

Annual report



International Federation
of Red Cross and Red Crescent Societies

Americas zone

Appeal No. MAA42003

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

In brief

Programme purpose: The Americas zone office is guided by its work with the 35 Red Cross Societies of the Americas in line with *Strategy 2020* and the Inter American Plan 2007–2011.

Programmes summary: 2010 marked the transition from *Strategy 2010* to *Strategy 2020* and the increased focus on country approaches which included the development of country support plans that reflect a tailored approach to improved service delivery to the membership. Fourteen Country Support Plans and one regional plan for the Caribbean were developed for 2011 in coordination with National Societies. Furthermore, two Plans of Actions were developed within the framework of the emergency response operations in Chile and Haiti.

2010 will be remembered as the most deadly year of the past 50 years in the Americas, particularly as of result of the devastating earthquake in Haiti. The consequences of this major disaster were significantly accentuated by the structural vulnerabilities in the country. It will be also known as a year marked by the consequences of disasters, where several hundred thousands of people were affected. Two major earthquakes, 3 three major flood operations and a total of 31 disaster response operations mark 2010 in the history of the National Societies and the International Federation of Red Cross and Red Crescent Societies (IFRC) in the Americas.

In addition, 2010 tested the readiness capacity of Red Cross National Societies, the secretariat and the overall IFRC response system. Moreover, in 2010 the Red Cross' capacity to implement development activities was tested at the same time that disaster response activities were being carried out.

Programme areas in 2010 focused on implementing the following components in line with available funding and human resource capacities.

Programme area	Programme components
Disaster risk management	Disaster risk management planning and strategic frameworks
	Coordination and networking

	Knowledge-sharing, information management, public awareness and education on disaster risk reduction
	Organizational Preparedness
	Disaster response
	Cross-cutting issues, monitoring and evaluation
International Disaster Response Laws, Rules and Principles	Collaborating with National Societies and other partners to provide technical assistance to interested governments on the implementation of the IDRL Guidelines
	Building the capacity of National Societies and humanitarian partners to understand and make use of the IDRL Guidelines and other international norms
	Promoting, disseminating and researching effective disaster law
Health and care	HIV and AIDS
	Community-based health
	Public health in emergencies
Organizational Development	National Society volunteering development
	National Society financial sustainability
	National Society organizational development processes
	National Society leadership development
Humanitarian Principles and Values	Policies, strategies and standards
	Migration
	Principles and values with advocacy and communication

It is important to highlight that the planned work for 2010 was severely impacted by two major disasters: the earthquakes in Haiti (12 January) and in Chile (27 February). The entire Americas zone team, including the Pan American Disaster Response Unit (PADRU), the Regional Logistics Unit (RLU) and the regional representations provided support beyond its normal capacities to assist the Haitian Red Cross and the Chilean Red Cross to respond to the immense needs of the population affected. The two response operations, in particular the Haiti Earthquake, have increased the volume of work dramatically in comparison to previous years. During 2009 in the Americas, there were 2,160 deaths and 111,793 people affected by disasters in the Americas¹. The earthquake on 12 January 2010, caused 220,000 deaths alone, 300,000 injured and left 1.2 million people homeless in Haiti. The level of the two disasters has demanded scaling up capacities at the national, regional and zonal level to provide support to the National Societies. A Haiti support unit was created at the zone office to provide specific support to the operation in Haiti, and coordinate efforts.

Financial situation: The total 2010 budget is 3,625,955 Swiss francs, of which 4,264,778 Swiss francs (118 per cent) covered during the reporting period (including opening balance). Overall expenditure during the reporting period was 2,946,665 Swiss francs (81 per cent) of the budget.

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

See also [Haiti: Earthquake Emergency Operation](#), [Chile: Earthquake Emergency Operation](#), [El Salvador: Floods Emergency Operation](#), [Guatemala: Tropical Storm Agatha Emergency Operation](#), [Colombia: Floods Emergency Operation](#), [Caribbean: Hurricane Tomas Emergency Operation](#), [Haiti and the Dominican Republic: Cholera outbreak Emergency Operation](#), [Panama: Floods Emergency Operation](#), and [Venezuela: Floods Emergency Operation](#)

No. of people we have reached: The Americas zone office provides support to the 35 National Societies, five regional representations and country offices from the International Federation of Red Cross and Red Crescent's secretariat (IFRC) in the Americas, to help strengthen their capacity to deliver more extensive and effective humanitarian services to vulnerable groups.

