

# Appeal 2008-2009



International Federation  
of Red Cross and Red Crescent Societies

## Americas Appeal 2008-2009

Appeal No. MAA42003(Americas Zone),  
MAA43001 (Central America and Mexico),  
MAA46001 (South America), MAA49001  
(Caribbean).

Date: 20 December 2007

This appeal seeks CHF 21,322,000 (USD 19,071,000 or EURO 12,922,000) to fund the planned programmes that are to be implemented in 2008-2009. The overall budget is CHF 21,322,000 (USD 19,071,000 or EURO 12,922,000). For details of the budgets for each Region, please click on the below links:

[Budget for Americas Zone](#)  
[Budget for Central America and Mexico](#)  
[Budget for South America](#)  
[Budget for the Caribbean](#)

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.

International Federation of Red Cross and Red Crescent Societies  
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Zone Americas



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Support to the National Societies of the Americas will be delivered from strategic locations in the continent: Panama, Port of Spain, Santo Domingo, Lima and Brazil, as well as from the Federation representation in New York. [Click here to see an enlarged version of the map.](#)

## Current context

Extreme **inequity** in the distribution of income and access to basic services continues to characterize many American societies. Now more than ever, the main challenge to sustainable development is overcoming inequity, discrimination and exclusion by reason of ethnic origin, gender, place of residence and other similar factors, the prevalence of which seriously limits opportunities within the continent that shows the poorest indicators in the world as regards **distribution of wealth**.

The inequity index in the Americas is the highest in the world. Cosmopolitan areas of cities lie alongside poor, marginalised zones of slum dwellings prone to many serious risks. With a number

of booming economies that register record-breaking growth, the reality of most countries in the continent can easily be overlooked.

**Violence** has become one of the main concerns in Latin America. Its dimensions include a wide spectrum of aspects, all of which affect the continent. The majority of countries are experiencing the effects of domestic violence, gender based violence, and social violence. The social phenomenon of family disintegration is at the core of the cycle of violence in the Americas.

Increased urbanization, poor planning of the use of land and unsustainable urban and rural development have resulted in more people living in areas where there is a **heightened risk** of earthquakes, volcanic eruptions, floods, landslides and other natural and technological hazards. Increased deforestation and loss of forests is having serious effects on biodiversity in a growing number of countries in the region and contributing to **climate change**. The situation is causing a higher vulnerability to hazards such as **emerging and re-emerging diseases**, and is likely to lead to **more frequent and more extreme weather events** which are likely to have more serious effects on the most vulnerable.

Access to **health services** in the Americas is significantly uneven. Groups such as indigenous populations, people living in remote areas and marginalised groups living in cities have limited access to basic services and are at a much higher risk than those economically advantaged populations living in urban areas, whose available health services are in many cases similar to those in many developed countries. The situation is worsened by the weakened state of many social welfare systems in the region – or the complete lack thereof. Although there have been improvements in diminishing maternal mortality rates, diminishing child mortality rates and enhancing access to potable water and sanitation, the continent is far from making appropriate progress to achieve the Millennium Development Goal related to health.

The number of people affected by **HIV and AIDS** in Latin America and the Caribbean is substantial, and it is expected that HIV prevalence and the number of people with HIV and AIDS will rise in the region in coming years. The Caribbean has a higher prevalence than any other area in the world, second only to Sub-Saharan Africa, with an average of 2.5 percent which represents 430,000 people.

Latin America and the Caribbean have seen an increase in the flow of **migrants** to the United States and certain European countries, as well as internal migration to other countries of the continent. Treatment of migrants on the part of the country of destination varies considerably, discrimination and xenophobia being recurrent patterns. This scenario has given ground to an emerging reality of capacities (increased amount of remittances to the countries of origin) and vulnerabilities (family disintegration, legal issues in destination countries, brain drain, violence and others) which need to be considered.

Some indicators to illustrate the continent's reality and urgent needs, which prevail in spite of economic growth are:

- **Poverty:** 38.5 percent of the population living in poverty and 14, 7 percent in extreme poverty. Countries like Bolivia, Guatemala, Nicaragua, Paraguay, Peru, Honduras and Haiti show poverty rates above 50 percent.
- **Extreme inequity:** 13 countries have Gini coefficients above 0.5 (Brazil, Colombia, Haiti, Bolivia, Argentina, Chile, Panama, Peru, Paraguay, Dominican Republic, El Salvador, Honduras, Guatemala).
- **Exclusion by ethnic group:** extreme poverty for indigenous groups is on average 2 times higher than for other populations, 3 times higher in Guatemala and Mexico, 6 times higher in Panama and 8 times higher in Paraguay.

