

# Plan 2009-2010



## Central America and Mexico

### Executive summary

Central America is facing a complex humanitarian problem that includes the combined effects of a growing number of phenomena mostly fuelled by climate change, such as floods, droughts, hurricanes emerging and re-emerging diseases, rising food prices, exacerbated vulnerabilities and marginalized poor populations. The mission of the Regional Representation for Central America and Mexico -as reflected in this plan- is to assist the most vulnerable people in the region through the programmes and services delivered by the National Societies of Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama through the promotion and support to their capacity building priorities.

The 2009–2010 plans for the Central America and Mexico Regional Representation are in line with the strategy outlined in the goals of the Global Agenda and the Inter-American Plan 2007-2011 to **enhance Red Cross work at the community level**, and promote one global objective: “*safer and healthier communities*” focused on further integrated coordinated and synergic Red Cross humanitarian work in order to achieve greater and better impact.

During 2008, the Secretariat in Central America conducted a consultation study with each National Society based on the commitments of the Inter-American Plan 2007-2011 and on the Framework for Action. The consultation focused on the priorities of each National Society as outlined on their own national development and strategic plans, as compared against the Inter-American Plan and the findings of the Study of the Americas<sup>1</sup>. As a result of this consultation, much consideration has been given to the **individual and collective priorities of the National Societies** of the region, and the aim has been confirmed to enable the Secretariat to address country priorities and to design a tailor-made support plan.

Key strategic support will be focused on disaster risk reduction and preparedness, empowerment of communities facing vulnerabilities, development and strengthening of alliances with the Red Cross and non Red Cross partners. Special efforts will also be dedicated to addressing the impact of the HIV pandemic in the region to the intensified scale up of three National Societies through the Global Alliance on HIV and supporting the other National Societies in their efforts to build capacities to reduce the impact of the HIV in their countries. The promotion of social mobilization, strengthening leadership, scaling-up accountability and management capacities of the National Societies and prevention of violence and discrimination will also be part of this focus.

Continued and coordinated work with Partner National Societies, the ICRC and other regional and international organisations such as DFID, ECHO, UNICEF, Plan International, ProVention, and entities such as Albatros Foundation, McCann Erickson and Florida State University will continue to be a priority for the Regional Representation and will be strengthened through new alliances. Nevertheless, the sustainability of the Central America and Mexico Regional Representation is at risk due to a lack of medium and long-term financial capacity. As a consequence, the main tangible risk to continue to see

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<sup>1</sup> The Study of the Americas was carried out in November 2007 by the Complutense University of Spain, and it is a study of the Red Cross in the Americas where there are particular recommendations for each National Society.

well-functioning regional programmes is the issue of long-term financial support that will allow the formulation and execution of sustainable high-quality technical support. The tendency in the region is a drift to bilateral programming, with a corresponding reduction of funds made available for the International Federation's multilateral regional programmes.

This plan reflects the Regional Representation support for seven member National Societies: Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama.

**The total budget for this support by the Regional Representation for Central America and Mexico will be in 2009 CHF 3,274,328 (EUR 1,733,554 or USD 2,487,824) and slightly lower in 2010 with a budget of CHF 2,721,680 (EUR 2,085,559 or USD 2,992,987) (including activities costs, running costs and Programme Support Recovery - PSR). [Click here to go directly to the summary budget of the plan.](#)**

## Regional context

In recent years, the economy of the Central American region has grown favourably after a long period of stagnation, although this **growth remains fragile** for a number of reasons. There has been progress in the overall reduction of poverty and extreme poverty in the period 2003-2006, although rates remain very different amongst individual countries. Overall, poverty has been reduced in some countries while it has increased in others. In addition, it should also be noted that countries such as El Salvador, Guatemala and Nicaragua that were affected by armed conflict during the 1980's and more recently by severe natural hazards, are only today recovering the GDP levels of thirty or forty years ago.

The following table reflects the data provided by the United Nations Development Programme in its 2006 Human Development Report for the Central America and Mexico region.<sup>2</sup>

	HDI Rank in 2006	HDI Rank in 2005	Population (millions)	Life expectancy at birth (years)	GDP per capita (PPP USD)	Population living with less than \$2 per day %	Births attended by skilled health personnel %	Infant Mortality Rate per 1,000 live births
<b>HIGH HUMAN DEVELOPMENT</b>								
Costa Rica	48	47	4.3	785	10,180	9.8	99	11
Mexico	52	53	105.7	75.3	10,751	11.6	83	22
Panama	62	56	3.2	75.1	7,605	18	93	19
<b>MEDIUM HUMAN DEVELOPMENT</b>								
El Salvador	103	104	6.8	71.3	5,255	40.6	92	23
Nicaragua	110	112	5.4	71.9	3,674	79.9	67	30
Honduras	115	116	7	69.4	3,430	35.7	56	31
Guatemala	118	117	12.3	69.7	4,568	31.9	41	32

The Central American region continues to be characterized by **extreme inequality** as economic growth has not translated into adequate distribution of wealth. There are major differences – perhaps greater than before - between enclaves of wealthy populations in modern capitals and major cities and vast zones of poverty and low productivity - most particularly in rural areas or suburban areas. Furthermore, in the Central America and Mexico region, these distinct differences have a stronger effect on vulnerable social groups such as indigenous populations, afro-descendants, women and other marginalized groups, which are the most disadvantaged both in terms of material well-being and access to education, health services, information and the benefits of development in general. These uncontrolled urban settlements raise in many cases new patterns of vulnerability towards natural hazards.<sup>3</sup>

<sup>2</sup> Human development report 2007: <http://hdr.undp.org/en/reports/nhdr/>

<sup>3</sup> For further information on this subject, please go to UNDP: <http://hdr.undp.org/en/reports/nhdr/>

Central America's major cities tend to lie in areas prone to **natural hazards**, which accounts for high vulnerability of populations. Between the years 1991 and 2007, the region was hit by some 277 events (225 weather-related and 52 geological) including hurricanes, floods and earthquakes and various minor emergencies that required allocation of the International Federation's Disaster Relief Emergency Funds (DREF). This reality presents a major challenge regarding disaster risk reduction and mitigation, and highlights the need to reinforce local capacity to cope with and avoid disaster situations. In addition, the effects of climate change and global warming such as changes in rainfall patterns pose the hazard of increased impact of floods and droughts.

The recent dramatic escalation in **food prices** worldwide has evolved into an unprecedented challenge of global proportions that has become a crisis for the region's most vulnerable, including the urban poor. Central American countries are suffering from chronic malnutrition and are seeing their situation worsen with rising prices and inflation.<sup>4</sup>

Overall **mortality rates** have been reduced and access to sanitation has improved in recent years, but a significant gap prevails in this regard between rural and urban areas.

Regarding **emerging and re-emerging diseases**, between 2005 and 2006, 61,560 cases of tuberculosis were registered in the region and only during 2006, this disease caused 5,935 deaths. In 2006, there were 52,972 registered cases of Malaria. As consequence, the Regional Representation has planned prevention activities to support National Societies to cope with this situation.<sup>5</sup>

The **HIV epidemic** in Latin America remains generally stable, and HIV transmission continues to occur among populations at higher risk of exposure, including sex workers and men who have sex with men. The estimated number of new HIV infections in Latin America in 2007 was 100,000, bringing to 1.4 million the total number of people living with HIV in this region.<sup>6</sup>

In the global context of **increasing migration**, Central America has increased flows of migrants to the United States and certain European countries, as well as internal migration to other countries of the continent. El Salvador, Mexico and Nicaragua have a high percentage of migrant population (between 9% and 20%). Guatemala, Honduras and Panama have a percentage of migrants that represents between 3% and 8% of the total population. The treatment of migrants in their country of destination varies considerably; discrimination and xenophobia are recurrent patterns. Recent years have shown a surge in remittance flows to Central America.

**Social violence** has become one of the main concerns in Central America. Persistent inequality, poverty and marginalization and the predominance of the informal sector as a source of work are contributing to growing rates of crime. The dimensions of violence include domestic violence, gender violence, and social unrest. Young people are often attracted to gangs such as "maras" since they offer a sense of belonging, as well as the lure of economic gain represented by illicit activities.

The programmes described below aim to contribute towards reducing vulnerability described in the context above, through Red Cross work in the areas of Disaster Risk Reduction, Community Health and Care, Humanitarian Principles and Values and Organisational Development to the regional National Societies.