The Pan American Disaster Response Unit, in coordination with programme areas and regional representations supported National Societies in disaster response and recovery operations which have reached an estimated of 245,300 families (approximately 1,226,500 people). This figure includes operations which began in 2009, but were closed in 2010.

¹ 2010 World Disaster Report: <http://www.ifrc.org/Global/Publications/disasters/WDR/WDR2010-full.pdf>

In the Global Alliance on HIV framework, 14 National Societies reached just over 2.627 million people with prevention and anti-stigma messages, and care, treatment and support services in 2010. Please see the **Annex I** for details.

The water, sanitation and hygiene promotion project supported by the secretariat in Central America has reached 5,055 people with services in 2010.

The emergency health programme area reached 405 people through 18 trainings in public health in emergencies including the Epidemic Control for Volunteers, Community Based Health and First Aid (CBHFA) and Water, Sanitation and Hygiene Promotion in 2010. From these 233 of the participants were male and 172 female.

New tools have been used to reach vulnerable people, for example in Haiti since the beginning of the operation; 33.1 million messages were delivered and reached 1.2 million Haitians through short message services (SMS).

Our partners: A number of International Red Cross and Red Crescent Movement partners support programming bilaterally and/or multilaterally throughout the Americas – the American Red Cross, the British Red Cross, the Canadian Red Cross, the Finnish Red Cross, the French Red Cross, the German Red Cross, the Italian Red Cross, the Japanese Red Cross Society, the Republic of Korea National Red Cross, the Netherlands Red Cross, the Norwegian Red Cross, the Spanish Red Cross and the Swedish Red Cross – and the International Committee of the Red Cross (ICRC). However, it should be noted that the number of partners supporting the Haitian Red Cross have reached over 50 Red Cross and Red Crescent Societies.

In addition, partnerships with many external organizations have been conducted at all levels with community-based, national, regional and international organizations such as the United Nations (UN) system, PAHO / WHO, UNICEF, OCHA, the International Strategy for Disaster Reduction (ISDR), the Risk, Emergency and Disasters Task Force (REDLAC), the Andean Committee for Disaster Attention and Prevention (CAPRADE), the Coordination Centre for the Prevention of Natural Disasters (CEPRENAC), the Caribbean Disaster Management Agency (CDEMA), the Asia-Pacific Economic Cooperation (APEC) and other developmental agencies and government bodies including the United States Agency for International Development – USAID, the United Kingdom Department for International Development – DFID, the Mexican government, the Canadian government, the Norwegian Agency for Development Cooperation (NORAD), the Norwegian Ministry of Foreign Affairs and the European Commission for Humanitarian Aid Office – DG ECHO, the Swiss Humanitarian Foundation and Ericsson Response. Partnerships with international marketing and advertising firms such as Albatros Media, Inglefield Ogilvy and Mather, and Llorente y Cuenca have also been central to the work carried out in 2010.

Furthermore, the Americas zone has coordinated and collaborated closely with UN agencies during disaster operations through the cluster system and National Societies report partnerships with their governments, ministries and local and international NGO partners.

Context

The socio-political and economic trends in the Americas in 2010 have more or less remained constant. The financial crisis has affected different economical sectors of society and inequality in the region remains a matter of high concern where the poorest and the most marginalized people are the most vulnerable. The increase of food prices and difficulties to access food are affecting the food security of millions of people in several countries of Latin America and the Caribbean.

2010 also was characterized by increased levels of insecurity in the Americas with different situations of violence reported in the majority of countries in the region. Together with escalating drug-related crimes, violence has become a serious threat for the region, affecting the population's well-being, and severely affecting the livelihoods of millions of people.

Floods, hurricanes and tropical storms affected countries in the Caribbean and Central American, including Venezuela and Colombia. Volcanic eruptions occurred in Colombia, Ecuador and Guatemala, while droughts impacted Paraguay, Bolivia, Ecuador, Cuba and a few Caribbean islands. Furthermore, epidemic outbreaks have also occurred in Central and South America, and the Caribbean.