- **Urban marginalised population:** proliferation of informal urban settlements in countries like Belize, Bolivia, Guatemala, Haiti, Nicaragua and Peru with more than the 50 percent of urban population living in slums.
- **Vulnerability to disasters:** since 1990 disasters have caused more than 89,000 deaths and over USD 69 billion in economic losses.
- **Growing deforestation:** average percentage of land covered by forest stands at 46,7 – extreme cases like Haiti only 3,2 percent and El Salvador 5,8 percent.
- **HIV and AIDS:** 40 percent of people with HIV and AIDS in the Americas are children and women in fertile age. The Caribbean has the second highest rate in the world with an average of 2,5 percent - cases like Haiti 3,8 percent, Bahamas 3,3 percent Trinidad and Tobago 2,6 percent.
- **Violence:** 40 percent of violent crimes in the world happen in the Americas.

In this highly contrasting context, the Red Cross Societies of the Americas have a unique opportunity to play a major role as makers of social change in favour of the least advantaged in the continent and to contribute to the achievement of the Millennium Development Goals, the Hyogo Framework for Action 2005–2015, the International Strategy for Disaster Reduction and other global efforts to reduce poverty and inequity and promote sustainable human development. The Americas Zone will strive to demonstrate the benefits of working as a Federation and will actively pursue the involvement of traditional and non-traditional partners who wish to partake in this effort.

The Americas Zone through its structure will support all actions undertaken by the Federation Secretariat and its members in the Americas. The strategic reference for all initiatives will be the Inter American Plan 2007-2011, approved during the Guayaquil Conference in June 2007. This plan of action reflects the Federation's Global Agenda to **increase the impact of Red Cross action with communities**, scaling up the *quantity* of vulnerable people being reached by Red Cross actions and scaling up the *quality* of the programmes in which the communities themselves play a proactive role.

For more details on the context of each region, please go to the following links:

[Find details of this section on page 2 of the plan for the Zone Office.](#)

[Find details of this section on page 2 of the plan for the Caribbean.](#)

[Find details of this section on page 1 of the plan for North and Central America.](#)

[Find details of this section on page 2 of the plan for South America.](#)

## Programme summary

### Disaster management

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

*Target population: The Federation Secretariat in the Americas will work closely with the NS of the continent whose services are addressed to millions of vulnerable people, amongst which the following groups can be highlighted: communities living in hazard-prone areas in vulnerability conditions; people and families in high vulnerability conditions (by cause of extreme poverty, health inequity, etc.); grass-root community organisations; educational centres and the national systems of disaster prevention, preparedness, mitigation and response.*

More emphasis will be placed on the development of a culture of prevention, risk-reduction and self-reliance at all levels, particularly in high risk communities. The ability to respond effectively will be based on **supporting and building capacities at local level** first and foremost, combined with further **strengthening preparedness and response mechanisms** at national, regional and international level; and the promotion of **early recovery** and securement of **livelihoods**.

**Community empowerment** will be achieved through the systematic analysis of vulnerabilities and capacities and through non-formal education, particularly focusing on schools and youth. Special emphasis will be placed on environmental education, advocacy and action on and adaptation to climate change. Support for small-scale community projects in early warning, prevention and mitigation will be given.

The three main components below will be supported by the Americas Zone in the field of Disaster management:

- **Community Based Disaster Risk Reduction:** The outcome is families and communities who are better organised and more resilient. They are safer and better prepared to respond and recover from the effects of natural hazards, particularly in high-risk areas, taking into account potential impacts of climate change.
- **Disaster Risk Reduction Coordination and Advocacy:** Advocacy for recurrent and forgotten disasters will be a priority in the region. The outcomes of vulnerability and capacity assessments will feed disaster response and contingency plan processes, which will be a major task in the coming period. The Federation Secretariat will also provide technical advice to National Societies on their role in National Platforms for Disaster Risk Reduction, as well as on improving existing alliances and partnerships and in innovating in the creation of new ones.
- **Institutional Preparedness for Disaster Risk Reduction:** The role of National Societies in the response systems of each country is sought to be scaled up. The numbers of trained and qualified volunteers working in preparedness and response will also be increased by implementing a comprehensive process for National Societies'. Such process will facilitate the strengthening of National Disaster Response Teams (NITs).
- As regards the joint work with the **Pan American Disaster Response Unit (PADRU)**, emphasis will be placed on continuing to strengthen and reinforce continental and regional capacities in areas such as coordination, training and use of Regional Response Teams (RITs), logistics, telecommunications, water and sanitation, relief, rescue, restoring family links, Humanitarian Reform and shelter management. [For more information on PADRU's plans for 2008-2009 please click here to go to the Federation's Global Disaster Management Appeal.](#)