## National Societies' priorities and current work with partners

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<sup>4</sup> For further information on this matter, please go to WFP: <http://www.wfp.org>

<sup>5</sup> For further information on this matter, please go to WHO: <http://www.who.int/whosis/en/index.html>

<sup>6</sup> For further information on this matter, please go to UNAIDS: <http://www.unaids.org/en/KnowledgeCentre/HIVData/default.asp>

The seven Red Cross National Societies of the region have an extensive history of responding to the regional challenges outlined above with the assistance of Federation, the International Committee of the Red Cross and Red Crescent Societies and Partner National Societies (PNS).

Several Movement partners are actively present in the region and work closely with the National Societies. The following table illustrates those Movement partners with representations in each one of the Central American countries.

Costa Rica	Finnish Red Cross - German Red Cross
El Salvador	Spanish Red Cross - Swiss Red Cross
Guatemala	Spanish Red Cross - Netherlands Red Cross - Norwegian Red Cross - ICRC
Honduras	Canadian Red Cross - Italian Red Cross - Netherlands Red Cross - Spanish Red Cross - Swiss Red Cross
Nicaragua	Canadian Red Cross - Italian Red Cross - Netherlands Red Cross - Spanish Red Cross - ICRC
Panama	American Red Cross – Finnish Red Cross - Norwegian Red Cross - Spanish Red Cross - ICRC

National Societies have long been developing alliances with partners inside and outside the Red Cross Movement to strengthen their work and their strategic position within their national network. The Secretariat is actively promoting these alliances providing excellent opportunities to sustain their work.

As part of the 2009-2010 planning process, and within the context of the Inter-American Plan for 2007-2011, the Americas Zone carried out a consultation process with the Central American, South American and Caribbean National Societies in order to determine their priorities for Secretariat support. The outcomes of the consultation will serve as baseline information to continue the dialogue with National Societies, opening the opportunity to further discuss topics around three categories: 1. Validation of National Societies' priority needs; 2. Reflection around priority issues National Societies are facing; 3. Analysis around country priorities. As a result of this continuing dialogue, country support plans are expected to be developed.

It is evident from the consultation that the health component remains the highest priority of the seven National Societies in the region with a strong emphasis on social mobilisation, promotion of communitarian self-sufficiency and promotion of alliances with partners both inside and outside the Red Cross Movement in order to sustain and extend their actions. Key strategic support to National Societies will be provided by the Secretariat during 2009-2010 through the **Global Alliance on HIV**. In Central America, three National Societies (Honduras, El Salvador and Guatemala) will participate in this initiative with the support of the Regional Representation and the Zone office. This initiative will strongly contribute to a major scale up of the seven National Societies' programming in HIV and AIDS. Activities within the Global Alliance have already begun to be implemented in the region with the adaptation of the regional context and the translation into Spanish of a prevention toolkit, treatment, care and support of PLWH (people living with HIV).

Traditional risk reduction and management remains one of the main priorities of the National Societies due to the disaster prone context. Nevertheless, as clearly expressed in the Guayaquil Plan of Action, the National Societies have high expectations of the Secretariat's support to build and strengthen capacities in **communities and institutional preparedness** through the promotion of external alliances - such as with United Nations Children's Fund (UNICEF), Plan International and national institutions. National Society priorities are in line with the Global Federation initiative of a **global alliance for disaster risk reduction**. Opportunities to develop this initiative will be supported and explored during 2009 – 2010 by the Secretariat.

The National Societies also showed strong priorities on the **prevention of violence and promotion of diversity**, enabling the Regional Representation to place emphasis on these activities within its Humanitarian Principles and Values programme plan 2009-2010. Nevertheless, **migration issues** should remain a priority for the Red Cross in the region, even though the National Societies are sceptical to develop such sensitive area.

National Societies have a high interest to scale-up their actions at the community level. National Societies face common institutional challenges that the Secretariat must take into consideration while elaborating a plan of action with relevant services for the members (National Societies). There is an expressed need for Secretariat support in the modernisation of their management system, for instance in the **renewal of leadership** with **better youth participation**, a clearer **separation between governance and management**, scaling-up capacities in **accountability and reporting**, and strengthening of the **existing volunteering network**. National Societies also signalled a need to receive support in the area of communications to promote their activities and alliances – and seek their sustainability.

As expressed earlier, the consultation also served as a validation exercise for the results of the Complutense University study, performed in November 2007. The vital promotion of transparency by the Secretariat of the Federation is valued by the National Societies; this was expressed in the consultation and in the Americas Study.

The Regional Representation will provide **specific support to the Nicaraguan Red Cross**, which is highly vulnerable in institutional matters and functions in a country context that is highly disaster-prone. Following the intervention of the Nicaraguan Red Cross government body in March 2008, due to integrity issues, the Secretariat with the support of all the Red Cross partners have been involved with working on the organisation of the electoral process - due in March 2009 - in order to ensure institutional recovery at national and local level aside from traditional institutional support. As part of the key support provided by the Secretariat, a cooperation agreement strategy (CAS) should be developed between the National Societies, the Federation, the ICRC and PNS present in the country.

The Regional Representation will continue to search for and foster the development of south-south cooperation opportunities as expected by the National Societies of the region. New cooperation agreements between National Societies will be promoted and the evaluation of existing cooperation agreements between Nicaragua, Guatemala, El Salvador, Panama and Mexico will be carried out in 2009.

## Secretariat supported programmes in 2009-2010

<b>Goal</b>
The Central America and Mexico Regional Representation seeks to provide all relevant support to the seven Red Cross Societies of Central America and Mexico with an aim to increase capacity, skills and tools; to assist them in reaching a greater number of people living in conditions of high vulnerability and risk; to enhance their work in strengthening community livelihoods and resilience.

### Disaster Management

#### a) The purpose and components of the programme

<b>Programme purpose</b>
<b>Global Agenda Goal 1: Reduce the numbers of deaths, injuries and impact from disasters.</b>

The Disaster Management programme for 2009 and 2010 is CHF 3,560,730 (EUR 2,267,981 or USD 3,254,781), **reaching at least 14,000 direct beneficiaries and approximately 50,000 indirect beneficiaries.**

Since 2003, the Disaster Management programme (known in the region as Disaster Risk Reduction Programme) has continued to follow a strategic approach to development, as shown by the development of a dedicated Red Cross Central American Disaster Management Network (REDCAMP-DESASTRES) and two centres of reference hosted by the National Societies in Costa Rica and El Salvador in the fields of education in community-based disaster management and institutional disaster preparedness respectively.

Moreover, the Regional Disaster Risk Reduction programme is currently working in coordination with the ISRD (International Strategy for Disaster Reduction) towards the fulfilment of the Hyogo Framework for Action 2005-2015 activities. The programme is also coordinating in an innovative and efficient way of implementation and evaluation with the PNS in the region through the models of DIPECHO consortia with the Coordination Centre for the Prevention of Natural Disasters (Centro de Coordinación para la Prevención de los Desastres Naturales – CEPREDENAC) at a regional and continental level (when the resources and capabilities allow the extension of their missions) in order to promote better coordination and complementarities of actions.

Taking advantage of the Regional Representation’s strategic position, the Regional Disaster Risk Reduction Programme is working with other organizations such as UNICEF, PATH, Plan International, OXFAM, CARE, OAS and others aiming to coordinate the implementation of activities and projects through the Regional Centres of Reference in Costa Rica and El Salvador. In 2008, the successful activity “paint in your school” (pinta en tu escuela) was accomplished with the support from multi-agencies. Such projects include the regional bi-annual risk reduction campaigns. The programme plans to strengthen cooperation and coordination bonds with PNS who are both present and absent in the region to harmonise methodologies and tools.

In addition, the Regional Disaster Risk Reduction Programme is supporting a harmonisation process at continental level for tools and methodologies developed by the two centres of reference in Central America. For example, the programme “Better be ready...” has introduced the Vulnerability and Capacity Assessment (VCA) methodology as well as the basic curricula for National Intervention Teams and has been coordinated with all National Societies in the Central America Region and all PNS for harmonisation. The curricula are now in the process of being translated into English and adapted to the whole continental context. The goal is to have one harmonised methodology at the continental level by 2009.

Furthermore, the Regional Disaster Risk Reduction Programme is coordinating with the Red Cross Climate Centre for the inclusion of climate change activities into the programme.

**Programme component: Disaster management planning**

**Outcome 1 National Societies have improved capacities to plan for disasters at the national and local level, utilizing materials and training processes that have been harmonised with National Societies and centres of reference in the Central America region.**

The outcome aims to support National Societies to develop their strategic plans and national response and contingency plans in accordance with the self-diagnosis of the Well Prepared National Society (WPNS) consultation process done in 2007-2008 as a baseline.

