

# Annual report

 International Federation  
of Red Cross and Red Crescent Societies

## Southern Cone and Brazil, South America

Appeal No. MAA46002

30 April 2010

This report covers the period 1 January 2009 to 31  
December 2009.



Volunteers from the Paraguayan Red Cross carrying out epidemic control assessments at the community level. Source: **Paraguayan Red Cross**

### In brief

**Programme purpose:** Support five National Societies in the Southern Cone and Brazil to effectively operationalize the *Strategy 2010* and the Inter-American Plan 2007–2011.

**Programme summary:** The Regional Representation for the Southern Cone and Brazil has established closer relationships with the National Societies allowing for improved support to identify needs. An important part of this process has been the development of country support plans, which focus on the specific needs and priorities of National Societies. Undoubtedly, this new approach will be more effective in achieving proposed goals and the better use of resources. In addition to improved consistency in work, greater integration and coordination among actors and resources will be accomplished.

The global financial and economic crisis and the outbreak of the influenza A(H1N1) have created greater vulnerabilities in the region, and present new challenges. However, progress has been made and the implementation of national and regional plans was possible. The effective management by some governments has reduced the social impact of the economic crisis and to start a recovery process earlier than originally expected.

The particular situation of the Brazilian Red Cross (BRC) deserves special attention. The BRC has experienced considerable challenges with integrity of operations that pose significant difficulties with compliance with the National Society mandate and humanitarian mission. The Regional

Representation, along with the International Committee of Red Cross (ICRC), has dedicated particular attention to the problem and is developing a recovery strategy for the National Society's serious situation. It was not possible to initiate the strategic recovery of the National Society during this period and the BRC remains in the same situation.

**Financial situation:** The total 2009 budget is 1,223,563 Swiss francs (1,139,230 US dollars or 853,805 euro), of which 1,160,944 Swiss francs (95 per cent) was covered during the reporting period (including opening balance). Overall expenditure during the reporting period was 961,428 Swiss francs (79 per cent) of the budget.

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

**No. of people we help:** The Regional Representation focuses on building the capacities of National Societies in the Southern Cone and Brazil region. As such, National Societies (staff at headquarters and branch levels, governance bodies and volunteers) are themselves, direct beneficiaries of the Regional Representation's programmes. In effect, the Regional Representation's indirect beneficiaries belong to civil society since it is through the strengthening of the National Societies' capacities and the technical support offered, that methodologies, initiatives and activities as a whole can be carried out and implemented accordingly.

**Our partners:** The Regional Representation continues to work with the following partners: the European Commission's Humanitarian Aid Office (ECHO), the Regional Humanitarian Information Network Project (Redhum), United Nations agencies—including the United Nations Development Programme (UNDP), Pan-American Health Organization (PAHO), UNAIDS, the Economic Commission for Latin America and the Caribbean (ECLAC)— the Latin American School of Social Sciences (Facultad Latinoamericana de Ciencias Sociales – FLACSO), the United Kingdom's Department for International Development (DFID) and the Organization of American States (OAS).

Movement coordination continues with the regional delegations of the International Committee of the Red Cross (ICRC) and Partner National Societies (PNS), such as the Finnish Red Cross, the German Red Cross, the Spanish Red Cross, the Swedish Red Cross and the Swiss Red Cross, that cooperate, bilaterally or multilaterally, with the five National Societies of the region. By the end of 2009, tripartite cooperation agreements had been signed between the ICRC, the International Federation of Red Cross and Red Crescent Societies (IFRC) and each of the five National Societies in the region.

## Context

The Southern Cone region, consisting of five countries—Argentina, Brazil, Chile, Paraguay and Uruguay—is characterized by political stability. The consolidation of democratic processes has continued in accordance with the agenda prepared for each country (legislative elections in Argentina in June and presidential elections in Uruguay and Chile at the end of year). In Chile and Uruguay new governments were elected, which will oblige National Societies to establish new relations to ensure effectiveness and the fulfilment of their auxiliary role.

The global financial and economic crisis has affected the region, especially sectors of low-income populations, which have seen their limited purchasing power seriously affected. Economic growth has been much lower than initially speculated. These last months have shown a decrease in formal employment and a considerable increase in the informal economy. In other words, the crisis has led to increased vulnerability in the region. During the last months of the year, there were positive signs of economic recovery in some countries, which indicate an improved scenario for the regional economy and financial system, which should have a positive impact on the social reality of these countries.

As a consequence of the challenges mentioned above, public safety has deteriorated, evidenced by increasing rates of delinquency and crime. More worrying is the growth of organized crime linked to global drug trafficking operations.

The region is consistently afflicted with a number of disasters. During the year the region was affected by droughts (Argentina and Paraguay), floods and landslides (Argentina, Brazil and Uruguay), as well as a dengue fever epidemic (Argentina, Brazil and Paraguay) and the influenza A(H1N1) that strongly impacted Argentina and Chile. The National Societies, with support of the IFRC, have responded to the humanitarian needs arising from these emergencies and have demonstrated their ability to act effectively in their capacity as auxiliaries to public authorities.

## Progress towards outcomes

### Disaster Risk Management

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

*The Disaster Risk Management (DRM) programme has no significant changes to the original 2009 plan. While the outcomes remain the same, minor changes have been made to indicators and activities to simplify the plan.*

#### Achievements:

<b>Programme component 1: Community-based disaster risk reduction</b>
<b>Outcome 1: Improved self-reliance capacities of individuals and communities to reduce their vulnerabilities to disasters (participatory approach to reduce risks and response to disasters).</b>

This component and outcome contribute to disaster risk reduction at the community level with support to the National Societies of **Argentina, Chile and Paraguay** in i) strengthening disaster risk reduction planning processes, ii) strengthening volunteer skills, iii) the application of community-based tools and methodologies to strengthen overall community resilience and iv) increased use of early warning systems.

During 2009, the **Argentine Red Cross (ARC)** has prioritized the expansion of the National Society Community Risk Reduction programme through an increasingly participatory, integrated and development-oriented approach, based on appropriate tools, methodologies and human resources focused on community needs. This prioritization confirms the commitment of the National Society to contribute to the national objectives to build safer and more resilient communities in the country. Following up on capacities strengthened during the regional Gran Chaco project (DIPECHO V), the ARC in partnership with Finnish Red Cross has started a project to incorporate early warning and climate change within the DIPECHO VI Plan of Action. This project operationalizes priorities identified in the consultation carried out for the country strategy led by the ARC and supported by the IFRC.

The **Paraguayan Red Cross (PRC)** is implementing community-based disaster risk management initiatives, increasing presence at the local level, empowering branches to work with



Paraguayan Red Cross volunteers at a meeting with community members in Alto Parana. Source: **Paraguayan Red Cross**

communities and increasing the number of trained volunteers. Previous experience led to the definition of a community work toolbox, integrating coping mechanisms to reduce risks related to health and natural hazards and other vulnerability factors. In 2009, the National Society institutionalized IFRC tools, adapting them to national needs and has produced a large number of complementary participatory tools, all of which are applied using the learning by doing approach. This approach was applied during the training of 77 volunteers in community work with 6 branches and 4 sub-branches, and with the relief, youth and programme coordination departments in National Society headquarters, as part of the Reducing Risk in America initiative supported by DFID. These volunteers now use the disaster risk reduction toolkit and have applied this in 10 communities and 18 schools. National volunteer exchanges were promoted to strengthen capacities in disaster risk reduction. The PRC has continued working 18 of 20 communities since 2008. Monitoring activities have taken place with a focus on updating emergency community plans. In seven communities local development plans have been prepared together with actions for implementation through a community micro-project. Eight communities have received training in all the modules of the disaster risk reduction toolkit. Eighteen schools have received support in updating and monitoring their school security plans. During 2009, ten schools have started working with the Protected School module from the Better be Ready series.