[Find details of this section on page 6 of the plan for the Zone Office.](#)

[Find details of this section on page 4 of the plan for the Caribbean.](#)

[Find details of this section on page 3 of the plan for North and Central America.](#)

[Find details of this section on page 4 of the plan for South America.](#)

## Health & Care

### **Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies**

*Target Population: The Americas Zone will work closely with the NS of the continent whose services are addressed to millions of vulnerable people, amongst which the following groups can be highlighted: people and families in high vulnerability conditions (by cause of extreme poverty, health inequity, etc.); 10 to 20 percent of Vulnerable (at risk of infection) youth between 10 and 19 years old, persons living with HIV and AIDS and their networks will be reached by HIV and AIDS projects; 10 to 20 percent of youth between 16 and 25 years old in the promotion of Voluntary Non-Remunerated Blood Donation; communities, volunteers and staff affected by disasters in Psychosocial Support Programming (PSP); grass-root community organisations; health and educational centres and Ministries of Health; maternal and child care and health in emergencies.*

The Federation Secretariat will support National Societies to **intensify and scale up** their

contribution to the health and development of communities. Their contribution will focus on programmes that **promote social mobilization and enhance community empowerment**, building capacities at the local level, taking advantage of the value added of the extensive network of Red Cross branches in the continent. The aim is to support empowerment of communities through health promotion, integrated with disaster preparedness, water and sanitation and community development work.

The risk posed by potential new global pandemics makes it critical that National Societies strengthen not only their capacity to respond but to become fully involved in preparedness and rehabilitation planning at local and national levels.

A common set of awareness-raising key messages will be developed; and a mechanism to measure the impact of public and internal campaigns will be created.

To achieve these objectives, the Federation in the Americas has planned its work within the following components:

- **HIV and AIDS:** the Federation will scale up all interventions in HIV and AIDS at all levels with the main goals of reaching more people to prevent more cases, reduce stigma and discrimination and aid those who need treatment. The Americas Zone will also be participating in the Federation's Global Alliance in response to HIV and AIDS. This initiative seeks to provide technical, strategic and practical support to the participating National Societies – those whose countries show high prevalence- with an aim to help them strongly position themselves to gain access to global HIV and AIDS funds from within their own countries. [Click here to access additional information about the Global Alliance in response to HIV and AIDS in the Americas.](#)
- **Community Health:** Within this broad component the following traditional and non-traditional areas of work were identified with an aim to improve the overall health of communities and their members:
  - **Promotion of Blood Donation:** young people will specially be involved in the promotion of voluntary not remunerated blood donation (VNRBD) and National Societies will develop alliances with other partners to support the promotion of VNRBD.
  - **Psychosocial Support Programming (PSP):** aimed at increasing assistance and counselling adapted to the particular needs of communities, volunteers and staff affected by disasters.
  - **First Aid and Community First Aid:** improvement of first aid services is expected, together with reinforced community preparedness by implementing community-based first aid interventions.
  - **Emerging Diseases and Epidemic Control:** aimed at developing a response strategy at national and local levels to contribute to reduce morbidity and mortality due to emerging and re-emerging diseases that can become public health emergencies such as dengue, malaria, avian influenza/pandemic influenza, tuberculosis, chagas disease and others.
  - **Road Safety:** will be promoted through social mobilization initiatives and alliances with partners to implement education and advocacy campaigns for road safety practices.
  - **Water and Sanitation:** addressed at improving access to safe water and sanitation in communities, encouraging communities to improve their hygienic practices thereby decreasing prevalence of water borne diseases.
  - **Mother and Child Health:** focused on the implementation of community maternal and child health initiatives - such as the Integrated Management of Childhood Illnesses (IMCI) methodology - to contribute to reduce maternal and infant mortality rates.
  - **Health and Care Policy and Advocacy:** support to National Societies in the design, implementation, supervision and evaluation of public health interventions that integrate a participatory community based approach. Health networks will play a key role in information and knowledge sharing as well as in the design of new approaches and methodologies.

- **Public Health in Emergencies:** Increase capacity at local level in National Societies to achieve timely, gendered and well-targeted health response.
- **Harm Reduction:** Increase capacity in National Societies to develop programmes that engage people who use substances such as drugs and alcohol and work with them to reduce sexual and drug-related risks, expand access to adequate knowledge and prevention measures.