- Five National Societies of the region (Guatemala, Honduras, El Salvador, Costa Rica and Panama) will review their Well Prepared National Society (WPNS) diagnosis and will adapt their National Societies’ strategic to be in line with the results of the diagnosis.
- Three National Societies (Panama, Costa Rica and Honduras) will update and complement their national response and contingency plans with the support of the Centre of Reference for Disaster Preparedness in coordination with the Health programme.
- All the National Societies will be better prepared to use the Federation Guidelines to prepare response and contingency plans.
- Technical support will be provided by the Centre of Reference for Disaster Preparedness for testing and updating the response and contingency plan for the seven National Societies.

Strong promotion of the Fundamental Principles and humanitarian values contained in the humanitarian charter of the SPHERE Project is the ethical bases of the programme.

**Programme component: Organisational preparedness**

**Outcome 1 Seven National Societies and their branches have trained volunteers and staff, ready to apply standard tools, using integral approaches for disaster response and disaster risk reduction at community level, supported by the REDCAMP-DESASTRES.**

The outcome seeks to better prepare the National Societies and its staff with the key support of the centres of reference using harmonised and enhanced tools, methodologies and training materials.

- Dissemination of methodologies and materials developed by the two centres of reference to the seven National Societies and non Red Cross Partners [Organisation of American States (OAS), European Union Humanitarian Office (ECHO), Pan American Health Organisation (PAHO), the Office of United States Foreign Disaster Assistance (OFDA), the United States Agency for International Development (USAID)] in order to share experiences, lessons learned and to promote the use of the tools.
- Enhance and develop the regional trainers' network to utilize disaster preparedness and risk reduction modules and tools in five National Societies (Guatemala, Honduras, El Salvador, Costa Rica, and Panama).
- Series of internships facilitated by the two centres of reference, promoting the exchange of experiences between the seven National Societies through peer support, preparing harmonised materials and tools and organizing facilitation.
- Constantly enhancing and developing tools and methodologies by the two centres of reference in order to offer better support to the National Societies in their capacity development process. The participation of universities and other institutions will be highly promoted in order to improve the quality of the methodological tools.
- Developing a well trained volunteering and permanent staff network for five National Societies of the Region in Disaster Risk Reduction [training subjects will include Vulnerability and Capacity Assessment (VCA) Learning By Doing, the 14 Better Be Ready Modules covering social micro-projects, early warning systems, protected schools, Sphere; and Disaster Preparedness, National Intervention teams (NIT) with basic and specialized curriculum (health in emergencies, Water and sanitation, logistics), emergency assessment, response and contingency plan preparation, management of Emergency Operation Centres.]

#### **Programme component: Community based disaster risk reduction**

**Outcome 1 Communities are better prepared, more organized to respond/recover from the effects of natural hazards, recognizing potential risk reduction measures and action to be taken.**

This programme component seeks to improve the quality and to scale up the number of activities related to disaster risk reduction at community level in order that communities are better prepared and more organized to respond to and recover from the effects of natural hazards, particularly in high-risk areas and taking into account potential impacts of climate change. In this way, communities lead and implement mitigation, early warning and disaster preparedness actions in coordination with Red Cross branches and other local actors. National Societies therefore encourage, develop and support small-scale community projects in early warning, prevention and mitigation. The Centre of Reference for Education in Community-Based Disaster Management in Costa Rica plays a major role in the design, validation and promotion of relevant tools and methodologies for work at community level, as well as taking the lead in training of National Society personnel in these areas.

- 16 high risk communities will benefit from community-based disaster preparedness programmes with an emphasis on climate hazards, developed by at least four National Societies (Guatemala, El Salvador, Costa Rica and Honduras).
- 20 community Disaster Response Teams (CDRT) will be trained and equipped in five National Societies (Guatemala, Honduras, El Salvador, Costa Rica and Panama) as the first community responders in their disaster response systems.
- At least five Community Vulnerability Assessments are carried out in Guatemala, Honduras, El Salvador and Costa Rica, Panama and Mexico in order to provide a comprehensive picture of vulnerabilities and capacities and to develop micro-mitigation projects and early warning systems activities to reduce identified risks.
- By the end 2010 at least 200 volunteers from four National Societies (Guatemala, Honduras, El Salvador and Costa Rica) are working with local schools providing education in Disaster Risk Reduction for 1,000 children supported by 50 teachers.
- A stronger "culture of prevention" is promoted through a regional disaster risk reduction communication strategy in the seven National Societies of the region - Nicaragua, Honduras, Guatemala, El Salvador, Costa Rica, Panama and Mexico.

The joint coordinated identification, implementation, follow up and assessment at regional and national level with National Societies and PNS through projects that are Developer with the communities and with the support of other stakeholders such as DFID; ProVention and ECHO are a key strategic factor, to the achievement of planned results in each one of the components of this programme.

<b>Programme component: Response</b>
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<b>Outcome 1 Ensure strong coordination with PADRU for efficient and effective disaster response in the region.</b>
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The Central America and Mexico Regional Representation will work in close coordination with the Pan American Disaster Response Unit (PADRU) to enhance Red Cross ability to respond to disasters through a range of mechanisms including Field Assessment and Coordination Teams (FACT), Emergency Response Units (ERUs), Regional Intervention Teams (RITs). The aim is to enhance National Societies' capacity to carry out tasks such as needs assessments, relief, rescue, shelter management, humanitarian aid distribution and water and sanitation interventions. This programme component will link with the support provided by the Regional Representation to ensure that National Societies disaster response teams (NITs) have in place the knowledge, skills, information management systems, trained personnel, equipment, material, and procedures to act swiftly and effectively in disaster response based on quality standards such as the SPHERE project.

<b>Programme component: Recovery</b>
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<b>Outcome 1 National Societies provide improved assistance to communities to restore living conditions and reduce the risk of future disasters.</b>
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The outcome aims to strengthen the capacity of National Societies during an emergency to transition from the emergency into the recovery phase, and especially to include elements of recovery in the initial planning stages of an operation. These activities will be developed in close coordination with PADRU with an aim to better support the elaboration of National Society recovery plans.

- Promotion of National Societies participation in the revision of the Global Recovery Policy and promotion of the inclusion of recovery approaches, instruments and tools into National Societies actions and plans
- Support and monitor the inclusion of the recovery component into Emergency Operation Plans as a key element of comprehensive risk management
- Encourage learning from recovery experiences and systematization.

## **b) Profile of intended beneficiaries**

During 2009-2010, the programme will reach at least 14,000 direct beneficiaries and approximately 50,000 indirect beneficiaries, as follows:

Community level: school teachers and students, leaders and members of community centres and organisations, indigenous populations, staff of local entities such as civil protection bodies, health centres and municipalities.

Within the Red Cross: Volunteers, staff and members of the government bodies of the seven National Societies in at least 15 branches per National Society and their respective headquarters. Delegates and technical staff of PNS.

In other organisations: Delegates and technical staff of organisations such as PAHO, Plan International, ISRD, UNICEF, CEPREDENAC.

In the region the Disaster Risk Reduction programme facilitates and supports disaster management initiatives within and between National Societies from the national to the local level in close collaboration with the PNS.

The focus of the programme is on the most vulnerable rural and urban communities and groups exposed to and affected by natural disasters including those particularly vulnerable related to gender,

age or social status. The participation and involvement of women in the implementation of our activities will be highly promoted. Institutions benefiting from risk reduction programming are members of civil society (Red Cross Movement and non Movement partners) working at community level in the humanitarian field and promoting the harmonisation of methodologies and techniques to reach a better level of achievement within the communities.

### c) Potential risks and challenges

The Central America and Mexico region is prone to risks and threats from natural disasters and hazards due to unsafe overpopulated urban areas with unplanned housing where highly and chronically vulnerable populations live. In this area, the minimal foreseen or unforeseen alteration of the chronic vulnerability can have disastrous consequences on the livelihoods of populations and change the priorities of needs and actions under progress. This situation challenges the implementation of activities during the first six months of the year; the following six months present a higher risk of natural disasters and obliges a constant availability and flexibility of human resources (from National Societies, Secretariat, PADRU, volunteers) and finances (short, medium and long-term financing).

The Disaster Risk Reduction programme is struggling to keep a globally integrated, complementary and consistent approach within the sister National Societies with multi-funded programmes and a cross-cutting programming in order to reach one global objective: *safer and healthier communities* through an integral approach.

In order to sustain the National Societies activities, the programme is promoting and supporting the National Societies to develop national, regional, international, private and public alliances with the Secretariat playing an important role and responsibility in coordination. This last point has been highlighted by the National Societies during the consultation process.