The **Chilean Red Cross** (CRC) has progressed in building a more integrated approach to complement response capacities through engaging in community-based disaster risk reduction and preparedness actions. This has positioned the National Society as a key actor in these actions at the local level. The Reducing Risk in America initiative supported by DFID has contributed to improving and strengthening capacities of CRC to work with communities increasing the number and diversity of the trained volunteer base, which contributes to the development of local level activities. The CRC has developed 5 micro-projects in 5 communities with the facilitation and support of the volunteers trained last and this year (100 in total). One of the most important results this year was awareness-raising with branches and the inclusion of a risk reduction focus and actions in their operational plans. This progress has also contributed to the National Society's modernization process.

Within the Reducing Risk in America initiative, the **Chilean Red Cross** and the **Paraguayan Red Cross** developed DRM plans in line with local and national priorities and strengthening partnership with key actors. In Chile, a community assessment was carried out with ten communities, implementing the Vulnerability and Capacity Assessment (VCA) tool. In Paraguay, 18 community assessments were carried out in 2009. The assessments are useful tools to design micro-projects and different initiatives to reduce community vulnerability.

With the support of the Finnish Red Cross and DFID the Early Warning, Early Action Capacity Development Plan was prepared and agreed on as a result of the regional workshop held in Lima with the participation of the American Red Cross, the Bolivian Red Cross, the Chilean Red Cross, the Colombian Red Cross Society, the Guatemalan Red Cross, the Nicaraguan Red Cross, the Paraguayan Red Cross and the Peruvian Red Cross. The participants learned about information on the early action components, shared experiences in early action and analysed the current capacities and needs of National Societies to work in this area. For 2010 the Chilean Red Cross and the Paraguayan Red Cross have prioritized awareness-raising on early action with key government institutions and local governments, strengthening National Societies and other actors' capacities and the implementation of micro-projects with Early Warning System components. A blog was opened for follow-up on the DesAprender learning platform: <http://www.desaprender.org/blogs/alerta-temprana-accion-temprana-sistemas-alerta-temprana-centrados-personas>

<b>Programme component 2: Organizational preparedness for disaster risk reduction and disaster management</b>
---

<b>Outcome 1 Improved National Societies abilities to plan and prepare for disasters and respond to and effectively cope with their consequences.</b>
---

This component and outcome contribute to institutional preparedness for disaster risk reduction with support provided to the National Societies of Argentina, Chile and Paraguay in i) dissemination of the

Global Alliance on Disaster Risk Reduction, ii) alignment of national disaster risk reduction (DRR) plans with strategic plans using the Well-Prepared National Society assessment and iii) alignment of national response plans with risks and capacities.

This year the DRM programme disseminated the global Building Safer and more Resilient Communities framework as part of the National Societies and secretariat planning processes, as well as the implementation of the Global Alliance on Disaster Risk Reduction (GADRR), amongst National Societies of Argentina, Chile and Paraguay and other key actors.

The **Chilean Red Cross** (CRC) implemented the Well Prepared National Society (WPNS) assessment in 2008 and in 2009 the results were used for the definition of priorities with the DRM directors' network of the regional committees during 2009 to define the DRM strategies to implement within the National Society. The Reducing Risk in America initiative has allowed CRC to consider the integration of a comprehensive DRM programme and contribute to renewed strategic planning as it is currently formulating a DRM plan. This process has also been promoted at the local level and during 2009; eight regional committees and seven branches included disaster risk reduction in their operational plans. The National Society has also promoted the dissemination and validation of the Strategic Plan 2009–2012, which includes DRM, with a number of regional committees and branches.

The **Paraguayan Red Cross** included areas of action identified in the WPNS in the preliminary DRM Strategy that the National Society developed during 2009. The mid-term evaluation of the DFID initiative included an analysis of the application and use of the results of the WPNS tool, highlighting challenges and recommendations so that the tool can be used in future National Society's planning processes.

During 2009 the **Argentine Red Cross** worked at the national level to align risks and capacities through the National DRM Country Document. The ARC initiated a process to create a comprehensive disaster management system based on the creation of the National DRM Country Document with national and international partners. The document aims to analyse the national conditions of hazards, vulnerabilities and capacities related to natural and social conditions as guidance for decision-making, prioritizing actions and responding to the need to create a national DRM system, in which the National Society plays a clear role.

**Outcome 2 Improve National Societies development capacity skills for an effective human, financial, material and technological disaster management**

This outcome focuses on improving institutional capacities for disaster management, which has been achieved during 2009 with support to National Societies in Chile and Paraguay through i) increasing National Intervention Team (NIT) resources and ensuring the inclusion of standards and indicators in national response and preparedness and the ii) use of the DesAprender learning platform for exchanges amongst National Societies and other organizations.

As part of the Reducing Risk in America initiative, the **Paraguayan Red Cross** has been strengthening branch capacities in risk reduction. During 2009, 70 volunteers have strengthened capacities in response, community risk reduction work and in communication. Having these capacities in place facilitates the National Society's work in preparation and vulnerability reduction in communities across the country, as part of different initiatives underway. These capacities also strengthen PRC branches, through monitoring these initiatives at the community level, particularly in the management of actions part of the DFID initiative.

During 2009, in coordination with the national DRM directors network, the **Chilean Red Cross** developed the National Society's national DRM policy and a proposal for the training curriculum for volunteers and staff in DRM, integrating disaster risk reduction and recovery in a broader framework. One challenge will be applying the results of the Volunteering in Emergencies and Early Recovery project (DIPECHO VI) from the Andean Region to the Southern Cone.

With the support of the Finnish Red Cross, in 2009 the latest version of the [www.DesAprender.org](http://www.DesAprender.org) platform was launched as a Web2 version in order to respond to identified needs and to work as the unique thematic social network on community-based DRM. A dissemination campaign was launched and workshops were held together with the Regional Representation for Central America and Mexico and the regional Centres of Reference for Disaster Preparedness and Community Based Education in Disaster Preparedness in order to extend its use across the continent and to other external actors. DesAprender has grown considerably from 2008 to 2009 and now has 472 registered users, 38 blogs, 34 events and a total of 184 comments posted by internal and external users. With the support of the Finnish Red Cross an assessment of its use and for the integration of the three knowledge-sharing resources (DesAprender, Centres of Reference and thematic National Society networks) began in 2009 and will end in 2010.



The DesAprender website: [www.desaprender.org](http://www.desaprender.org)

With the support of the Finnish Red Cross an assessment of its use and for the integration of the three knowledge-sharing resources (DesAprender, Centres of Reference and thematic National Society networks) began in 2009 and will end in 2010.

**Programme component 3: Disaster risk reduction coordination and advocacy**

**Outcome 1: Participation and coordination processes have been strengthened between local authorities, other organizations, Red Cross branches and community risk reduction teams and response and recovery during disasters.**

This component and outcome contribute to disaster risk reduction coordination and advocacy in support of National Societies in the Southern Cone countries in i) coordination with stakeholders and participation in national and regional DRR platforms, ii) implementation of awareness-raising activities on climate change and iii) the inclusion of the disaster risk reduction approach and vulnerability in National Societies' communication plans.

As part of the Reducing Risk in America initiative, the **Chilean Red Cross** and the **Paraguayan Red Cross** are coordinating with government and non-state institutions at local and national levels to promote disaster risk reduction and consolidate work beyond that carried out during emergencies. The initiative has allowed both National Societies to reaffirm their national role as lead organizations engaged in local level disaster risk reduction actions, form part of the national technical structure and establish a network of disaster risk reduction focal points at branch levels. In the case of the **PRC**, the National Society is well-positioned as it is part of the National Emergency System contributing to decision-making at political and technical levels. This has been useful to promote the integration of the disaster risk reduction approach in national policies. As well as being part of the National Emergency System, the **PRC** also forms part of the Climate Change platform, and is promoting a reforestation campaign.