Appeals and DREF-supported operations on a smaller scale were carried out in Antigua and Barbuda, Barbados, Belize, Bolivia, Brazil, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Nicaragua, Panama, Peru, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines and Venezuela. However, the most severe disasters in the continent were the earthquakes in Haiti and Chile, early in 2010. Both earthquakes left unprecedented damages, particularly in Haiti, and led to the launch of emergency appeals for both countries, which continue in 2011. The scale and magnitude of the events showed that further work has to be carried out in order to strengthen the regional capacities to respond to challenges posed by disasters.

Progress towards outcomes

Disaster Risk Management

Programme component 1: Disaster risk management planning and strategic framework

Component outcome 1: National Societies and the Federation secretariat adhere to an agreed-upon Americas wide comprehensive DRM framework and guidelines that will guide programming in the zone

During 2010, the IFRC secretariat has shared and promoted the understanding of the Global Disaster Risk Reduction (DRR) Reference Framework "Building safe and resilient communities". This framework has not only been promoted within the National Societies of the Americas, but it has also been gradually adopted and incorporated by several Partner National Societies in the region in their bilateral programming, particularly the Canadian Red Cross, Finnish Red Cross and the Norwegian Red Cross. The Global Alliance on DRR is one of the main components of this reference framework, and its adoption has allowed streamlining terminology and gradually standardizing the use of common methodologies in multilateral and bilateral programmes.

In addition, the reference framework and the Global Alliance on DRR have been promoted and shared with non-Movement partners, especially to the sub-regional emergency and disaster management agencies such as CEPREDENAC² and CDEMA³.

The first draft of a comprehensive strategic vision of the disaster risk management programme in the Americas was prepared and disseminated within the Movement and external partners. The continental framework will be finalized in 2011. Emphasis will be placed on ensuring wider dissemination of the draft and increased integration with other programme areas and PADRU.

At the regional level, the Disaster Risk Management planning and strategic framework was updated in the Caribbean and in Central America and Mexico, the third version of the document was shared for discussion with National Societies. The updated frameworks now incorporate components of the Global DRR Reference Framework and elements from the draft strategic vision for the Americas. This was

² The Central American Coordination Centre for Disaster Prevention.

³ The Caribbean Disaster Emergency Management Agency.

achieved through meetings with the Disaster Management Network in the Caribbean and with the Disaster Network in Central America, Mexico and Panama⁴ (REDCAMP). The same process will take place in 2011 for the South America sub-regional frameworks.

In relation to the Global Alliance on DRR, seven National Societies⁵ have prepared country projects. In response, partners such as the Canadian Red Cross, the Norwegian Red Cross and DFID were contributing to the implement elements of the Global Alliance on DRR in these National Societies. In 2010, support was provided to National Societies in the different stages of development of the Global Alliance: baseline assessments, development of plans of action, resource mobilization, rolling out, implementation and monitoring. The Global Alliance on DRR-related materials were key reference documents for the preparation of the Canadian Red Cross project called First Responder Initiative especially for the project related to the Dominican Republic.

Programme component 2: Coordination and networking

Component outcome 1: DRM work in the zone is coordinated through comprehensive and effective coordination mechanisms and are, in turn, linked to other external coordination forums in the zone and internationally.

The DRM programme focused on strengthening coordination internally and externally. Internally, coordination efforts have achieved increased networking between National Societies in Latin America and the Caribbean and the IFRC, the reactivation of the continental dialogue among National Societies and increased participation by PNS. Several coordination meetings were hosted during 2010, these included:

- The meeting of the 35 National Societies of the region, the IFRC's secretariat, PNS and the specific workshop on the Preparedness for Climate Change (PfCC) project held in January 2010. A meeting with the entire system had not taken place since 2003. The head of the community preparedness and DRR department from the secretariat's office in Geneva participated and supported this meeting. In addition, a session within the meeting took place between all the participants and PADRU to reinforce the message of strengthening working networks in order to build more safe and resilient communities. The PfCC workshop included the new National Societies⁶ implementing the project, National Societies part of the first round of PfCC in the Americas and other National Societies working on climate change projects supported by ECHO. This meeting was organized in coordination with the Red Cross Red Crescent Climate Centre.
- Internal planning and coordination meetings with all the DRM focal points in the region and Centres of Reference were held in 2010; the first one in January was a parallel activity to the meeting with 35 National Societies, the second one in August together with other programmes and PADRU.
- Together with the Canadian Red Cross a planning and coordination meeting on the "First Response Initiative" was organized with four National Societies from the region – Honduras, Nicaragua, Dominican Republic and Haiti.
- The inter-agency workshop in preparation for United Nations Climate Change Conference (UNFCCC COP16), with the participation of 17 National Societies of the Americas and Asia Pacific zones, PNS, UN system agencies, 7 governments of the region and ISDR.
- Preparation, organization, coordination and participation of the National Societies from the zones of the Americas, Africa and Asia-Pacific, together with PNS and the IFRC secretariat for COP16.

At the sub-regional level, two *pre-hurricane season coordination* meetings were held, one in Mexico and in Barbados. The former also served as a REDCAMP meeting and the later was used to evaluate

⁴ Red de Desastres de Centro América, México y Panamá – REDCAMP.

⁵ Colombia, Costa Rica, the Dominican Republic, Ecuador, Guatemala, Honduras and Panama.

⁶ Chile, the Dominican Republic, Mexico and Suriname.

the Haiti Earthquake operation. More than 70 representatives from National Societies and Overseas Branches, PNS, regional partners, donor institutions, as well as the ICRC and the IFRC, attended the 2 meetings.

Furthermore, PADRU has been promoting coordination mechanisms with Movement partners and other actors such as the local governments, UN agencies, NGOs, REDLAC⁷, CAPRADE⁸, CEPREDENAC, CDEMA and Asia-Pacific Economic Cooperation (APEC) as well as promoting joint work with National Disaster Response systems. This has been carried out at the institutional and operational field levels.

Moreover, efforts were made to ensure Red Cross representation in national, regional and international platforms and technical meetings, trainings and forums. Six National Societies from the Caribbean and Central America, and secretariat's staff actively participated in the meeting led by the World Meteorological Organization in Costa Rica. Participants included national meteorology departments, UN agencies, sub-regional systems, civil protection systems, partners and donors. During this meeting, Red Cross representatives promoted and advocated for the increase of linkages between early warning systems and communities. In addition, the IFRC promoted the need to integrate early warning and early action in the national and local contingency plans.

The secretariat, Centres of Reference and six National Societies⁹ had the opportunity to present and promote tools, methodologies and mechanisms developed by the Red Cross in the Americas for one day during the international risk management congress held in Cuba. The congress also allowed the Red Cross participants to share the best practices and experiences of the Haiti Earthquake operation with more than 400 delegates from 29 countries. The activity helped to position the Cuban Red Cross in its national context, and as a result the Cuban government and Civil Defence showed their interest to strengthen coordination and increase cooperation with the National Society.

Comprehensive and effective coordination also took place when ISDR organized an inter-agency mission following the request of the Dominican government, and Government of Chile and the IFRC participated jointly with ECLAC, UNESCO, UNDP, OCHA and the OAS. The mission had the objective to provide a situational analysis of risk reduction in the country. More than 70 public, private, academic and scientific institutions were interviewed. The participation of the IFRC focused in diagnostic process of priorities three and five of the Hyogo Framework for Action. One of the recommendations collected in the final document advocates that the Dominican government established a national plan and policy for risk management.

As a result of the different coordination and networking efforts mentioned above, the working relationships with CAPRADE, CEPREDENAC and CEDEMA have been strengthened. In addition, participation and dialogues with the cooperation agencies (ECHO, OFDA, AEDI) are stronger and active, there is increased cooperation and work with some of the UN Agencies (ISDR, UNICEF), and more international organizations are using IFRC methodologies (International Plan, OXFAM, CARE).