## Health and Care

### a) The purpose and components of the programme

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

The Health and Care programme for 2009 and 2010 is CHF 1,447,918 (EUR 922,241 or USD 1,323,508), **reaching at least 30,880 direct beneficiaries and approximately 1,085,545 indirect beneficiaries.**

One of the purposes of the Secretariat's Health programme will be to support three National Societies (El Salvador, Guatemala, Honduras) to fulfil their commitments within the Global Alliance on HIV and to provide technical support for the scaling up the four other National Societies (Nicaragua, Costa Rica, Panama, and Mexico) intervention capacities in order to enable them to integrate the Global Alliance in the near future.

The special support to be provided to the three National Societies that will participate in the Global Alliance cannot replace the Regional Representation's commitment to provide membership services to the National Societies of Costa Rica, Nicaragua, Mexico and Panama with an aim to support them in their priorities to reduce the impact of HIV in their countries and strengthen their capacities so that by the end of 2010 at least two of them can become part of the Global Alliance and benefit from the opportunities this represents.

Through the HIV and AIDS Global Alliance, the Secretariat is coordinating the bilateral relations between the National Societies of the region and the PNS and other partners supporting the alliance. These PNS are: in Guatemala Norwegian Red Cross and Global Fund; in Honduras American Red Cross, Italian Red Cross, Netherlands Red Cross, and Global Fund; and in El Salvador American Red

Cross, British Red Cross, Canadian Red Cross and Canadian Government, National AIDS Council and SISCA-WB.

A transversal emphasis of HIV related interventions will be promoted through Humanitarian Principles and Values, Disaster Risk Reduction and cross-cutting programming such as food security and road safety.

Key support in health in emergencies, non-remunerated blood donation, psychological support; emergent and recurrent diseases are integrated in the Regional Representation plan of action, taking in consideration the expectations of the National Societies: capacity building, empowerment of communities, social mobilization.

The further strengthening of the REDCAMP-Salud network (the regional health network) will ensure increased coordination and sharing of knowledge and expertise.

The Health and Care programme benefits from strong support from the Finnish and Norwegian Red Cross, which enable the Regional Representation to support National Societies in blood donation and HIV activities.

The International Federation is also in a strong position to involve itself at the highest level as a result of the “Cooperation (Agreement) between the International Federation of Red Cross and Red Crescent Societies and the WHO/PAHO” which focuses on the key activity areas in health as well as through a strong strategic alliance with UNICEF. The strategic position of the Panama Regional Representation facilitates improved collaboration with other organizations in Panama (particularly within the “Ciudad del Saber”- City of Knowledge – where the Federation’s offices are located and which has become the regional hub for the UN, NGOs and other humanitarian and development agencies).

Besides having the Cooperation Agreement mentioned above, the Regional Health and Care programme has closely worked with WHO/PAHO in the elaboration of the health component of the Inter-American Plan 2007-2011 since this organization’s representatives were the key note speakers of the health working group at the Guayaquil Conference. This involvement in turn, serves to prolong this important alliance for the following years in which the Plan will be implemented.

Outside of traditional partners - such as those within the UN and NGO community - the Regional Health and Care programme has established long-term and mutually beneficial relationships with a variety of other non-traditional allies including the academic sector (especially in Psychological Support-PSP), taxi cooperatives in the successful “Taxis Initiative” and the private sector. As a result, a continental mass media-marketing campaign for Club 25 entitled “New Blood for the World” and for HIV and AIDS (“The Faces Campaign”) was launched in the Americas as a result of a strategic alliance and relationship with the international advertising company McCann Erickson as part of their corporate social responsibility programme. The alliance with Peace Corps Panama contributed to the completion of two additional tools for Club 25: “How to Initiate a Club 25” and “The Club 25 Monitoring and Evaluation Toolkit.”

<b>Programme component: HIV and AIDS</b>
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<b>Outcome 1 National Societies have developed the Global Alliance addressing the vulnerability to HIV and its impact through prevention, care, treatment, and support reducing stigma and discrimination and strengthening their capacities.</b>
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As part of the Global Alliance on HIV, the programme will support National Societies from El Salvador, Guatemala, and Honduras in their effort to reach the most vulnerable groups and marginalised populations affected by HIV and AIDS:

- Developing working methodologies and experience exchange meetings.
- Support National Societies to expand treatment, care and support for PLWH, increasing the number of volunteers working at community level.
- In conjunction with the Humanitarian Principles and Values programme, National Societies will scale up efforts to reduce HIV and AIDS-related stigma and discrimination, especially through the massive dissemination of key messages through taxi drivers.

- Policies will be put in place within the National Societies themselves to support staff and volunteers affected by HIV and AIDS by fulfilling the Global Alliance indicators. [Please click here for further information on the Global Alliance on HIV in the Americas.](#)

**Outcome 2 National Societies who are not yet part of the Global Alliance on HIV see their capacities strengthened for their future incorporation into the Alliance.**

The National Societies of Costa Rica, Mexico, Nicaragua and Panama are not yet part of the Global Alliance. These National Societies will be supported by the Regional HIV Programme to increase their capacities in HIV interventions by learning from the experiences of those sister National Societies who are already implementing the Global Alliance.

- Technical support will be provided to National Societies who are not yet integrated into the Global Alliance (Costa Rica, Nicaragua, Mexico and Panama) to strengthen their capacities in the methodologies, standards and processes of the Global Alliance.
- By the end of 2009, four National Societies have good knowledge of Code of Best Practice.
- Four National Societies will be supported in the implementation of the peer-education methodology “Together We Can” and regional capacity training within the National Societies will be strengthened.
- The Taxis initiative will be expanded to Costa Rica, Nicaragua and Panama.
- The National Societies of Costa Rica and Panama will have integrated of HIV programmes will be promoted within the other three programme areas, as will other cross-cutting topics (food security, health in emergencies, road safety).

**Programme component: Community health**

**Outcome 1 National Societies with capacity to develop voluntary, non-remunerated blood donation using Club 25 as a strategy.**

With regard to the promotion of voluntary, non-remunerated blood donation, the Club 25 strategy will be rolled out in each of the seven National Societies, with the aim that by the end of 2009, at least four National Societies are reaching 10 to 20 percent of the total youth population through the development of Club 25. Also, National Societies will develop alliances with other partner institutions to support the promotion of voluntary, non-remunerated blood donation (VNRBD).

- Technical support will be provided to National societies in the follow up of Club 25 processes in Guatemala, Honduras and El Salvador, promoting an increase of Clubs in order to improve their capacities in resource mobilisation, advocacy and alliances. A regional/national proposal for Club 25 with national institutions and partners will be developed.
- south-south cooperation initiatives for the exchange of experiences between blood banks of Nicaragua, Honduras, Guatemala, El Salvador will be promoted.
- Materials will be disseminated to National Societies for use in campaigns and promotion.

**Outcome 2 National Societies with capacity to give psychosocial support to reduce mental health morbidity, disability and social problems.**

In 2009 and 2010, the Secretariat seeks to enhance psychosocial support programmes (PSP) in National Societies of the region through the “Helping to Heal” methodology, which has been developed and successfully in the Caribbean. By the end of 2010, the Federation seeks to ensure that the region’s National Societies are focused on having a long term psychosocial support programme offering assistance and counselling support to communities, volunteers and staff affected by disasters or crises (like food insecurity), HIV and AIDS, violence and other stress sources.

- The “Helping to Heal” methodology was translated and adapted to the region’s needs will be disseminated and the National Societies have well trained trainers and volunteers able to use the tools in six National Societies of the Region. (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama).
- Promotion of Memorandum of Understanding (MoU) signed between National Societies and national psychologist associations or universities to support PSP activities.
- Six National Societies have carried out community-based PSP training in at least one community (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama).

**Outcome 3 National Societies have shared experiences and support process for harmonised tools and methodologies for epidemic control.**

The programme component focusing on epidemic control will facilitate the development of a response strategy at national level in the event of the outbreak of avian or pandemic influenza or other vector borne diseases and, at the same time, will seek to identify mechanisms to strengthen community-based surveillance. Tuberculosis will receive special attention through a prevention and awareness project designed and implemented by REDCAMP-Salud. Through the support to this network, the Secretariat aims by the end of 2010 to facilitate **epidemic control** through the sharing of experiences between Central American National Societies and the beginning of a concrete and coherent work of harmonisation of tools and methodologies, to ensure a more effective response to vector borne diseases.

- The development and implementation of a Regional TB Project by REDCAMP- Salud in three National Societies (El Salvador, Guatemala, Honduras).
- The creation of a regional methodology for epidemic control through REDCAMP-Salud involving Panama, El Salvador, Nicaragua, Guatemala, Honduras through regional meetings.
- By 2010, four National Societies have implemented a national vector borne diseases campaign (El Salvador, Honduras, Nicaragua, Panama)

**Outcome 4 Volunteers of National Societies within the branches and national public authorities are committed in addressing road safety.**

The region's seven National Societies' volunteers deliver traditional prevention, assistance and first aid activities on the roads, to drivers and users of public and private transportation, especially during the seasons of greatest traffic and increased risk of accidents, such as school holidays, national holidays, etc. The promotion of Road Safety in the seven National Societies will contribute to improve the impact of their activities with the communities as regards reduction of risk on the road.