The Gran Chaco regional project (supported by DIPECHO V, Finnish Red Cross and the IFRC) involving the Argentine Red Cross, the Bolivian Red Cross and the Paraguayan Red Cross ended in the first quarter of 2009. The project contributed to strengthening local and national DRM actions based on community and institutional assessments and the use of disaster risk reduction indicators and methodologies such as the VCA. A study was also prepared on the hazards and vulnerabilities of the Gran Chaco region and was presented at a forum held amongst key national and regional actors including MERCOSUR and national government institutions. The study serves to support National Society coordination and advocacy actions in the region. The participation of the **Argentine Red Cross** and the **Paraguayan Red Cross** in this project helped position both actors in disaster risk reduction with their respective national emergency systems. In the case of ARC the preparation of the country document served as a basis for coordination with other actors. During 2009 both National

Societies secured support for national DIPECHO VI projects in coordination with the Finnish Red Cross.

The National Societies from the region are increasingly involved in climate change initiatives. The Americas Zone promoted the participation of the **Argentine Red Cross** in the global consultation on disaster risk reduction and climate change. The National Society developed a national consultation with relevant organizations on climate change contributing to the Global Report. The results of the United Nations Climate Change Conference (Copenhagen Summit) held at the end of 2009 were shared with National Societies in the region and preparations for a think tank on climate change to be held in Panama in January 2010 were also made.

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

Within the Reducing Risk in America initiative, the **Paraguayan Red Cross** has completed and validated an internal and external communication manual which includes disaster risk reduction, with the involvement of six branches and four sub-branches. There are over ten communication focal points in different branches across the country. During 2009 this National Society produced ten electronic bulletins to show progress made in disaster risk reduction which are shared at the local, national and international level with key actors.

#### **Programme component 4: Recovery**

**Outcome 1: Improved assistance to restore or improve pre-disaster living conditions and reduce the risk of future disasters.**

Recovery is considered an essential component by the IFRC and efforts to scale up capacities are planned at a global level for 2010. The Americas Zone will carry out a mapping exercise of interest in recovery amongst several National Societies in January 2010. The **Paraguayan Red Cross** response operation to the drought in 2009 included early recovery actions.

#### **Programme component 5: Disaster Response**

**Outcome 1: Ensure effective coordination with PADRU for efficient and effective Disaster Response in the region.**

Coordination with PADRU for the adoption of DRM in an integrated way has progressed during 2009, through coordination in several activities, particularly during emergencies. Plans have been made to ensure that the National Societies' national disaster response teams (known in the regions as NITs) have the needed knowledge, skills and resources to act swiftly and effectively in disaster or emergency situations. Support has been provided to PADRU in the development of RIT training, specifically in health in emergencies.

#### **Constraints or Challenges:**

- The delay in the receipt of funds from some donors has meant that a number of activities had to take place in the second half of the year.
- The DRM programme team increased in size in the second half of 2009 with the recruitment of a coordinator for the DIPECHO VI project and a DRM officer. This alleviated the overload of work and allowed for the full implementation of the programme plan in the second half of 2009. The arrival of the continental DRM coordinator in April 2009 was positive, however this led to delays due to the overload of pending commitments at the zone level.
- The DRM programme represents a large percentage of the workload of the finance area in the Regional Representation, which has limited capacity to support all programme areas.

- The programme considers it important to strengthen links between disaster management and the health and care programme, particularly in health in emergencies and community health.
- To encourage greater integration with PADRU for the adoption of a more integrated DRM approach, more integrated planning will be essential to further strengthen this process.
- One challenge, which is currently being addressed, is supporting the adjustment of the National Societies' programme approach, moving from response towards DRM.
- It is important to strengthen National Society capacities in participatory techniques and community work methodologies, as well as leadership to facilitate positioning.
- Through disaster risk management initiatives, many volunteers and staff members are trained, however human resource and volunteer management is still limited and new capacities are not always included in broader National Society management processes. More support is needed linked to organizational development processes.
- Work has been strengthened with the regional Centres of Reference in 2009. However, coordinated planning with the Centres is needed as well as the increased participation of technical personnel from the region in contributing to the Centres' capacities and networking. Likewise, there is a need to increase articulation between the regional Centres of Reference and DesAprender.
- National Society accountability capacities are improving through different monitoring mechanisms, however this still needs strengthening. Additionally, large projects require greater monitoring capacities in place and financial resources for this purpose, which need to be covered.

## Health and Care

### Programme purpose

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

**Programme Objective:** The National Societies are increasing health activities and are mobilizing volunteers, civil society and governments in order to achieve greater equity in health and have a greater impact on public health issues.

*During 2009 the health plan has been implemented along the lines of HIV and AIDS, community health and health in emergencies components, contributing to strengthening National Societies. Within community health, the originally proposed actions related to maternal and child health, water and sanitation and road safety have been removed in order to concentrate efforts and support National Societies in other key health areas. National Society country support plans were developed in 2009 with **Argentina, Chile, Paraguay and Uruguay**, working with National Society technical health teams in the same components as the regional plan.*

### Achievements:

#### Programme component 1: HIV and AIDS

**Outcome 1: National Societies have developed prevention, care, treatment and support the reduction of HIV stigma and discrimination strengthening their capacities through the Global Alliance in HIV and AIDS or their future incorporation.**

During the reporting period, the Health and Care programme supported the **Argentine Red Cross** in the implementation of the Global Alliance on HIV<sup>1</sup> at the national level, as well as in the facilitation of relationships between the national and regional levels. In the effort to ensure the fulfilment of the four Global Alliance outcomes (prevention, treatment and care, stigma and discrimination and capacity building) the Health and Care programme developed a support plan for each outcome to be developed by the National Society to ensure effective monitoring of the progress made.

<sup>1</sup> Specific reports on the progress made on the Global Alliance on HIV and AIDS are available for each National Society.

By the end of 2009, there were approximately 328,378 direct and indirect beneficiaries of the Global Alliance (GA) in Argentina. Beneficiaries under this period include: 174,978 direct and indirect beneficiaries in prevention actions; 1,142 direct and indirect beneficiaries in support, treatment and care, and 151,824 indirect beneficiaries of the activities to reduce stigma and discrimination (IEC). Additionally, the Argentine Red Cross organized activities to raise awareness (the GA launch and subsequent campaign) that reached 434 volunteers and staff who participated in the activities.

During 2009 regional activities were held to show the progress made in the Global Alliance on HIV. In November a regional meeting on the Global Alliance was held with the three National Societies participating in South America (Argentina, Colombia and Ecuador), at the same time the Latin American and Caribbean Forum on HIV/AIDS and sexually transmitted diseases (STDs) was held where the report on HIV “Inequalities fuelling HIV pandemic” was presented to government and non-government actors, which highlighted the efforts of Red Cross National Societies across the world and in particular the Argentine Red Cross’s prevention actions on International Women’s Day.

In prevention, the **Argentine Red Cross** reached target groups such as women and lesbian, gay, transgender and bisexuals (LGTB), a more focused target population reaching more tangible impacts. On the International HIV and AIDS Day, 41 Red Cross branches from 16 provinces held different campaigning activities as part of the Global Alliance. Stands were set up to promote voluntary testing, murals were presented and informative materials were distributed with the main focus on awareness-raising, prevention, stigma reduction and the promotion of human rights.