Programme component 3: Knowledge-sharing, information management, public awareness and education on DRR
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Component outcome 1: A zone-wide Red Cross system is created for knowledge and information management, education development and sharing

Under this programme component, a comprehensive analysis of existing IFRC educational development mechanisms was carried out to determine how to maximize their impact as part of a continental-wide system. During the reporting period, the evaluation report related to the [DesAprender Learning Platform](#) and its articulation with the Centres of Reference was completed and shared. The review recommended that DesAprender should be embraced and developed as a key component of

⁷ Risk, Emergency and Disasters Task Force.

⁸ The Andean Committee for Disaster Attention and Prevention.

⁹ Belize, Colombia, Cuba, Haiti, Mexico and Norway.

the overall knowledge and information-sharing strategy of the IFRC. There is a significant potential for the platform to be a forum for information-sharing with a large audience. A platform such as DesAprender helps to engage a wide range of volunteers, especially younger volunteers, through a more user-friendly medium. In order for DesAprender to be successful, it must have a demonstrable added value for its users – National Societies (staff and volunteers), IFRC and external partners. Therefore, its role must be carefully determined within the context of the larger IFRC knowledge and information-sharing mechanism.

In 2010, a cooperation agreement with the Regional Centre for Disaster Information (CRID) was revised in order to better promote synergies towards shared learning on DRM initiatives. This partnership aims to contribute towards the implementation of *Strategy 2020* in DRM through knowledge management and information-sharing, and through the enhancement of DesAprender. Part of the agreement includes technical support from CRID to develop tools and to improve DesAprender.

The DesAprender IT platform was also updated during 2010 and new contract with the company was signed for one year.

The support provided by the Centre of Reference for Community Based Education in Disaster Preparedness (CREEC) to the Haiti Earthquake operation is also noteworthy. The CREEC adapted and translated existing methodologies and tools into French and Creole, as well as conducted trainings for the Haitian Red Cross and PNS implemented projects towards the operation Plan of Action's Pillar 2: Disaster preparedness and DRR. This is a stepping-stone to establish a standardized and harmonious system of methodologies and learning tools within the Haitian context.

Working towards developing systems for information management at the regional and zone levels, the shelter coordinator for the America is compiling a database of previous and current shelter projects that have been developed. In addition, best practices in Shelter and materials¹⁰ have been disseminated. A CD compiling best practices on building back better at the community level was developed in the Caribbean and translated into French and Creole to serve to the Haiti Earthquake operation. The best practices on shelter within the Peru Earthquake operation (2007–2009) have also been compiled and published, including brochures in three languages. The common IFRC and Spanish Red Cross transitional shelter model used in Peru will be part of the Transitional Shelter Catalogue which is currently under way. A video was also developed and uploaded on [YouTube](#).

The continental DRM programme in line with its plan has developed case studies and exchanged experiences and methodologies, paying particular attention to shelter and volunteering in emergencies. A technical compilation was developed on a cash and voucher project that took place in Costa Rica in 2009 during the emergency response after the earthquake in January of that year. The DIPECHO project in South America focused on volunteering in disasters enabled the development of different case studies and guidelines to orientate and strengthen volunteering management during emergencies through the National Societies and the Civil Defence systems in the Andean countries. The National Societies that participated in this project and the Civil Defence systems all worked under the Andean Risk Management Strategy promoted by CAPRADE.

The Centres of Reference together with the regional representations and regional DRM/DM networks provided continental services to National Societies with the active involvement of staff and volunteers from different Red Cross Societies based on their planned support to the projects funded by ECHO, DFID, the Norwegian Red Cross and the Finnish Red Cross. The following table shows the people trained in the different methodologies:

Centre of Reference	Number of people trained	Topics and methodologies
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¹⁰ Shelter effect video, Shelter Project Catalogue 2009, Owner-driven guidelines, IFRC shelter KIT guidelines, Shelter Kit brochure, Global Shelter program, plastic sheeting guidelines, Reference CD for shelter activities (PIRAC, Caribbean countries).

CREEC	367	Social Micro-projects, Vulnerability and Capacity Assessment (VCA), Better be ready series Module 1, Protected School, Community First Aid and Basic facilitation skills.
CREPD	570	Basic NIT training, health in emergency, water, sanitation and hygiene promotion, Emergency Assessment Guidelines, Disaster Response and Contingency Planning, Organization and Management of Emergency Operation Centres, Drills and Simulations, Epidemic Control for Volunteers (ECV).