[Find details of this section on page 8 of the plan for the Zone Office.](#)

[Find details of this section on page 5 of the plan for the Caribbean.](#)

[Find details of this section on page 5 of the plan for North and Central America.](#)

[Find details of this section on page 5 of the plan for South America.](#)

## Capacity Building

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

*Target Population: The Americas Zone will work closely with the NS of the continent whose services are addressed to millions of vulnerable people, amongst which the following groups can be highlighted: people and families in high vulnerability conditions (by cause of extreme poverty, health inequity, etc.); community leaders and volunteers; grass-root community organisations; members of the governing boards, volunteers and staff of National Societies headquarters and branches; networks in dissemination, communications, health and risk reduction, organisational development and youth networks of the NS and Red Cross Youth.*

**Community based programmes** implemented by National Societies in recent years illustrate that community risk reduction is not limited to risks related to disasters, but is linked to all kinds of vulnerability caused by economic, social, environmental and other factors. This is why regional plans and the programmes they support are focused on community capacity building and community integrated approaches to avoid sectoral fragmentation in projects. To this effect, support will be provided to NS to develop and consolidate a participatory community approach both in their strategic and operational programming. The Federation Secretariat in the Americas will operate under the premise that **capacity building is a cross-cutting issue in National Societies and communities as well as a goal itself**.

A common set of awareness – raising key messages - will be developed; and a mechanism to measure the impact of public and internal campaigns will be created.

To achieve these objectives, the Federation in the Americas will promote the following components, which includes elements from the framework for action reflected in the plan.

- **Promote the organization and empowerment of communities facing vulnerability with its origins in poverty, social exclusion or other factors:** The Federation will provide support to invest in branch development to enable local branches to build sustainable links with the wider community.
- The Federation will actively promote local **development and livelihoods** programmes in **urban, peri-urban and rural** settings.
- Significant support will be given to leadership in the Americas to increase the continental capacity to influence the challenges of vulnerability and risk in different forums. For such work the Federation will support the **development of a more strategic approach to communications and advocacy**.

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- Support and guidance will be provided to National Societies in **developing and renewing governing bodies, management and young leadership**, as well as management strategies that include volunteer management and development, integrity, accountability, transparency, diversity and clear human resources systems.
- The **common principles for coherence (“seven ones”)** essential to achieve greater effectiveness and efficiency will be promoted in a more systematic way through the guidance of the Zone Office, as well as a common performance and accountability framework to clearly show the collective impact of the work done by all members of the Federation in its network.
- The Americas Zone Office of the Federation Secretariat has committed **to increase its attention on resource mobilisation and** will support a strategy to diversify funding sources both for the programmes developed with the support of the secretariat and for the NS.

[Find details of this section on page 9 of the plan for the Zone Office.](#)

[Find details of this section on page 6 of the plan for the Caribbean.](#)

[Find details of this section on page 6 of the plan for North and Central America.](#)

[Find details of this section on page 8 of the plan for South America.](#)

## Principles & Values

***Global Agenda 4: Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.***

*The Americas Zone will work closely with the NS of the continent whose services are addressed to millions of vulnerable people, amongst which the following can be highlighted: people and families in high vulnerability conditions (by cause of extreme poverty, health inequity, etc.); children living on the streets, the elderly, the disabled; people with HIV and AIDS and their networks; migrating groups and internally displaced in distress and their families; ethnic groups, community leaders and volunteers and grass-root community organisations.*

A common set of awareness-raising key messages will be developed; and a mechanism to measure the impact of public and internal campaigns will be created.

With these purposes in mind, the Federation Secretariat has organized its work under the following components:

- **Dissemination and promotion of humanitarian principles and values:** The objective is that Red Cross personnel, volunteers, public and private authorities and the community at large know and understand the Fundamental Principles and Humanitarian Values.
- **Non-violence:** Violence in all its forms is significantly on the rise. Closely linked with the promotion of humanitarian principles and values and non discrimination and respect for diversity, focus will be placed on the prevention of violence through, amongst other initiatives, the Regional Strategy for Violence Prevention.
- **Non discrimination and respect for diversity:** National Societies will be supported to develop strategies and structures to facilitate participation and inclusion at all levels. Work will be done to develop internal processes in National Societies that deal with discriminatory behaviour and to formulate procedures to address issues of discrimination and non-respect for diversity in a transparent and effective manner.

Given the invisibility of the most vulnerable populations (people with HIV and AIDS, the disabled, the elderly, children, women, migrants, indigenous populations) and the exclusion and

violence they face, attention will be paid to strengthening National Society capacities to identify these groups and better understand their vulnerabilities, promoting their participation in all programmes and projects.