- Diffusion in the seven National Societies of *Road Safety* materials directly and in National Societies' web pages, especially amongst volunteer leaders.
- Five National Societies, through their government bodies (Panama, Costa Rica, Guatemala, Mexico and Honduras) will carry out external advocacy activities at the highest level with ministries of health and transportation in order to strike alliances.
- Through south-south cooperation initiatives, the National Societies of Mexico, Guatemala, Panama and Costa Rica will shared lessons learned and case studies on road safety with an integrated approach between the programmes of volunteering, disaster risk reduction, health and care, principles and values and organisational development.

Advocacy will be carried out by the health programme from National Societies in the seven countries of the region promoting the leading role of the seven National Societies in addressing road safety with promotion of national campaigns.

**b) Profile of intended beneficiaries**

With the support of the Regional Representation, and in accordance with the budgeted resources for the three National Societies members of the Global Alliance are expected to reach at least 5 per cent of the targeted population established in their Global Alliance plans for 2009-2010. The approximate total direct beneficiaries for the three National Societies is around 25,880 and 755,545 indirect beneficiaries.

The seven National Societies – with support from the Regional Representation- are expected to reach at least 280,000 beneficiaries through communication and advocacy and sensitization campaigns through mass media and around 5,000 direct and 50,000 indirect beneficiaries through the Together We Can initiative.

Profiles:

People living with HIV and their families, Orphaned children and youth, people in prisons, school and university students, volunteers and staff from NGOs, staff of community centres, health centres, and centres of care and support for PLWH, Red Cross volunteers and staff and in at least 15 branches

(Panama, Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras) and three branches in Mexico, delegates and technical staff of PNS and six National Societies.

The Federation is committed to making a difference in the health and lives of the most vulnerable people - including those infected and affected by **HIV and AIDS**. In 2009 and 2010 the Federation will scale up interventions with the National Societies reaching ten percent of the total population of young people at national level through the "Together We Can" methodology and information, education and communication (IEC) campaigns. Furthermore, National Societies plan to expand treatment, care and support for people living with HIV (PLWH). It is therefore expected that numbers of volunteers working in HIV and AIDS at community level will increase significantly.

At the same time, in conjunction with the Humanitarian Principles and Values programme, National Societies will scale up efforts to reduce HIV and AIDS-related stigma and discrimination, and policies will be put in place within the National Societies themselves to support staff and volunteers affected by HIV and AIDS.

With regard to the promotion of **voluntary, non-remunerated blood donation**, the Club 25 strategy will be rolled out in each of the seven National Societies, with the aim that by the end of 2010, at least six National Societies from Panama, Honduras, Guatemala, Nicaragua, El Salvador and Costa Rica are reaching 10 to 20 percent of the total youth population through the development of Club 25.

The seven National Societies of the region will benefit from the support of REDCAMP-Salud.

### **c) Potential risks and challenges**

The Regional Health programme will focus its effort on providing technical and operational support to the three National Societies who are part of the Global Alliance on HIV in the fulfilment of their commitments. The challenge would be to scale up the other four National Societies from Costa Rica, Mexico, Nicaragua and Panama, enabling them to join the Alliance as well.

The Community Health programme (mother and child health, emerging disease) is struggling to fund its membership support programmatic in an area in where tremendous experiences are being developed by National Societies of the region with other funding sources. As a matter of fact, the possibility of sharing experiences and lessons learned and standardizing tools and methodologies has been limited and remain limited due to a lack of financial support.

The region's National Societies expressed their desire to receive from the Secretariat increased support in social mobilisation, promotion of communitarian self-sufficiency and promotion of alliances with partners both inside and outside the Red Cross Movement in order to sustain and extend their actions, within the health programme. These priorities will not be addressed during this planning period, but further consultations in coming months will enable the Regional Representation to explore possibilities for this support and funding for those topics as well.

## **Organisational Development/Capacity Building**

### **a) The purpose and components of the programme**

The Organisational Development/Capacity Building programme for 2009 and 2010 is CHF 512,941 (EUR 326,714 or USD 468,867), **reaching a total of 792 branches, 45,151 volunteers and 3,849 staff in the seven National Societies.**

The Organisational Development (OD) programme is made up of two components, focusing on **National Society development at headquarters and branch level and volunteer promotion and development.** The Organisational Development programme plays a pivotal role in developing the capacity of National Societies through the strengthening of institutional structures, focusing particularly on volunteer management, and on promoting peer-to-peer support to National Societies through the OD network. Additionally, the regional programme reinforced, during the 2007-2008 period, initiatives

that encouraged every National Society in the region to adhere as closely as possible to the criteria of a Well Functioning National Society (WFNS) and improve its capacity to work with vulnerable communities.

The Regional Organisational Development programme has benefited from the technical and financial cooperation of traditional donors such as the Capacity Building Fund (CBF) and the United Kingdom's Department for International Development (DFID) - through contributions made to programmes such as Disaster Risk Reduction in components relating to strengthening of capacity. These resources although significant, are not sufficient in this case, and it is necessary to seek new partners in the context of international cooperation relating to the development of non-profit entities and in national and sub regional contexts through strategic alliances with the corporate and academic sectors.

Moreover, given the commitments made at the Federation's General Assembly, the National Societies will take on technical and budgetary commitments that are necessary to carrying out organisational development priorities that do not depend exclusively on international cooperation.

The technical support from the Partner National Society delegates is essential as well as the availability of financial resources for OD in project budgets which are implemented jointly with the National Societies of the region. However, the support of other PNS is urgently needed in the form of resources (human, financial technical) as well as sponsoring internships which allow members of the network and key leaders in governance, management and volunteering to exchange knowledge and experiences.

### **Programme purpose**

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

### **Programme component: National Societies change governance and management support.**

**Outcome 1 Leaders of seven National Societies are promoted with a clear strategic vision to drive and lead the changes and innovations needed to put the Global Agenda into practice in at least five National Societies.**

The expected result is to support and provide guidance to the National Societies in developing governance, management capacities in order to protect the integrity of National Societies. Specific support will be provided to the Nicaraguan Red Cross. This will be developed through:

- Leadership training and management for the Red Cross members of the governing board, volunteers and community leaders at national and local level for the seven National Societies.
- By the end of 2009 the Nicaraguan Red Cross has recovered its integrity conditions in governance and management under the basic standards of WFNS.

**Outcome 2 Legal base/policies and Strategic plans are revised appropriately and are in application in five National Societies.**

The Regional Representation's support will focus on essential actions such as promoting and providing guidance to National Societies in adapting their statutes in accordance with the Movement's guidelines. This support will focus on:

- Support to National Societies to adapt or update their legal base in line with the new Federation Statutes and global policies (Costa Rica and El Salvador)
- National Societies with strategic plans aligned with the Global Agenda, recommendations of Complutense Study and Inter-American Plan. (Panama, Mexico and Nicaragua)
- Seven National Societies receive technical support an advice on legal base matters and monitoring and evaluation of strategic plans.

**Outcome 3 Performance management is improved and accountability is achieved with standard quality reports, a gradual process of accreditation, developing performance systems and shared knowledge.**

Addressing one of the strongest expectations of the National societies, the Regional Representation will focus its support on the strengthening of accountability capacities:

- By the end of 2010 all National Societies in the region have approved the accountability policy and disseminated the guide on standards in accountability with the OD technical support network (follow up of the commitments acquired in the accountability meeting in Cartagena, 2008).
- By the end of 2010, at least four series of standards in administration/finance/audit and human resource management are elaborated and disseminated by the OD network in all National Societies of the region.

**Outcome 4 More effective resource mobilisation is developed and investment made in professionalizing and development of capacities.**

The lack of resources capacity mobilisation and development (RMD) strategies within the National Societies is an important weakness. The OD programme will address these needs by promoting alliances based on RMD regional strategy in three National Societies (Guatemala, Nicaragua and Panama).

**Outcome 5 Local capacity development on volunteering management.**

The support will focus on:

- Promotion of new volunteers (1,500 by 2010) and strengthening volunteering management at the branch level (68 branches) in the seven National Societies of the region based on the Volunteering Management Guide.
- Promote better representation of youth members in the governing board of two National Societies (Costa Rica and Salvador). (See above in Outcome two, statutes reviewed in both National Societies)
- At least five community micro-projects about road safety and five internships are identified and coordinated by the Regional Youth Network in seven National Societies.