In relation to treatment and care, the dissemination of the manual for the treatment and care for people living with HIV (PLHIV) will take place during early 2010. In November the ARC jointly with other organizations and with sponsorship from UNICEF organized an activity “I need a future, I need you”, with the aim of ensuring equal access for children, adolescents and young people in vulnerable situations and living with HIV to the paediatric use of antiretroviral medicine (to ensure the State includes this in the national health budget) and to increase programmes and general access by women to testing services and assistance for pregnant women to reduce vertical transmission levels.



Campaign against stigma and discrimination related to HIV developed by the **Argentine Red Cross**

Regarding output 3 and the reduction of stigma and discrimination, the ARC developed a work plan with the National Institute against Discrimination, Xenophobia and Racism (INADI) to develop working days in six provinces where HIV forums are in place with local INADI delegations with the participation of ARC branches. This broadens work with the network of NGOs and governmental organizations and contributes to the framework of a public policy to reduce discrimination linked to HIV.

The Argentine Red Cross has disseminated and promoted the Code of Good Practices with expert organizations working in HIV. Overall, more than 15 organizations have applied at least one of the Code’s evaluation guides, contributing to increased prevention and the greater involvement of people living with or affected by HIV/AIDS (GIPA).

**Outcome 2 Capacities are strengthened for the future incorporation of additional National Societies in the Global Alliance on HIV.**

During this year, the Health and Care programme has supported the **Chilean Red Cross** and the **Paraguayan Red Cross** to strengthen capacities in HIV activities. The **Chilean Red Cross** is implementing the “Together We Can” methodology; they have 1,500 young people with capacities in this methodology that promotes prevention in HIV through the peer-to-peer methodology. The

**Paraguayan Red Cross** increased activities with young people particularly in HIV prevention as part of the project on the border and continues to develop activities in prevention in schools.

## **Component 2: Community health**

**Outcome 1: National Societies have strengthened their management capacities and scaled up actions related to Community Based Health and First Aid (CBHFA), Voluntary Non Remunerated Blood Donation (VNRBD) and psychological support within an integrated community health strategy.**

During 2009, the Regional Representation continued to support National Societies' activities at community level in the field of first aid. Argentine Red Cross is one of the National Societies in the Southern Cone region, which has started to work with the CBHFA approach, strengthening local branch capacities and community action through community health brigades focused on first aid. This intervention has been possible thanks to the support of the Norwegian Red Cross.

In line with this, the CBHFA Global Strategy is being promoted across the region in a strategic manner that can help National Societies empower communities, volunteers and branches. CBHFA is an integrated community-based approach in which Red Cross volunteers work with their communities in disease prevention, health promotion, first aid, and disaster preparedness and response. With this approach, different aspects of vulnerability are identified and addressed. The CBHFA strategy will be promoted more intensively during 2010 in the Southern Cone region in order to raise awareness amongst National Societies about the benefits of working within this approach.

Thanks to the Finnish Red Cross and Italian-Swiss funds, the Regional Representation has supported the **Chilean Red Cross** and the **Paraguayan Red Cross** in implementing the VNRBD Club 25 initiative. There are now 10 Clubs in the Southern Cone region and approximately 3,000 young people directly and indirectly involved. In December the Club 25 Continental Workshop was held in Panama, which contributed to: assessing the three years of implementation of Club 25 in the Americas continent, providing tools for the continuation of Club 25 and exchange lessons learnt between National Societies.

During 2009, continued strategies and tools will be provided to National Societies to build on existing skills in implementing this initiative. The demo version of the Club 25 webpage, intranet, and continental database to include all members was presented at the Continental Club 25 meeting and approved for development. The Health and Care programme prepared strategic log frames to manage and monitor Club 25 activities at the internal level and visits to the National Societies of **Chile** and **Paraguay** are taking place in order to evaluate the development of Club 25 and the impacts that this has had in the National Society and the community.

In November, the Colombian Red Cross Society (with extensive experience in psychosocial support) organized the National Forum in Psychosocial Support "*Joining Efforts in Humanitarian Action*". Within this setting, the IFRC held a Latin American meeting on psychosocial support with the Red Cross National Societies of Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico and **Paraguay**, with the aim of exchanging experiences, developing a national work plan (Colombia) and to position the issue and reach agreements on joint work such as the inclusion of psychosocial support in RIT and NIT curricula at the continental level.

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

During 2009, Argentina, Brazil and Paraguay experienced serious dengue outbreaks, which emerged after the heavy rains during the first two months of the year. Technical support was ensured from the Health and Care programme to National Societies during the response operations and IFRC's Disaster Relief Emergency Funds (DREF) were allocated to support the **Argentine Red Cross** and the **Paraguayan Red Cross**. In the case of Brazil, the health officer was mobilized from the Regional

Representation to support the **Brazilian Red Cross** to carry out a health in emergencies assessment. With the support of the Regional Representation, the Red Cross National Societies of Argentina and Paraguay, in coordination with their respective Ministries of Health and other organizations, have been active in dengue and yellow fever awareness and prevention campaigns, as they have a vital role to play at the community level in lessening the effects of these diseases through prevention.

As a result of the support from ECHO and the Norwegian Red Cross, during 2009 the Regional Representation implemented the Regional Epidemic Control project with the **Bolivian Red Cross**, the **Colombian Red Cross** and the **Peruvian Red Cross** from the Andean region, alongside the Red Cross National Societies from the Dominican Republic and Paraguay. The project contributed to two main outcomes:

- a) Increased capacities of National Societies to respond to epidemic outbreaks of malaria, dengue, hemorrhagic dengue, leptospirosis and yellow fever; and
- b) Communities are better prepared to respond to epidemic outbreaks of malaria, dengue, hemorrhagic dengue, leptospirosis and yellow fever.

A training module on Epidemic Control for Volunteers was developed using secretariat global material as a reference, with ECHO support and technical assistance from the Regional Centre of Reference for Disaster Preparedness and the direct technical support from National Societies' focal points of Bolivia, Colombia, **Paraguay** and Dominican Republic and the Regional Representation. Following preparatory meetings, the Validation for Epidemic Control for Volunteers workshop—with support from ECHO, the American Red Cross, and the Regional Centre of Reference for Disaster Preparedness—took place in June with 19 participants from the National Societies of Bolivia, Colombia, **Paraguay**, Peru and the Dominican Republic.

In the fulfilment of Outcome 1 of the epidemic control project, the Regional Representation supported the trainings and development of NIT members specialized in Health in Emergencies and Epidemic Control in the National Societies of Paraguay (27 volunteers) and Chile (25 volunteers). In total 250 volunteers have been trained in Paraguay in the application of the Epidemic Control Toolkit from the branches of Asuncion, Itá, Nueva Italia, Capita and Ñemby. Moreover, four Red Cross volunteers from the Paraguayan Red Cross have become trainers of NIT Health in Emergencies and Epidemic Control.

In November 2009, the Regional Representation, in coordination with PADRU and with technical assistance from the Regional Centre of Reference for Disaster Preparedness, carried out a RIT training on Public Health in Emergencies for 24 Red Cross volunteers from the National Societies of **Argentina (1)**, Bolivia, **Chile (1)**, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Nicaragua, Panama, **Paraguay (2)**, Peru, **Uruguay (1)** and Venezuela. These valuable human resources now are part of the Red Cross Regional Disaster Response mechanisms, specialized in public health in emergencies and epidemic control issues.