- **Gender equity:** The objective of the International Federation is that all programmes benefit men and women equally, according to their specific needs and capacities. Thus, including gender equity in all aspects of Red Cross action is a way of addressing discrimination and the lack of opportunities for women. A gender equity approach in community capacity building actions will be adopted. Special focus will be placed in supporting NS to gain better understanding of gender and protection issues, including prevention of sexual exploitation and abuse and gender based violence.
- **Refugees, migrants and internally displaced:** National Societies of Central America and the Caribbean will work on strengthening their capacities to assist and work with migrant and internally displaced communities with an aim to contribute to their resilience.

In this area of work, efforts will be focused on strengthening the capacity of the Red Cross to work with **migrants and internally displaced communities**, to contribute to their resilience and to have their rights respected. For this purpose it will be necessary to influence behaviour and attitudes in order to **reduce discrimination and promote respect for diversity** in the community and within National Societies, which will be partly addressed through the creation of the key awareness-raising messages.

[Find details of this section on page 10 of the plan for the Zone Office.](#)

[Find details of this section on page 6 of the plan for the Caribbean.](#)

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[Find details of this section on page 10 of the plan for South America.](#)

## Needs

The following table summarizes the needs of the Federation Secretariat's needs in the Americas for the period 2008-2009.

Programmes	2008 budget in CHF		2009 budget in CHF		Total budget in CHF	
	Total Budget	Required	Total Budget	Required	Total Budget	Required
Disaster Management	3,490,689	3,490,689	3,066,088	3,066,088	<b>6,556,777</b>	<b>6,556,777</b>
Health and Care	3,247,693	3,247,693	2,890,877	2,890,877	<b>6,138,570</b>	<b>6,138,570</b>
Capacity Development/ Organisational Development	2,476,844	2,476,844	2,296,529	2,296,529	<b>4,773,373</b>	<b>4,773,373</b>
Principles and Values/Humanitarian Values	633,313	633,313	635,597	635,597	<b>1,268,910</b>	<b>1,268,910</b>
Coordination	1,358,587	1,358,587	1,225,873	1,225,873	<b>2,584,460</b>	<b>2,584,460</b>
<b>Total</b>	<b>11,207,126</b>	<b>11,207,126</b>	<b>10,114,965</b>	<b>10,114,965</b>	<b>21,322,091</b>	<b>21,322,091</b>

## Working in partnership

Cooperation and alliances are a prerequisite for scaling up humanitarian response in line with the Federation Global Agenda and achieving the Millennium Development Goals. Successful cooperation is based on and requires trust, mutual respect, understanding, shared vision, concrete and attainable goals and objectives, sufficient funds, and skilled convenors.

Special attention will be given by the Federation Secretariat to increasing coordination and cooperation with governments, United Nations agencies, NGOs, universities and other civil society organisations with the clear aim to scale-up delivery of the obligations and expectations inherent to the collective responsibility as a humanitarian and human development network.

Amongst others, the following **current partners** can be mentioned: ISDR, ECHO – DIPECHO, DFID, ProVention Consortium, United Nations agencies (PAHO, UNICEF, UNAIDS, IOM, OCHA), OXFAM, REDLAC, The Global Fund, Universities (Latin American School of Social Sciences (FLACSO), Universidad Complutense de Madrid), ALAS Foundation, CEDERA / CAPRADE / CEPREDENAC, media companies, McCann Erickson, NGOs, community based organisations, migrant group organisations, gender based violence organisations and / or groups, regional networks of people with HIV and AIDS, Civil Defence (local and national levels), Disaster preparedness, prevention, mitigation, response National Systems, Risk Reduction National Platforms, National Ministries such as Health/Infrastructure/Transportation, Road Safety Agencies (when existing), Latin American Association of Radio Education (ALER).

Special attention will be given to **consolidating the Operational Alliance** in Haiti as well as the **Global Alliance initiative on HIV and AIDS** and a similar future initiative on Disaster Risk Reduction.

Knowledge management will also be a cornerstone for the Federation Secretariat, fostering knowledge sharing between regional offices and NS with active role of **formal and informal networks**.

The concept of **thematic holder** will be established and will rolled-out from 2008 onwards, aiming to fill gaps and improving sectors of intervention within existing programmes. Key success factor for this concept will be the agreement on clear terms of reference and respect for the *seven ones*.

The Federation Secretariat and its membership in the Americas will seek to enhance cooperation and coordination amongst members of the Movement - the International Committee of the Red Cross and the Partner National Societies that currently cooperate in the Americas in various ways - and those who will do so in the future.

### How we work

*All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>*

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".

#### **Global Agenda Goals:**

- 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. <ul style="list-style-type: none"><li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li></ul>
<b>Contact information</b>	
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- Federation office to the United Nations
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- Regional representation
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- Zone Americas