**Programme component: Increase local community, civil society and Red Cross capacity to address urgent vulnerability.**

**Outcome 1 Community and National Societies are better prepared to face food insecurity and to better identify community coping strategies**

The increase in food prices and the vulnerability of countries of the region in terms of chronic food insecurity present a major challenge, requiring an integrated and multi-disciplinary approach. This includes the development of a disaster risk reduction strategy, health monitoring and prevention, dissemination of humanitarian values. In addition, it highlights the need to reinforce local capacity through a stronger volunteering network to cope with and avoid disaster situations and prepare the communities in facing such crisis. Since mid 2007, the Regional Representation for Central America has initiated activities in order to raise awareness amongst the Red Cross network and communities to enable National Societies to support the affected and vulnerable communities. This is a new area of support to National Societies, which continues to be developed in this cycle and would benefit from additional partners.

Support will continue in 2009 as follows:

- Strengthen the seven National Societies capacities in food security programming design, monitoring and evaluation combined with the facilitation training on the evaluation of food security at the community level done in 2008.
- Implementation of cross-cutting community based micro-projects in order to better identify and prepared communities and the Red Cross in identifying coping strategies in case of disaster due to increase of food prices. These projects include components of local community and institutional preparedness and strengthening at local level, health support in terms of PSP and HIV related interventions and strengthening of local volunteering networks in El Salvador and Panama.

- Development of contingency plan specialized in food security with the support of the centre of reference in disaster preparedness

**Outcome 2 Volunteers of National Societies within the branches are committed in addressing road safety.**

Road safety – which is a new initiative to this region - will be promoted through social mobilization initiatives, including regional campaigns to reduce risk implemented by the National Societies with the participation of community volunteers, schools and community services. Advocacy will be carried out with national authorities such as ministries of health and transportation.

- Implementation by the Youth Red Cross Network of micro-projects at school about road safety in Costa Rica and Mexico.
- Five internships promote integrated and multi-disciplinary approach are identified and coordinated by the Regional Youth Network at regional level.
- By 2009, the seven National Societies of the region, implement a campaign on road security with a focus on values (respect and solidarity) sensitizing 80,000 users and 700 taxi drivers, in coordination with the regional programs.
- Strong advocacy and raising awareness within the ministry of health and transportation will be conducted with the lead of the health programme of each National Societies.

**b) Profile of intended beneficiaries**

The Organisational Development area will work directly with management members and governing bodies of the seven National Societies in the region, which in turn will support programme areas and the areas of youth and volunteering within National Societies.

National Society	Branches	Volunteers	Staff
Mexico	486	29,461	2,400
Guatemala	20	2,800	35
Honduras	51	2,500	111
El Salvador	58	2,360	175
Costa Rica	119	5,000	850
Nicaragua	36	1,880	208
Panama	22	1,250	70
<b>Total</b>	<b>792</b>	<b>45,151</b>	<b>3,849</b>

The beneficiaries of the technical support on Organisational Development will be at least 45,151 volunteers and 3,849 staff in 792 branches and headquarters of the seven National Societies.

The two components will focus on increasing the capacity of local community, civil society and Red Cross in activities addressing food security and road safety; working closely with the national and local level of the National societies including volunteers, branch and headquarter staff and local vulnerable communities identified.

**c) Potential risks and challenges**

- The challenge remains to have strong human resources to address the high expectations of the National Societies expressed in the consultation process related to Organisation and Development of their institutions.
- Resources to support National Societies in leadership, accountability and volunteering in order to prevent integrity problems such as in the case of Nicaragua still need to be identified and secured.
- The novel integrated approach to cross-cutting programming and finding global funding for these kinds of projects (such as in food security or road safety) has yet to be fully understood and assimilated by the National Societies, which needs to be overcome in order to ensure success and avoid a partition of the components with potential traditional thematic based funding.

## Humanitarian Principles and Values

### a) The purpose and components of the programme

The Humanitarian Principles and Values programme for 2009 and 2010 is CHF 286,541 (EUR 182,510 or USD 261,920), **reaching some 3,000 volunteers and 210 staff in the National Societies and at the community level reaching some 600,000 people with key messages** through various means, as well as working with youth in schools; local authorities, volunteers and staff of NGOs working on migration; indigenous population in Honduras and Guatemala.

<b>Programme purpose</b>
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<b>Global Agenda Goal 4: Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.</b>
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The Inter-American Plan 2007 – 2011 places emphasis on promoting individual and community values which foster respect for others as well as the willingness to work together to seek solutions to community issues. The National Societies in Central America and Mexico intend to increase their work in the areas of promotion of respect for diversity and human dignity and to reduce intolerance, discrimination and social exclusion.

The Regional Humanitarian Principles and Values Programme has established alliances with mass media, aiming to improve the dissemination of Humanitarian Principles and Values (in Honduras for example with Audiovideo). Such alliances also provide National Societies with the ability to manage the type of language used by the media and establishing paradigms for the use of appropriate and non-discriminatory language.

The Regional Representation will work to further complement the work of Movement partners in the region and thus develop the Red Cross Movement's potential image.

Alliances and cooperative work between the Regional Humanitarian Principles and Values Programme and the Spanish Red Cross will continue in order to carry out the Regional Violence Prevention Strategy; with the Italian and Netherlands Red Cross Societies in response activities to discrimination associated with HIV and AIDS; with the Netherlands and Norwegian Red Cross Societies in indigenous communities in Guatemala and Honduras; and with the British and Swiss Red Cross Societies in "Non-Discrimination and Respect for Diversity" capacity building. Also, the ICRC will be the programme's main counterpart in the "Dissemination Project" through which National Societies (including governance and volunteers) will be prepared and trained in humanitarian principles and values.

The commitments of this programme will be implemented during 2009-2010, in close coordination and cooperation with the ICRC and PNS.

<b>Programme components: Promote fundamental principles and humanitarian values.</b>
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The National Societies in Central America and Mexico intend to increase their work in the areas of promotion of respect for diversity, human dignity and to reduce intolerance, discrimination and social exclusion. The aim is ensure that Red Cross personnel, volunteers, public and private authorities and the community at large, know and understand the Fundamental Principles and Humanitarian Values given that enhanced awareness should influence attitudes at community level and lead to behaviour change to reduce discrimination and promote respect for diversity.

In order to promote the dissemination of humanitarian principles and values in each of the Red Cross activities, a constant cross-cutting approach will be pursued in developing Humanitarian Principles and Values interventions in Disaster Risk Reduction, Health and Care, Organisational Development, food security and road safety programming.

In addition, a constant effort of communication via the mass media and regional and global web page will be insured in order to promote a wider dissemination of Humanitarian Principles and Values, but also the actions implemented by the National Societies. E-newsletters will be published in the Federation's regional website (regarding the activities implemented in the region contributing to dissemination of the humanitarian principles and values), raise awareness of the best practises on non-discrimination worldwide; promote south-south cooperation as exchange of experience.

**Outcome 1 National Societies are carrying out a systematic labour in the promotion of HPV.**

The first component concentrates on supporting National Societies in the effective dissemination of the **Fundamental Principles and Humanitarian Values** and the training of a greater number of facilitators in these areas, as well as reaching branch volunteers with an updated training curriculum.

- Further dissemination of Humanitarian Principles and Values to National Societies employees and volunteer network in seven National Societies (Mexico, Nicaragua, Panama, Guatemala, Honduras, El Salvador and Costa Rica).
- Further integration of HPV component within the other programmatic areas.
- Analysis of the participation of and diversity among the volunteering network in the National Societies in function of the baseline developed in Honduras, El Salvador and Guatemala.

**Outcome 2 The National Societies have developed processes of internal change to face the conducts and discrimination practices and to obtain an inclusive and egalitarian participation.**

- The Commissions of Ethics and Discipline created in Costa Rica, Honduras and Guatemala should be able to solve internal denunciations of discrimination. (baseline 1 as of May 2007).
- At the end of 2009 the National Societies of Costa Rica, El Salvador and Honduras; Gender National Policy is reviewed and updated. (baseline 1 as of May 2007).
- In conjunction with the Health programme, National Societies will scale up efforts to reduce HIV-related stigma and discrimination.

**Outcome 3: National Societies develop communitarian actions on reduction and prevention of the discrimination.**

In the area of non-discrimination and respect for diversity, National Societies will work to develop internal processes to deal with discriminatory behaviour and to formulate procedures to address discrimination issues and non-respect for diversity in a transparent and effective manner. Furthermore, National Societies will work to put in place strategies at national level to the fight against discrimination and respect for diversity.