Both centres also carried out internships with National Society members:

Centre of Reference	Number of people trained	Topics and methodologies
CREEC	27	<ul style="list-style-type: none"> - Revision of the Protected School and Social Micro-project modules - Visits to the Centre of Reference from different actors from Red Cross and non-Red Cross organizations to explore possible cooperation opportunities in the future including UNDP, Ministries of Education from Honduras, and members of National Emergency Systems. - Internship with others partners including FEMICA, the Barbados Red Cross, the Tajikistan Red Cross, the Solomon Island Red Cross, the Fiji Red Cross as part of continental and cross-continental initiatives
CREPD	115 internships for the development of new modules	<ul style="list-style-type: none"> - NIT curricula specialized in logistics. - Psychosocial support curricula. - Follow-up the mobilization of new facilitators of the regional facilitator's network to support trainings in the zone - Support the harmonization of the PADRU RITs general curricula with the CREPD's NITs basic curricula

The CREPD also provided technical support to National Societies in the development of their disaster response and contingency plans.

In addition, both centres in 2010 developed new materials and methodologies, as well as updated and translated existing ones.

In 2010, the new Caribbean Resource Centre on Disaster Management has been established within a space at the Barbados Red Cross's headquarters and the coordinator of the centre has been appointed. For 2011, focus will be placed on translating relevant DRM materials and methodologies.

The year was marked by the start of improved conceptualization and inclusion of new trends into the DRM programme. Coordination, information-sharing and dialogue were enhanced through different discussion spaces between the zone office, and relevant Red Cross Red Crescent Centres of Reference, to increase National Societies' understanding and integration of issues such as climate change, recovery, food security and urban risk. Nonetheless, these areas are still in need of further integration and assimilation.

As part of the global DRM system, Americas DRM programme promoted and supported the global knowledge-sharing and exchanging visits with other regions. Members of National Societies from Pacific (Salomon Islands and Fiji) and Central Asia – Tajikistan came to Americas to attend early warning and climate change adaptation training and workshop.

Two staff members of Federation Secretariat in Americas attended two global trainings, one in Bangladesh on Emergency Assessment and the other one in Kuala Lumpur on Contingency planning.

Programme component 4: Organizational Preparedness

Component outcome 1: The secretariat in Americas is better prepared for responding to emergencies

The secretariat in Americas is better prepared to respond to emergencies through a disaster response human resources system that has been further developed and active in disaster preparedness in 2010.

A three-year plan to improve the Regional Intervention Team (RIT) system is in place. The main achievements in 2010 towards the plan include:

- Adaptation of the RIT course.
- Updating of the RIT database. This activity started in 2010, but continues in 2011. The existing database is currently being updated to allow for better information management and to incorporate an alert system as part of the deployment processes of RIT members.
- Implementation of quality control mechanisms of RIT missions such as an evaluation and RIT reports.
- Coordination with PIRAC for RIT trainings.
- Updating of the RIT manual procedures.
- Standardization of RIT training module in Spanish and English.
- Harmonization of the RIT and NIT training methodology was started in 2010, but it will continue in 2011.

During 2010, 20 RIT members in the Caribbean and 19 RIT members in Latin America have been trained. Currently, there are 369 people trained as RIT members in the following areas:

Finance	14
Water and sanitation	31
Logistic	71
General	150
Reporting/ Communications	14
IT and Telecom	21
Health	53
Shelter	15
Total	369

The RIT system has mobilized 85 of its members in response to the human resource needs of the operations, including Haiti.

Furthermore, the internship system was systematized during 2010. A manual with a briefing package, a monthly programme, contract and MoU with the National Society was developed. Thirteen people completed their internships with PADRU (five in Disaster Management, two in Reporting, two in Finance, one in IT Telecommunications, one in Shelter, and two in Logistics). Four of the 13 were deployed in the same year. The mobilizations of trained RITs and interns enables volunteers of different National Societies in the Americas to improve their capacities following the “learning-by-doing” methodology, which is an opportunity for direct knowledge of the IFRC’s response system at the regional level, as well as acquiring professional skills in a specific area.