In line with Outcome 2 of the epidemic control project and actions at the community level, the **Paraguayan Red Cross** has carried out awareness-raising activities on dengue, yellow fever and malaria prevention, reaching more than 20,964 people (10,117 women and 10,847 men) at the community level and through household visits in 50 communities in Asunción and the Central region, the two areas of intervention. In schools, 9,537 teachers, administrative personnel and students have been reached as part of awareness-raising campaigns in a total of 39 schools in the area of intervention. Also, the PRC has created a community volunteer network in each target community in the areas of intervention in order to disseminate and multiply key messages to prevent, control and respond to epidemics.

The Regional Representation supported the validation of the Epidemic Control toolkit for volunteers, which has been adapted to the Latin American context. This toolkit contains 13 information sheets of the 13 most common diseases, which can become epidemics in this context. There are 35 sheets with actions to be taken in order to respond and control outbreaks and 25 sheets with key community messages that can be disseminated at the community level. The materials have been shared across

the continent with National Societies and other actors and will be used in future epidemic control trainings and in actual emergencies.

These high-level standardized trainings, with the involvement of specialized volunteers, contribute to making vulnerable communities better prepared to respond to epidemic outbreaks of malaria, dengue, yellow fever and other diseases such as influenza A(H1N1). Due to the influenza A(H1N1) global outbreak, the Regional Representation implemented the pandemic influenza contingency plan. This included support to the National Societies in the different actions, establishing roles and responsibilities focused on pandemic influenza preparedness and response.

### Constraints or Challenges:

- The CBHFA strategy, which will be considered as the basis for the future implementation of health programmes, needs more financial support for increased dissemination regionally.
- Resource mobilization should be intensified at all levels. In order to provide support and ensure effective monitoring and follow-up in countries that are not yet members of the Global Alliance on HIV (Chile and Paraguay), additional resources are needed.
- Increased support is needed for volunteer training on topics like epidemic control, particularly in National Societies that do not have direct funding sources.
- During 2009, the epidemic control programme and health in emergencies programme has contributed to strengthening National Societies' institutional capacities, training volunteers and staff in specialized areas; however the lack of financial support to continue these activities puts at risk the results achieved to date and the building of capacities that have an impact at the community level.

## Organizational Development

<b>Programme purpose</b>
<b>Global Agenda Goal 3: Increase local community, civil society and Red Cross and Red Crescent capacity to address the most urgent situations of vulnerability.</b>

*The development of country plans contributed to the identification of specific needs of the National Societies and the revision of support provided by the IFRC particularly from this programme. While the Organizational Development plan for 2009 includes key areas of organizational strengthening for National Societies, overall, the plan was ambitious and the implementation has depended to a large extent on the capacities and interest of each National Society in the region.*

### Achievements:

<b>Programme component 1: National Society capacity development in organisational development.</b>
<b>Outcome 1: A renewed, representative and diverse leadership in National Societies.</b>

The third and last diploma on Youth and Society in Latin America, in coordination with FLACSO, was held from March to December 2009, supported by the Finnish Red Cross and the Spanish Red Cross. Thirteen young branch members participated from four National Societies in South America (Colombia, Ecuador, Peru and **Uruguay**). As participants were mostly from Red Cross branches, it demonstrated the National Societies' efforts to disseminate information on the diploma and that the democratization of selection processes is moving towards branches. The diploma had a dual purpose: to prepare students capable of developing youth public policies and projects and promote research that addresses youth public policies, through conceptual frameworks and comparative regional analysis. Positive results have been observed from the previous years' graduates as they are more actively involved in youth activities in their National Societies and a space was created on the DesAprender learning platform for a virtual community that links participants from the three diplomas held to date to share experiences.

Gender equality is an essential issue for leadership to address and consider in the National Societies; therefore the Regional Representation for the Southern Cone and Brazil continues to advise and promote the development of this approach. Gender equality has been incorporated in human resource selection processes, programmes and the revision of Statutes by the Red Cross National Societies of **Argentina, Chile, Paraguay** and **Uruguay**.

Moreover, the Regional Representation has provided specific leadership support to the **Paraguayan Red Cross** and the **Uruguayan Red Cross**. Specific support was provided to the Programme Coordinator in Paraguay and the Executive Director in Uruguay as they are both leading the implementation of the country support plan and overall programme coordination in their National Societies. In Brazil, it has not been possible to strengthen the organization's leadership as the National Society has gradually lost its operational capacity and has officially been declared as experiencing an integrity crisis. As a result, no activities are being carried out with this National Society in this area. There is an ongoing need to develop leadership capacities in National Societies' headquarters and branches of the Southern Cone countries.

#### **Outcome 2: Increased, renewed and diverse volunteering in National Societies.**

In the development of country plans during 2009, the National Societies of the Southern Cone region have identified volunteer development as a priority. Support has been provided to National Societies in the development of projects that will allow for systematic volunteer development, from revision of volunteer policies to capacity building. Four of the Southern Cone countries are promoting systematic work within the framework of the volunteer management cycle.

The branch development game has been used and applied with members of Red Cross branches from the region with volunteering as a key element within branches. The game was applied during a branch strengthening workshop with the Red Cross National Societies of **Argentina, Chile** and **Paraguay** with the aim of improving branch response capacities and improved planning in line with policies and National Society structures. Branch strengthening workshops were also held with the Uruguayan Red Cross. Branch members (from a total of 39 Red Cross branches) were very satisfied with the game as it allowed for analysis and identified ways to strengthen their branches.

The capacity building project being carried out in the **Uruguayan Red Cross** with seven branches with support from the IFRC's Capacity Building Fund has continued during 2009. The aim of this project is to improve services and programmes for vulnerable communities through strengthening institutional capacities at the branch level, starting with the implementation of local development plans. The implementation process has been delayed as the National Society is lacking human resources working on projects and programmes.

#### **Outcome 3: National Societies have reduced the risk of integrity problems.**

During 2009, the Regional Representation for the Southern Cone and Brazil has supported the **Argentine Red Cross** and the **Uruguayan Red Cross** in the revision of National Society Statutes. The Uruguayan Red Cross is currently facing an operational crisis as it does not have staff members to carry out programmes or projects. Funding for the salary of the Executive Director ceased during the year, and the Director will now become a volunteer in the position, therefore limiting his availability to carry out the role. Ongoing technical support is being provided to the National Society by the Regional Representation as well as the search for funding to reverse this situation.

In Brazil, the National Society remains in an "operational integrity" crisis. During 2009 a project was developed by the IFRC for the operational recovery of the National Society and is currently being considered by the secretariat's organizational development department in Geneva.

#### **Outcome 4: The sustainability of National Societies has increased with respect to the 2006 baseline.**

The Southern Cone National Societies identified resource mobilization as an area that needs to be strengthened in their country plans. All of the National Societies need to ensure their financial sustainability and require the development of Resource Mobilization policies and capacity building. With support from the IFRC, the **Argentine Red Cross** held a national workshop on resource mobilization for 50 branches. This served to introduce this important issue and also share the national resource mobilization strategy.

**Outcome 5: Knowledge management is part of National Society culture.**

Knowledge-sharing has become a way of working within programmes and is strongly promoted by the Organizational Development programme through the sharing of best practices with National Societies. During 2009, the activities planned under this outcome were not carried out as there was a lack of funding to develop the planned knowledge management systematization, and other more urgent support was prioritized with National Societies.

**Outcome 6: A common planning, monitoring and evaluation system is in place.**

The Regional Representation for the Southern Cone and Brazil, in line with the commitments of the Federation Secretariat's New Operating Mode—which commits to working closer with National Societies—has devoted special interest and time to the development of the “country support plans”. For this, participatory planning processes were held with the National Societies of **Argentina, Chile, Paraguay and Uruguay**.

These country plans reflect the needs and priorities identified by the National Societies, and are also based on the real capacities of the IFRC to provide this support. The country plans have been ratified by the highest authorities of the respective National Societies in **Argentina, Chile, Paraguay and Uruguay** and also contemplate the participation and support of the ICRC.