- Promote participation of children and youth from El Salvador, Honduras and Guatemala in the 1st regional festival for the internal and external promotion of the non-discrimination.
- Promote a strategic alliance with mass media in Costa Rica, El Salvador and Panama as an innovative way to promote humanitarian values
- A campaign on road safety, addressing respect and solidarity values to 80,000 users and 700 taxi drivers, in coordination with the regional programmes.
- Honduran Red Cross implements a radio campaign about the sensitization of values on nutritional security, with the participation of 11 radio broadcasting stations of system AUDIOVIDEO.

**Outcome 4: National Societies develop communitarian actions for the reduction and prevention of the violence.**

This outcome will be carried out on the followings areas:

- A potential alliance with regional sports organisations and confederations will allow the dissemination of key messages on the prevention of violence during the qualifying world-wide soccer match of South Africa 2010 (reaching at 210,000 people) in Guatemala, El Salvador, Honduras and Mexico.
- Support the development of the National Societies strategies aimed to define actions of violence prevention (Costa Rica and Panama)

## **Outcome 5 National Societies of the region fortify their humanitarian actions in favour of migrants.**

The issue of migrants is of particular concern in the region as numbers of migrants continue to grow given the socio-economic context, and the prevalence of inequality and poverty. As a result, the National Societies of Mexico, Guatemala and Panama, as a first step, will analyze the current initiatives and will take steps to strengthen activities to assist migrants in situations of vulnerability in their countries.

- Development of common approach for interventions with migrant populations in coordination with the National Societies of the region, ICRC will be promoted enabling the National Societies to implement community projects by 2010
- Wider dissemination of the International Federation's policy on migration among the Red Cross network.

### **b) Profile of intended beneficiaries**

The aim is ensure that Red Cross personnel, volunteers, public and private authorities and the community at large, know and understand the Fundamental Principles and Humanitarian Values. The enhanced awareness should influence attitudes at community level and lead to behaviour change to reduce discrimination and promote respect for diversity.

Direct Red Cross Beneficiaries: at least 280 volunteers (especially youth) and 70 staff in the seven National Societies.

Indirect Red Cross Beneficiaries: 2,800 volunteers, 140 staff.

At community level: 210,000 people that receive key messages in sports centres; 80,000 users and 700 taxi drivers; 300,000 people receiving key messages through 11 radio broadcasting stations; youth in schools; local authorities, volunteers and staff of NGOs working on migration; indigenous population in Honduras and Guatemala.

### **c) Potential risks and challenges**

The promotion of Fundamental Principles and Humanitarian Values is regarded in most National Societies as a transversal area which needs to be integrated into all of the programming areas. The Secretariat programme is emphasizing this aspect in its plan in order to promote an integrated approach within National Societies programme.

Central America has focused its efforts on awareness-raising in the area of HIV and AIDS related to stigma and a regional anti-violence strategy developed with the support of the Spanish Red Cross.

Even though there is a clear and common recommendation from the Study of the Americas and the consultation of the National Societies priorities to scale up in dissemination of Principles and Values, promotion of tolerance, non violence, rights of migrants, displaced people and minorities and non-discrimination, the sustainability of the programming is seriously at risk in terms of funding.

## **Role of the Secretariat**

The secretariat's budget for its support role for 2009 and 2010 is CHF 187,877 (EUR 119,667 or USD 171,734).

The role of the Secretariat in Central America is to focus on the provision of services to the member National Societies, targeting programme support as capacity building for Societies to scale up their programmes, enabling a conducive environment for improved cooperation within the Red Cross Movement, promoting increased and more diversified cooperation with external actors, providing tools and mechanisms to capture the learning generated and to share it, leading innovative approaches.

The priorities are based on the consultation process done in April and May 2008. The consultation will be validated further with the National Societies, and it is a process that will be carried out yearly, in order to close the gap between needs of member National Societies and support provided.

### **a) Technical programme support**

The programme support provided to the National Societies of the region focuses on building their capacities to enable them to scale up their programmes in compliance with the 2007 – 2011 Inter-American Plan and the Federation's Global Agenda.

In order to be closer to the needs of the National Societies, the Regional Representation is seeking constant improvement of its support to National Societies through the areas of health, disaster management, disaster risk reduction, principles and values and organisational development. The Regional Representation has reduced its multidisciplinary team to ten people, working in an integrated approach.

The main role of the technical team in the programmes mentioned above is to provide membership services; ensure adherence to global initiatives for scale-up in programmes; promote cooperation among National Societies from the region, from the Americas and with National Societies from other regions; support the development of capacities and adherence to global policies; promote cooperation and strategic partnerships with external partners, and identify opportunities for sourcing National Society programme scale up.

The Regional Representation is constantly promoting the cooperation among National Societies with the elaboration of a special cooperation agreement between National Societies and the technical networks based on experience and knowledge-sharing in the areas of health, disaster management, youth, communication and organisation and development. As the south-south cooperation networks aim to develop exchange of skills, peer-to-peer education and complementarities within the Red Cross Network.

The two centres of reference based in Costa Rica and El Salvador provide technical support to the National Societies in community education and supporting the National Societies in disaster preparedness.

In addition, constant enhancement of coordination mechanisms, support and communication will take place between the Regional Representation, the National Societies and PADRU from the beginning of the operation to the rehabilitation and development phase.

Due to limitations in the availability of funds, the Regional Representation will continue to hire quality consultants that have professional experience to reinforce the advising and technical support to the National Societies in order to guarantee that the phases of rehabilitation and development improve the capacity of the National Societies (headquarters and branches) and of the communities affected.

### **b) Partnership development and coordination**

The Regional Representation strengthens and improves cooperation, coordination and support mechanisms that facilitate collaboration amongst Movement partners as well as with strategic partners. These partnerships have contributed and will further contribute to the development of the Red Cross Movement's image through the promotion of innovative joint ventures. The Regional Representation plans to build upon existing and new alliances with other NGOs, UN agencies and the private sector through all programme areas. The Regional Representation highly values the support and work in close coordination with PNS, DFID, ProVention and other important external partners mentioned below. Some of the Regional Representation's various Movement partners offer technical and/or financial support to the different programme areas whilst other partners work hand-in-hand with the Regional Representation through alliances and joint collaborations. Partner National Societies working with this Regional Representation include the American, British, Canadian, Finnish, French, Italian, Netherlands, Norwegian, Spanish, Swedish and Swiss Red Cross Societies.

South-south cooperation amongst the National Societies of the region requiring a tripartite agreement (National Society offering, National Society receiving and the Secretariat supporting) of the region is highly promoted and supported by the RR as peer-to-peer collaboration model.

## **Networks**

The Regional Representation collaborates with Movement partners through regular formal and informal correspondence, through the involvement of Movement partners in regional events such as REDCAMP-SALUD, REDCAMP-DESASTRES, REDCAMP OD, YOUTH, REDICOM internships, network meetings and workshops; through visits from PNS headquarters and regional technical staff and programme delegates. In addition, the Regional Representation is working alongside PADRU to adjust and organize the links between the national and regional emergency response levels. The existence of networks in the region has provided a basis for National Societies to share experiences in the areas of health, disaster management, community based work, youth, communication and volunteering on a regional level and for the Regional Representation to facilitate this exchange. The Regional Representation's work is further strengthened by a network of consultants, some new to the Red Cross and others with years of experience. In addition, in line with the development of the new operating model, innovative ways of matching the most appropriate resource to the identified and expressed need of a member National Society will be developed during 2009-2010, making increasingly efficient use of the overall Movement resources.

Due to the fact that all National Societies and PNS are using the same tools and methodologies it has been very easy to ensure a harmonised approach across the Regional Health and Care activities and risk reduction programme.

## **ICRC**

Through its cooperation programme, the ICRC will be a key ally in the area of leadership for good governance and good management, in the revision of statutes and as well in supporting the actions towards migrants.

The Regional Representation will continue monitoring in close collaboration with ICRC the process of institutional recovery of the Nicaraguan Red Cross. In the same way, other National Societies would benefit from the same joint support if real or potential risks of integrity occurred.

Through the Disaster Risk Reduction and Humanitarian Principles and Values programmes with the support of the two centres of reference from El Salvador and Costa Rica coordination and communication will be maintained with ICRC in the elaboration of contingency plan in situations of social violence, disturbances and internal tensions.

The 'safer access' programming in close cooperation with ICRC will continue to be developed within the region seeking to promote security and respect of humanitarian principles during the implementation of Red Cross action.

## **Communications**

Cooperation efforts are expected to continue improving amongst National Societies, in part through increased contact through networks, together with new and updated internet-based communication tools such as: monitoring of press releases, publication of a monthly report in the Continental Risk Reduction, and the regional Humanitarian Principles and Values website. These tools have allowed harmonised methodologies and the consequent sharing of information and results of such within programmes of the different National Societies in the region which may serve as lessons learned and models to be followed.