The National Societies in the Americas have also had the opportunity to take part in global Red Cross Red Crescent trainings. Eight National Society members from the Americas attended Emergency Response Unit (ERU) trainings. A PADRU disaster management delegate attended the 2010 Field School in Iran as facilitator and another PADRU member participated in an ERU training. In addition, increased disaster management capacity of Caribbean National Societies was also achieved through prepositioning of stocks and logistics trainings.

Programme component 5: Disaster Response
Component outcome 1: The National Societies are more effectively supported during disaster response phases

Overall in 2010, PADRU supported National Societies in the implementation of 31 emergency response operations, including the Haiti and Chile earthquakes, the effects of Tropical Storm Ida, Tropical Storm Agatha, Hurricane Tomas, Tropical Storm Matthew, Hurricane Earl and Hurricane Richard. Support was also provided to National Societies in response to floods and storms in Argentina, Bolivia, Brazil,

Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Nicaragua, Panama, Paraguay, Peru, Saint Lucia and Venezuela. In Mexico and Honduras, PADRU supported operations in response to dengue and cholera outbreaks and further support was provided to the Caribbean region in response to the droughts that threatened the people's access to water. An estimated 245,300 families (approximately 1,226,500 people) affected by disasters or emergencies were supported. Twenty-three of these operations were funded through DREF and nine through emergency appeals.

All areas of DM supported the various operations and in particular Haiti. The continental DRM programme supported the operations in Haiti and Chile by mobilizing human resources that contributed to operation management: the DRM coordinator for the Americas assumed the responsibility of acting operations coordinator in Haiti for a period of one month, the CREPD coordinator was deployed as operations coordinator in Chile for a three-month period, the DRM manager for South America was deployed to Haiti for one month and three members of the Centres of Reference supported the Haiti operation for two months. The Shelter, Water and Sanitation, and Emergency Health technical coordinators have also provided support to the emergency operations that occurred in the different countries in 2010. In addition, PADRU staff were deployed in 31 occasions to support operations (including 9 deployments to Haiti and 9 to Chile).

This support was complemented with institutional strengthening, community training in water, sanitation and hygiene promotion (WASH) and emergency health services when appropriate. All assistance provided follow Sphere standards. Additional support for shelter was also coordinated for larger emergencies. For example, eight operations received direct in emergency shelter and recovery. In 2010, 5,382,545 Swiss francs (6 operations, not including Haiti) have included budgets for shelter interventions, therefore, helping to address the needs of approximately 11,690 households. The shelter interventions in response to the earthquake in Haiti are one of the larger components of the operations conducted by the International Red Cross and Red Crescent Movement partners. For information on the secretariat's shelter programme in Haiti see the operations updates issued.

Capacity building in relation to Shelter also took place in 2010. A Chilean Red Cross volunteer attended the Shelter Cluster information management training, a person specialized in shelter from the Jamaica Red Cross participated in one of the internships conducted by PADRU (this person is now the shelter focal point for the National Society) and the regional representative for the Caribbean participated in a Shelter Cluster Coordination training. Furthermore, 20 community members and staff/volunteers from the Jamaica Red Cross were trained as trainers in housing reinforcement techniques. In Saint Vincent and the Grenadines, 13 community members and National Society members were trained in housing reinforcement techniques under the Hurricane Tomas operation.

PADRU facilitated the international assistance to disasters in the region, 2 Field Assessment and Coordination Teams (FACTs), 21 Emergency Response Units (ERUs) and personnel from more than 40 countries -including 85 RITs- were deployed in order to face the emergencies. The PADRU IT and Telecom team has been very active during the reporting period providing services to all operations and training to incoming RITs and delegates. The Water and Sanitation team mobilized 2 water and sanitation kits for 5,000 and 2,000 people to Chile early during the emergency.

In addition, the DRM programme and PADRU participated in the initial design of the Disaster Preparedness and Disaster Risk Reduction Surge Project, which is the one of the bases of the Haiti Earthquake operation.

In May 2010, the emergency operation in response to Tropical Storm Ida (El Salvador) was handed over from PADRU to the DRM programme after the close of the relief phase. This operation started in November 2009 and focused on shelter, psychosocial support, water and sanitation and hygiene promotion. Support to the Salvadoran Red Cross Society was ensured through an Operations Coordination in country and the DRM team in the Americas Zone office.