Country plan implementation began in the second half of 2009 and will continue in 2010. Amongst the actions carried out to respond to the specified needs of National Societies through the country plans are branch strengthening workshops, a communication workshop and a workshop on community work with participants from 15 branches of the **Chilean Red Cross**.

**Constraints and Challenges**

A very important challenge is to continue developing the commitments defined in the country plans. Some external partners have been informed about the country plans and have shown interest in supporting them such as the Finnish Red Cross and the Spanish Red Cross, amongst others.

The Uruguayan Red Cross faced an operational crisis during the year, experiencing a lack of funding and necessary human resources to implement existing programmes. Internal institutional problems have distracted the National Society from resolving this situation. The Regional Representation will continue to focus support for leadership, branch development and the search for needed funding.

Certainly the biggest challenge is to promote a recovery plan for the operational integrity of the Brazilian Red Cross and achieve the support that this plan will need to be set in motion. While this is a task that requires commitments beyond the capabilities of the Regional Representation, solutions are being sought as a priority.

## Humanitarian Principles and Values

**Programme purpose**

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

*The lack of funding minimized the capacity of the Principles and Values programme to achieve all outcomes as planned. The Regional Principles and Values Officer position based in Lima is currently unfunded and is at great risk of being closed.*

#### Achievements:

**Programme component 1: Dissemination and promotion of fundamental principles and humanitarian values amongst National Societies and Regional Representation Programmatic Areas.**

**Outcome 1 Principles and Values is cross-cutting in National Society and Regional Representation operational and strategic plans.**

During 2009 the promotion of the Fundamental Principles of the International Red Cross and Red Crescent Movement within National Societies and the Regional Representation continued by disseminating a non-discrimination and respect for diversity approach, in order to promote a culture of peace, violence prevention and respect for the dignity of the most vulnerable. This took place by integrating the approach within different programmes and initiatives under way.

One of the mechanisms developed to integrate principles and values in programme areas was team work during planning cycles – as in the case of the Global Alliance on HIV—which has ensured the identification of results, indicators and products in non-discrimination and respect for diversity and awareness-raising during the early stages of initiatives. Another effective mechanism has been the cross-cutting focus of non-discrimination and a gender perspective in country plans developed jointly with National Societies of **Argentina, Chile, Paraguay and Uruguay**. This allowed for the identification of priorities and needs of National Societies and the capacities and resources in place.

During 2009 the guide on non-discrimination and respect for diversity was published and distributed amongst National Societies across the continent. The guide contains sections on different vulnerable groups, with information and activities to address and challenge discrimination. The guide is open for all users within National Societies and has a special focus on volunteers as agents in the promotion of non-discrimination and respect for diversity.

The National Societies of **Argentina, Chile, Paraguay and Uruguay** in the Southern Cone received copies of the guide and have committed to disseminating it within branches. Thirty hard copies and 50 CDs were distributed at regional meetings, as the lack of funding for the programme means postal delivery is not possible. It is expected that at least 100 people in each National Society (at least 400 people with volunteers and technical staff in the region) will be using the guide in 2010.

Overall feedback from the National Societies shows that the guide has proved to be a valuable tool to be used with volunteers in different settings: psychosocial support, disaster risk reduction, anti-stigma against people with different sexual orientations, PLHIV and gender-based violence. Its use throughout 2010 is expected to continue scaling-up the change in attitudes and breaking through mental barriers, for staff, governance and volunteers.

During 2009 the Principles and Values programme contributed to specific activities with the secretariat in Geneva, such as the revision of the scope and inputs for the reports of the Secretary General on mainstreaming efforts against discrimination related to disabilities in Millennium Development Goals processes and in the Convention on the Rights of Persons with Disabilities. The global baseline on Principles and Values that the secretariat headquarters intended to develop during the last trimester of 2009 has been postponed. The questionnaire has been translated into Spanish and is ready to be used in the Americas when the baseline study is carried out.

The e-newsletter planned for the second half of 2009 has not been developed because of the lack of funding to design it. Only e-mails were addressed to the network on Principles and Values. At the same time, guidelines on communication documents—including e-newsletters—were delivered to the National Societies and the Regional Representation by the Americas Zone during the last quarter of

2009, providing formats and logos to be used. The e-newsletter from the Principles and Values department at the headquarters has been delivered to the National Societies in the region and has been well received as a way to acknowledge what is being done in other parts of the world and to promote good practices in the Americas.

**Outcome 2: Invisible and discriminated against people actively participate in programmes, projects and activities within National Societies (at branch and headquarter levels).**

For this outcome tools were developed by the Principles and Values programme such as the verification guide for the attention of particularly vulnerable groups (included in the non discrimination guide), with the critical revision of Handicap International. The validation of the guide is expected to be carried out by **Ecuadorian Red Cross** in 2010 and led by the National Society's Principles and Values network, which was set up in 2009. Additionally a verification list for the organizational inclusion of gender in National Societies and in community interventions was developed by the Principles and Values programme.

**Programme component 2: Influence community behaviour and attitudes to reduce discrimination, promote diversity and prevent violence.**

**Outcome 1 Initiatives to prevent and reduce discrimination and violence will be identified.**

This outcome has been incorporated under Outcome 3.

**Outcome 2 National Societies capacities in risk management will be strengthened with the inclusion of initiatives to reduce discrimination.**

Key messages to promote non-discrimination during emergency situations are being produced with the participation of the Zone Disaster Risk Management team to be promoted among National Societies. The DesAprender learning platform is currently being used to disseminate the draft key messages proposed, which upon approval will be used to highlight an inclusive perspective in emergencies. As emergency plans are prepared by the National Societies, the expectation is that key messages will help to have a non-discrimination approach in action.

**Outcome 3: Violence reduction is incorporated as an important issue in National Societies' agendas.**

A global strategy on addressing the social culture of violence has been developed by the Principles and Values department in the Secretariat headquarters (a draft version will be disseminated to National Societies globally for inputs during 2010). As a result, specific guidelines on violence reduction were not produced for the region as the global strategy is expected to be adopted at the 2011 General Assembly and will then be disseminated amongst the National Societies in the region.

A virtual session conducted by the Canadian Red Cross with the participation of 27 Red Cross members from the Americas Zone was held to introduce the "10 Step Manual to Creating Safe environments for children and youth", developed by this Partner National Society within its *RespectED* programme. A printed Spanish version of the manual will be ready in 2010 for interested National Societies.

**Outcome 4: National Societies advocacy capacities in principles and values are strengthened.**

The Guide on Non-Discrimination has been used by National Societies to reflect on the living conditions of key vulnerable people (women, children and adolescents, elderly people, migrants and displaced people, people with disabilities, PLHIV, people with diverse sexual orientations, indigenous

and African descendants). The use of the guide should contribute to increased awareness and capacities to advocate for vulnerable people.

The global forum on non-discrimination and violence prevention, expected to take place during 2009, will be organized by the Principles and Values department of the secretariat headquarters during 2011 in the Americas.

#### Constraints or Challenges:

- Limited financial support for the programme has been a major constraint during 2009. Working in coordination with other programmes was the only way to develop actions and contribute to the programme outcomes. Despite this constraint, continuous technical support has been provided to the National Societies and secretariat global initiatives. The absence of the Principle and Values programme in the Southern Cone and Brazil Region may limit the impact of global initiatives at the National Society level, such as the *youth as agents of behavioural change* initiative.
- One of the biggest challenges when the position opened in 2007 was the lack of recognition of the importance of Principles and Values. With Resolution 3 on Non-Discrimination this changed providing a lead on translating principles and values into concrete actions. In 2009, the non-discrimination approach has become more mainstreamed in the National Societies and the IFRC projects and programmes.
- In a region where inequality is widespread and often triggers violence, discrimination must be faced by National Societies as an issue that is present both in the communities where they work and within the institution. There is a need to work more profoundly with National Societies (governing boards, staff and volunteers) to start changing attitudes and eliminating prejudices and discrimination.