Follow-up of the MoU with the Florida State University for facilitating student internships in the Panama Regional Representation will continue to be provided by the Regional Representation. The communications unit will continue to serve as focal point for following up on the MoU between the

International Federation and the Albatros Media Foundation, a regional non-governmental foundation (based in Panama) that promotes environmental conservation and does communication and broadcasting for humanitarian advocacy and awareness raising around issues such as food security, climate change, disaster risk reduction, natural disasters, conservation, etc.

### **c) Representation and Advocacy**

During 2009 and 2010 emphasis will be placed mainly on:

1. Promoting a strategic cooperation agreement between the International Federation, the ICRC, PNS and the Nicaraguan Red Cross to support its recovery process in management of the National Societies and the subsequent development phase.
2. Promoting the contact of the Federation with the Central American Integration System to encourage the support to the regional National Societies.
3. Supporting the Disaster Risk Reduction programme in the work strategy partnership with PNS and the strengthening relations with CEPREDENAC. Also in the definition and implementation of this strategy, the plan and mechanism for the continental projection of the reference centers.
4. Strengthening internal advocacy with the National Societies' Governing Boards to achieve the adoption and improvement of standards in the areas of integrity, accountability, leadership, RMD, and volunteer management; with the support of PNS, the ICRC, and universities.
5. Supporting the implementation of the reduction and prevention of violence programme in close coordination with the Spanish Red Cross and the ICRC. And supporting the follow up of conclusions and feedback from the Continental Migration Forum.
6. Supporting external advocacy for the attainment of new allies such as regional sports organisations (for instance CONCAFCFAF) interested in massive awareness-raising and promotion of key messages about Fundamental Principles and Humanitarian Values.
7. Consolidating and increasing the south-south cooperation between regional National Societies with new agreements that promote the mutual integration and support without depending exclusively on external cooperation.
8. Promoting the results and the management of support of the Global Alliance on HIV, so the remaining four National Societies can reach the standards that will allow them to be included in the alliance.
9. Establishing - in coordination with the Americas Zone Office and PNS - a sustainability strategy for the Regional Representation to adequately offer the membership services and continue the medium and long term projects currently carried out by the National Societies, and especially programmes such as Organisational Development and Humanitarian Principles and Values to avoid their disappearance.
10. Supporting technical management in order to continue and strengthen the Regional Food Security programme and to open spaces for the actions on road safety.

### **d) Other areas**

The Regional Representation is currently promoting a cross-cutting thematic in order to integrate its actions within an overall objective to better address the different and various roots of vulnerability and suffering. As a result of this effort within the Regional Representation team, this innovative way of working should be extended within the National Societies through the implementation phase. The challenge for the Secretariat in the region is to globally fund this kind of projects and to avoid a partition of the components with a potential traditional thematic based funding. In the present plans these two areas are food security and road safety.

### **FOOD SECURITY**

Taking into consideration the recent dramatic escalation in food prices worldwide and particularly in the region, the Regional Representation launched in mid 2008 an initiative focused on food security in order to raise awareness and willingness to tackle this problem within the National Societies network of the region. As a result, at regional level, a joint statement was signed by the seven National Societies, the Americas Zone Office and the Regional Representation committing to address food security and livelihood issues. This first step allowed the launch of a regional training in food security assessments with a strong participation of the seven National Societies and PNS in the region. Following this

initiative and taking the opportunity of remaining funds from the emergency phase of previous operations, the Regional Representation has developed in close coordination with the three National Societies of Guatemala, Honduras and Nicaragua an innovative project aimed to support and promote coping strategies within the communities. This innovative project sought to generate a new integrated approach of promoting an overall understanding of the communities' vulnerability through disaster risk reduction, health, volunteering, dissemination of Humanitarian Principles and Values in order to better support the communities and the National Societies with an organisation and development component.

## **ROAD SAFETY**

*“The region’s seven National Societies’ volunteers deliver traditional prevention, assistance and first aid activities on the roads, to drivers and users of public and private transportation, especially during the seasons of greatest traffic and increased risk of accidents, such as school holidays, national holidays, etc. The promotion of Road Safety in the seven National Societies will contribute to improve the impact of their activities with the communities as regards reduction of risk on the road.”*  
(Outcome 4 Health programme)

Following the same method of an integrated approach, road safety programming is also planned and promoted as a cross-cutting thematic in order to better address all the issues of this thematic. The Regional Representation is currently looking for technical and financial support to develop this thematic.

## Promoting gender equity and diversity

The goal of the Regional Representation is to ensure that all programmes benefit men and women equally, according to their different needs and with the input and equal participation of men and women at all levels within the National Societies, branches, RITs and NITs.

Training activities relating to leadership, strategic planning and revision of statutes and regulations will take into account the application of integrity policies and the commitment signed by the National Societies to adopt and apply the pledge on non-discrimination, tolerance and respect for diversity.

In addition, the Regional Representation has included the Gender and Diversity Policy in all of its seminars, courses, trainings, etc. National Societies are encouraged to include people who belong to vulnerable groups within their programmes, thus promoting respect and diversity.

Regional programmes strive to involve equal numbers of males and females in all of its areas including Mother and Child Health Care, HIV and AIDS, VNRBD, PSP, water and sanitation, etc.

## Quality, accountability and learning

### **Monitoring and Evaluation**

A system created in collaboration with the National Societies is in place to ensure the monitoring of the implementation at sub regional level of the Inter-American Plan, based on lessons learned in the course of the monitoring of the implementation of the Plan of Action of the XVII Inter-American Conference. The Regional Representation will promote in 2010 a special mechanism and strategy issued by the Zone to evaluate the achievement of Inter-American Plan 2007-2011, taking into consideration the recommendations from the Complutense University Study and the global evaluation of the 2010 strategy.

Moreover, all regional programmes will carry out field visits to National Societies and branches in order to evaluate projects first hand and the rolling out of programmes. This is the case of the Regional Disaster Risk Reduction programme whose delegate, coordinator and officer will carry out field visits to coordinate with National Societies so they are able to monitor the execution of projects and activities. These visits may include or may be carried out by two coordinators of the centres of reference as well. Currently, both centres of reference are monitoring the VCA and NIT processes that have been initiated in each of the National Societies as well as external organisations that have adopted some of the

proposed methodologies and processes. Additionally, National Societies will issue monthly reports on each project that is carried out.

In 2008, a general evaluation of the National Societies programming capacity in disaster preparedness was done in order to provide a baseline, providing the possibility to evaluate the progress towards a more integrated approach of its programmes. This WPNS assessment should enable a better monitoring of overall programming in risk reduction strategy and insure a better sustainability.

Most of the Regional Health and Care programme areas already have their own monitoring and evaluation tools. For instance, in HIV and AIDS the programme will continue to use the “Together We Can” Monitoring and Evaluation toolkit which has been introduced throughout the region as the standard for measuring qualitative and quantitative aspects of the methodology. The programme is also designing a monitoring and evaluation tool to measure the increase in numbers of donors and donations within the “Club 25” methodology. In mother and child health the programme will promote the use of standardised monitoring and evaluation instruments promoted by PAHO/WHO and the national ministries of health. The Global Alliance on HIV has standard monitoring tools that will be used by the National Societies during the implementation.

The programme will also promote the standardization and best practices through meetings of the regional health network REDCAMP-Salud, through workshops focusing on promotion of monitoring and evaluation and through regular site visits both to the National Societies and target communities.

In 2006 the programme employed a consultant to focus on monitoring and evaluation aspects of the regional HIV and AIDS programme to complete a regional mapping and baseline study on National Societies implementing “Club 25” and 2007 saw the rolling-out and scaling-up of this methodology.

The programme will consider similar short to medium term consultancies to assist with monitoring and evaluation requirements as well as working in alliances with PNS who have specific skills in this area such as American Red Cross.

The Regional Humanitarian Principles and Values programme plans to support National Societies in the evaluation of their projects through a guide of general criteria for evaluation that will include orientation questions specific to the programme. National Societies will also carry out self assessments on capacities and vulnerabilities and on better programme designs.

Monitoring and evaluation will be carried out through the bi-annual meeting of presidents and technical seminars, as well as through annual meetings of the organisational development and youth networks. A mid term and annual report will be issued focusing on monitoring of the strategic and operational plans of the National Societies; furthermore, when available, audit reports of the National Societies will be published on the web.

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><b>Global Agenda Goals:</b></p> <ul style="list-style-type: none"> <li>• Reduce the numbers of deaths, injuries and impact from disasters.</li> <li>• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</li> <li>• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</li> <li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li> </ul>
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