and not within the secretariat and National Societies. Capacity-building tools, such as the guide on non-discrimination and the Principles and Values module in *DesAprender* intend to bring Principles and Values into action, encouraging reflections and peer discussions on emergency situations regarding people living in vulnerable conditions: the elderly, children, indigenous, people living with HIV and AIDS, people with disabilities, women, migrants and the displaced.
- National Societies work in Principles and Values often remains invisible. It has not been an easy task identifying projects and activities that show National Society work on non-discrimination. This is often even invisible to National Societies themselves. However the update of the mapping of these initiatives will continue to show good practices in Principles and Values in the region.
- Another challenge is that particularly vulnerable people, such as those with disabilities, are often not registered or identified through Red Cross. Guidance notes to help identify vulnerable population and “what to do with them” after they have been identified will help provide the support that these particularly vulnerable groups need.
- Climate change, globalization of the financial crisis and urban violence, generates complex and unprecedented humanitarian issues. The promotion of strategic alliances to reduce discrimination (with the Ombudsman offices in each country for example) and dissemination of Red Cross Principles and Values with mass media support, are part of the ongoing efforts to empower communities and National Societies volunteers and youth.

- A major threat is related to the scarce funding this programme has historically faced. Efforts are being made in this sense and also to encourage National Societies to look within their countries to find support for their initiatives.

Role of the secretariat

The role of the secretariat is to focus on the provision of membership services to National Societies, targeting programme support such as capacity-building for National Societies to scale up their programmes. This will enable a conducive environment for improved cooperation within the Movement, promoting increased and more diversified cooperation with external actors, providing tools and mechanisms to capture the lessons learnt and to share it, leading innovative approaches and advocacy through humanitarian diplomacy.

The secretariat's budget for its support role for 2010 and 2011 is CHF 782,545 (USD 618,660 or EUR 504,907).

a) Technical programme support

The programme support provided to the membership focuses on building National Societies' capacities in order for them to scale-up their programmes in compliance with the Inter-American Plan 2007–2011 and the decisions made by the International Federation.

In order to respond to the needs of the membership, the structure of the secretariat in South America has been optimized with the opening of a Regional Representation for the Southern Cone funded by the Swedish and Spanish Red Cross Societies, and covers Argentina, Brazil, Chile, Paraguay and Uruguay. Technical assistance in the programme areas of Disaster Management, Health and Care and Principles and Values is provided by the Regional Representation for the Andean countries, located in Lima, granting continuity with programme support provided in recent years.

An issue that will be specially addressed is the promotion of National Society integrity. In the cases where there is integrity risk or integrity crisis, as the case in Brazil now, the Regional Representation along with partners will take measures to revert the situation. On the other hand, special support will be provided to the Federation governing bodies and the National Society governing bodies in the region.

In addition, the possibility of receiving and providing technical specialized support through the Zone Office for the Americas, the Centres of Reference, the Pan American Disaster Response Unit (PADRU), National Societies regional networks, bilateral cooperation and cooperation between sister National Societies is feasible and will contribute to the fulfilment of the 2010–2011 plan. The Regional Representation in this context will play a coordinating and cooperation facilitating role.

b) Partnership development and coordination

The Regional Representation works in collaboration with the entire Movement ensuring that Red Cross actions are strengthened. There is a close relationship with the International Committee of the Red Cross (ICRC), which is demonstrated through the existence of coordination tripartite agreements with some National Societies in the region. The dynamic experience will be extended to all five National Societies in the Southern Cone.

The Regional Representation will make efforts to consolidate cooperation within the Movement in the region and will provide special attention to the inclusion of new partners as well as the promotion of cooperation among other national and international actors within the public and/or the private sector.

c) Representation and Advocacy

It is the Regional Representation's concern to continue promoting the presence of both the Federation's secretariat as well as National Societies in regional and continental events where it is necessary to have presence and to advocate for a humanitarian work and principles and values.

In the same way the Regional Representation will systematically work to influence government and regional institution decisions, particularly in all that is related to poverty, exclusion, discrimination, climate change and violence in all its forms.

Promoting gender equity and diversity

This plan follows the Federation gender approach, seeking to guarantee that essential programmes such as disaster response and preparedness, health and the promotion of humanitarian principles and values differentiate men and women. This approach intends to benefit men and women equally, according to their specific needs as well as the equal participation of both sexes at all National Society levels as well as in the Federation secretariat.

Working with a gender approach implies encourages positive attitudes and recognizes the needs of people with different cultures, sexual preferences, disabilities, ethnicity and others. Holding a gender approach is much more than legal rights, it is everyday social behaviour. Through respect for diversity pro-social behaviour is encouraged, as well as open and receptive interactions, social conscience and empathy.

Quality, accountability and learning

The Regional Representation, in the implementation of this plan will place great importance on promoting accountability and learning processes throughout region. The implementation of plans and support to National Societies will be monitored a regular basis by using existing monitoring tools. The goal is to guarantee that plans are carried out and that accountability is ensured as it is set in procedures, Federation guidelines or in donor requests. Country support plans will be monitored and evaluated by the same methods.

The Regional Representation will also continue to stimulate the systematization of best practices within National Societies, promoting the recognition of best practices and lessons learnt through good examples.

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 plan, contact:</p> <ul style="list-style-type: none"> • Southern Cone and Brazil: Gustavo Ramírez, Regional Representative Southern Cone, Buenos Aires, Argentina; email: gustavo.ramirez@ifrc.org; Telephone: + 54 9 11 4591-7420. • America Zone, Panamá: Xavier Castellanos, Head of Americas Zone; email: xavier.castellanos@ifrc.org; Telephone: + 507 380 0250; Fax + 507 317 1304 • America Zone, Panamá: María Alcázar, Resource Mobilization Coordinator, Americas Zone; email: maria.alcazar@ifrc.org, Telephone: + 507 380 0250; Fax + 507 317 1304 	

Budget 2010 - 2011

Budget 2010

All figures are in Swiss Francs (CHF)

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	Total
Supplies		3,000				3,000
Land, vehicles & equipment						
Transport & Storage		2,192				2,192
Personnel	24,950	18,140		300	262,440	305,830
Workshops & Training	316,700	242,000	83,900		30,000	672,600
General Expenditure	49,635	52,426	44,500	8,000	75,400	229,961
Depreciation						
Contributions & Transfers						
Programme Support	27,202	22,090	8,926	577	25,572	84,367
Services						
Contingency						
Total Budget 2010	418,487	339,848	137,326	8,877	393,412	1,297,949

Budget 2011

All figures are in Swiss Francs (CHF)

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	Total
Supplies		3,000				3,000
Land, vehicles & equipment						
Transport & Storage						
Personnel	28,045			300	262,440	290,785
Workshops & Training	259,073	204,000	50,600		30,000	543,673
General Expenditure	11,225	55,300	10,300	9,000	71,400	157,225
Depreciation						
Contributions & Transfers						
Programme Support	20,740	18,235	4,234	647	25,294	69,149
Services						
Contingency						
Total Budget 2011	319,084	280,535	65,134	9,947	389,134	1,063,833