## Working in partnership

The creation of the Regional Representation for the Southern Cone and Brazil has proved to be successful and has contributed to closer work with the National Societies in the region, allowing for more personalized and effective service. This promotes the implementation of the New Operating Model, which seeks to support the needs and priorities identified by the National Societies. It is in this context that the development of country support plans (Argentina, Chile, Paraguay and Uruguay) constitutes the basis of secretariat actions in this region. Collaboration on technical support with the Regional Representation for the Andean Region has also been ongoing.

The Regional Representation operates thanks to the support provided by the Swedish Red Cross and the Spanish Red Cross; funds cover the operational costs (staff, structure and transportation). The agreement signed with the Argentine Red Cross has also been important as the National Society facilitates logistic support. Additional Spanish Red Cross funds are also utilized to provide specific assistance to the National Societies of Argentina, Brazil and Uruguay.

Coordination and cooperation with the ICRC has increased due to the close physical proximity to the ICRC Regional Office in Buenos Aires. The basis of the support provided to the National Societies in coordination with the ICRC is constituted through tripartite agreements as well as country support plans. The Regional Representation has signed tripartite agreements between the ICRC, the IFRC and each of the five National Societies of the region. These agreements facilitate effective cooperation and coordination.

The contact with national authorities has allowed for humanitarian diplomacy on topics of national and regional interest. It is important to highlight that firm relationships have been developed with Paraguayan authorities, especially within the framework of the Gran Chaco Forum, which was held in February and contributed to dialogue with borderline country authorities that share the multi-hazards of this cross-border region. Other actors such as the Economic Commission for Latin America and the Caribbean (ECLAC) and UNDP were included in this dialogue as well as the European Commission,

the Inter-American Bank and civil society organizations. The Regional Representation together with the National Societies of Argentina, Chile and Uruguay have held effective dialogue with relevant ministries (Health, Defence, Environment, Social Affairs) and other important institutions for Red Cross work including the Civil Defence and the White Helmets.

The implementation of the DIPECHO V project allowed better coordination and dialogue with national authorities of Argentina and Paraguay, as well as with multilateral and civil organizations of both countries. A fluid dialogue was accomplished with the Organization of American States seeking to develop joint projects.

Particular attention has been given to Regional Platforms for Disaster Risk Reduction as part of the Hyogo Framework for Action, and the national Inter-Agency Standing Committee (IASC) Humanitarian Networks. This includes the permanent invitation to participate in the Humanitarian Network in Peru (as part of the humanitarian reform process).

Through the Global Alliance on HIV the Regional Representation has increased inter-institutional coordination with Ministries of Health and UNAIDS to follow the UNGASS indicators and knowledge management with the Pan American Health Organization. Partnership agreements were also made with advertising agencies (such as *Lorente y Cuenca* and *Interactiva*) to support campaigns to reduce stigma and discrimination.

Blood donation initiatives have been strengthened through coordination with blood banks and PAHO, contributing to National Societies' preparatory activities leading up to the XXII International Colloquium on VNRBD in Ethiopia, 2010.

The Regional Representation is working in partnership with the Regional Centre of Reference for Disaster Preparedness to train and prepare Red Cross volunteers to better prepare, control and respond to public health emergencies, ensuring high quality action standards. Increased cooperation was established between the National Societies with the national health departments across the region, as a consequence of the influenza A(H1N1) outbreak.

Finally, the partnership with the Latin American School of Social Sciences ended its fifth year, with the third year of the youth diploma for National Societies.

## Contributing to longer-term impact

The period was marked by the development and consolidation of relationships with the National Societies in the region. The most significant area of work for this period has been the development of country support plans. This work was based on open dialogue and has allowed for the revision of each National Society's Strategic Plan, taking into account the recommendations of the study carried out by the Complutense University of Madrid, thereby allowing for the definition of the actual needs and priorities in each country and achieving a stronger national focus. The country plans are aligned with the 2009 plan and extend to the end of 2011.

This exercise is a significant contribution to long-term work since the real needs and priorities of the National Societies have been identified, allowing for increased impact. This will also allow for more realistic actions, facilitate secretariat planning and contribute to improved coordination in the search for resources to support the different national initiatives. The increased focus on support to countries reflects more integrated development work with a more holistic vision. This encourages and simultaneously facilitates better coordination.

On the one hand, the development of country support plans will also enable objective identification of common needs among countries, making it possible to concentrate resources in more than one National Society and in this way stimulate cooperation between and among them. In addition, this

exercise will also identify the diverse capacities of National Societies with which the IFRC will promote and create a coordinated system of cooperation for the development and use of the region's resources.

Another relevant point during this period, previously mentioned, is the interest which emerged as a result of the Study of the Complutense University of Madrid. This clearly implies greater learning and knowledge development on the context of each country and the challenges that each National Society encounters.

In terms of gender, there is greater awareness on the issue and National Societies show interest in learning more in order to work with this approach to strengthen respect for rights, values and diversity.

Monitoring and evaluation is still weak, but the development of country support plans has allowed for a more critical revision of programmes and has contributed to a better understanding of the need to have systems and methods that ensure effective support to actions and better results of processes or activities under way. This will lead to improved accountability, an issue that has been critically analyzed and deserves more attention.

Through the implementation of the Global Alliance on HIV, National Societies have shown their commitment to timely monitoring and reporting of this initiative. The implementation process offers an effective monitoring system, accountability by product, regular update of beneficiary numbers and semester reports, which show progress and measure impact. The Code of Good Practice contributes to overall improved performance and quality control and management of HIV in National Societies.

New monitoring and harmonized instruments were introduced through the Reducing Disaster Risk in Americas (supported by DFID) initiative in 2007; improvements have been made and National Societies are using these as institutional tools. Through different DRM initiatives, the National Societies have developed many ways to share information, such as: thematic webpages, bulletins, accountability instruments, and exit strategies including participatory evaluation of project implementation with the communities, local, national and regional workshops. The National Societies from the Southern Cone region participating into the Reducing Risk in the Americas initiative share lessons with National Societies from Central America and complete the DRM indicators annually. The Building Safer and More Resilient Communities framework which is based on regional plans was created to harmonize the contribution to the implementation of the Hyogo Framework for Action and thus to the Millennium Development Goals.

Finally it is important to mention the active participation of National Societies from the region in the development and preparation of *Strategy 2020*, which will facilitate the putting into practice of new strategic orientations.

## Looking ahead

The work carried out and the experiences gained during 2009, particularly in the preparation of country support plans, will allow for an increased focus on priority areas for National Societies. This will undoubtedly facilitate the needed harmonization of country plans with *Strategy 2020*. The professional and effective implementation of these orientations will allow for a qualitative and quantitative leap in the work of National Societies in the region. The challenge ahead is to ensure the fulfilment and implementation of this country focus.

## How we work

The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".

### Global Agenda Goals:

- Reduce the numbers of deaths, injuries and impact from disasters.
- Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.
- Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.
- Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

## Contact information

For further information specifically related to this report, please contact:

- **In the Regional Representation for the Southern Cone and Brazil:** Gustavo Ramirez, Regional Representative for the Southern Cone and Brazil, Buenos Aires, Argentina; email: [gustavo.ramized@ifrc.org](mailto:gustavo.ramized@ifrc.org)
- **In the Americas Zone:**
  - Xavier Castellanos; Head of Zone for the Americas; email: [xavier.castellanos@ifrc.org](mailto:xavier.castellanos@ifrc.org); phone: (507) 380 0250; and fax: (507) 317 1304.
  - Maria Alcázar, Resource Mobilization Coordinator for the Americas; email: [maria.alcazar@ifrc.org](mailto:maria.alcazar@ifrc.org); phone: (507) 380 0250; and fax: (507) 317 1304.

# International Federation of Red Cross and Red Crescent Societies

MAA46002 - South America: Southern cone region

Annual Report 2009

Selected Parameters	
Reporting Timeframe	2009/1-2009/12
Budget Timeframe	2009/1-2009/12
Appeal	MAA46002
Budget	APPEAL

All figures are in Swiss Francs (CHF)

## I. Consolidated Response to Appeal

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
<b>A. Budget</b>	<b>235,789</b>	<b>312,659</b>	<b>274,537</b>	<b>19,251</b>	<b>381,326</b>	<b>1,223,563</b>
<b>B. Opening Balance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Income</b>						
<b><u>Cash contributions</u></b>						
<i>Capacity Building Fund</i>			17,152			17,152
<i>DFID Partnership grant</i>	231,227					231,227
<i>ECHO</i>		50,528				50,528
<i>Finnish Red Cross</i>		2,273				2,273
<i>Finnish Red Cross (from Finnish Government)</i>		12,879				12,879
<i>Gabriele Charitable Trust, The</i>		14,676				14,676
<i>Norwegian Red Cross</i>		419				419
<i>Norwegian Red Cross (from Norwegian Government)</i>		3,774				3,774
<i>Spanish Red Cross</i>			102,494			102,494
<i>Sweden Red Cross</i>		140,057			75,232	215,289
<i>Sweden Red Cross (from Swedish Government)</i>		57,779	17,543		253,049	328,371
<b>C1. Cash contributions</b>	<b>231,227</b>	<b>282,384</b>	<b>137,188</b>		<b>328,281</b>	<b>979,081</b>
<b><u>Outstanding pledges (Revalued)</u></b>						
<i>ECHO</i>		8,709				8,709
<b>C2. Outstanding pledges (Revalued)</b>		<b>8,709</b>				<b>8,709</b>
<b><u>Income reserved for future periods</u></b>						
<i>ECHO</i>		-3,246				-3,246
<b>C3. Income reserved for future periods</b>		<b>-3,246</b>				<b>-3,246</b>
<b><u>Inkind Personnel</u></b>						
<i>Spanish Red Cross</i>					74,400	74,400
<i>Sweden Red Cross</i>					102,000	102,000
<b>C5. Inkind Personnel</b>					<b>176,400</b>	<b>176,400</b>
<b>C. Total Income = SUM(C1..C6)</b>	<b>231,227</b>	<b>287,847</b>	<b>137,188</b>	<b>0</b>	<b>504,681</b>	<b>1,160,944</b>
<b>D. Total Funding = B + C</b>	<b>231,227</b>	<b>287,847</b>	<b>137,188</b>	<b>0</b>	<b>504,681</b>	<b>1,160,944</b>
<b>Appeal Coverage</b>	<b>98%</b>	<b>92%</b>	<b>50%</b>	<b>0%</b>	<b>132%</b>	<b>95%</b>

## II. Balance of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
<b>B. Opening Balance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>C. Income</b>	<b>231,227</b>	<b>287,847</b>	<b>137,188</b>	<b>0</b>	<b>504,681</b>	<b>1,160,944</b>
<b>E. Expenditure</b>	<b>-231,227</b>	<b>-268,976</b>	<b>-128,892</b>		<b>-332,332</b>	<b>-961,428</b>
<b>F. Closing Balance = (B + C + E)</b>	<b>-0</b>	<b>18,871</b>	<b>8,296</b>	<b>0</b>	<b>172,349</b>	<b>199,516</b>

# International Federation of Red Cross and Red Crescent Societies

MAA46002 - South America: Southern cone region

Annual Report 2009

Selected Parameters	
Reporting Timeframe	2009/1-2009/12
Budget Timeframe	2009/1-2009/12
Appeal	MAA46002
Budget	APPEAL

All figures are in Swiss Francs (CHF)

## III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination		
A		B					A - B	
<b>BUDGET (C)</b>		<b>235,789</b>	<b>312,659</b>	<b>274,537</b>	<b>19,251</b>	<b>381,326</b>	<b>1,223,563</b>	
<b>Land, vehicles &amp; equipment</b>								
Vehicles		1,811					1,811	-1,811
Computers & Telecom	3,594							3,594
Others Machinery & Equipment	15,000							15,000
<b>Total Land, vehicles &amp; equipment</b>	<b>18,594</b>	<b>1,811</b>					<b>1,811</b>	<b>16,783</b>
<b>Transport &amp; Storage</b>								
Storage		8	120			43	171	-171
Transport & Vehicle Costs		6,218	789	478		8	7,493	-7,493
<b>Total Transport &amp; Storage</b>		<b>6,225</b>	<b>909</b>	<b>478</b>		<b>52</b>	<b>7,664</b>	<b>-7,664</b>
<b>Personnel</b>								
International Staff	242,540					234,257	234,257	8,283
National Staff	43,500	23	7,983			10,268	18,273	25,226
National Society Staff	117,373	87,458	21,543	52,089			161,090	-43,716
Consultants	14,596	6,121	5,283				11,403	3,193
<b>Total Personnel</b>	<b>418,008</b>	<b>93,601</b>	<b>34,809</b>	<b>52,089</b>		<b>244,524</b>	<b>425,023</b>	<b>-7,014</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	499,632	22,384	36,323	1,021		960	60,687	438,945
<b>Total Workshops &amp; Training</b>	<b>499,632</b>	<b>22,384</b>	<b>36,323</b>	<b>1,021</b>		<b>960</b>	<b>60,687</b>	<b>438,945</b>
<b>General Expenditure</b>								
Travel	111,324	34,780	11,782	2,908		35,572	85,041	26,282
Information & Public Relation	29,288	3,600	41,692	5,732		1,895	52,919	-23,631
Office Costs	33,848	28,881	20,092	6,915		13,788	69,677	-35,829
Communications	15,148	8,011	1,015	132		5,468	14,625	523
Professional Fees		2,302	284			2,192	4,779	-4,779
Financial Charges	929	9,212	7,004	6,581		8,579	31,376	-30,447
Other General Expenses	17,260	5,391	1,692			-1,517	5,566	11,695
<b>Total General Expenditure</b>	<b>207,797</b>	<b>92,176</b>	<b>83,560</b>	<b>22,268</b>		<b>65,978</b>	<b>263,983</b>	<b>-56,186</b>
<b>Programme Support</b>								
Program Support	79,532	15,030	17,647	8,536		10,896	52,108	27,423
<b>Total Programme Support</b>	<b>79,532</b>	<b>15,030</b>	<b>17,647</b>	<b>8,536</b>		<b>10,896</b>	<b>52,108</b>	<b>27,423</b>
<b>Operational Provisions</b>								
Operational Provisions			95,728	44,501		9,922	150,152	-150,152
<b>Total Operational Provisions</b>			<b>95,728</b>	<b>44,501</b>		<b>9,922</b>	<b>150,152</b>	<b>-150,152</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>1,223,563</b>	<b>231,227</b>	<b>268,976</b>	<b>128,892</b>		<b>332,332</b>	<b>961,428</b>	<b>262,135</b>
<b>VARIANCE (C - D)</b>		<b>4,562</b>	<b>43,683</b>	<b>145,645</b>	<b>19,251</b>	<b>48,994</b>	<b>262,135</b>	