The communication with all donors and PNS, networks in Latin America, mass media and stakeholders

during operations has been facilitated by the use of tools such DMIS and FedNet. For the large scale operations in Haiti and Chile there was a constant flow of information through situation reports and press releases. The Movement visibility has been high during the response and the close operational coordination with Movement and non-Movement partners has allowed the humanitarian organizations to maximize use of resources and to reduce the duplication of efforts during response operations.

For 2011, PADRU identified the need of promoting beneficiary satisfaction surveys, establishing a donor communication strategy and resource mobilization strategy improve communications protocols and disseminate them.

The Americas zone as part of the global Federation team, provided support to the floods response operation in Pakistan, the zone DRM coordinator was deployed as head of the emergency operation to Islamabad from end of September until early December 2010.

Programme component 6: Cross-cutting issues, monitoring and evaluation

Component outcome 1: Promote the mainstreaming of Red Cross/ Red Crescent and relevant external global DRM initiatives, systems and tools
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The Well-Prepared National Society tool continues to be a useful instrument for planning processes across the region. Up to the end of 2010, 18 National Societies from Latin America and the Caribbean have completed the questionnaire and are actively using it.

In May, planning and follow-up meetings took place for the Institutional and Community-based Disaster Risk Management capacity building project financed by DFID. During one meeting an ad hoc group was established to compile all the experiences and lessons learnt from the DFID project in the past two and a half years. This group consists of four National Societies and one coordinator of the CREPD. A first draft of the indicators to orientate National Societies in the Americas on themes and expected results in relation to risk management capacity building projects was developed in a meeting held in Paraguay. This guide will allow the harmonization projects developed through the IFRC or bilateral PNS projects.

In relation to Climate Change and Risk Management, different coordination processes took place with the IFRC secretariat office in Geneva and the Red Cross Red Crescent Climate Centre in The Hague. Coordination focused on planning and follow-up of the projects PfCC2, innovation projects and the preparation for COP16.

Moreover, the IFRC has strengthened its corporation with ISDR through a regional consultancy carried out on the concept of national risk management platforms in Latin America. The results of the study were accepted well globally and regionally, and the IFRC and ISDR are using it as a guideline to establish a work plan for the strengthening and promotion of national platforms. The results of the consultancy are also orientating National Societies to have a more proactive participation in their national platforms as well as in their role as auxiliaries to their governments. For 2011, the programme will work to build and promote the “Integrated programming Approach” agenda.

Within the framework of the Haiti Earthquake Operation, Pillar 2 was established, focusing on Disaster Preparedness and Disaster Risk Reduction (Surge Project). Even though its initial approach is centred on institutional and community preparedness for the Hurricane Season, this project seeks to contribute to the concept of integrating DRR within other sectors of the operation –shelter, health, water and sanitation. One of the challenges of this project is to strengthen the institutional capacities of the Haitian Red Cross to be in a position of assuming its role and responsibility as National Society. Fully aware of this challenge, an ECHO-funded project started late in 2010 with a focus on the capacity building of the Haitian Red Cross in the area of DRR. This project in coordination with UNDP will strengthen coordination between the National Office for Civil Protection and the Haitian Red Cross.

The disaster risk management programme promoted the Global Alliance on DRR, within the programmatic sector of DRM, and with other programmatic areas such as health and volunteering to promote the Global Reference Framework “*Building safer and resilient communities*”. These efforts were supported by the Norwegian Red Cross and the Norwegian Ministry of Foreign Affairs. In 2010, support was provided to National Societies in the different stages of development of the Global Alliance: baseline assessments, development of plans of action, resource mobilization, rolling out, implementation and monitoring.

In addition, PADRU has familiarized the National Societies with the IFRC global initiatives through the field operations. Delegates and RIT members deployed are advised to promote the understanding and application of International Disaster Response Laws, Rules and Principles and *Strategy 2020*. The deployment of RIT and delegates also aims to provide National Societies acquaintance with IFRC procedures and standards, as required by DREF or appeal funded operations accountancy.

The PADRU’s disaster management team worked hard to encourage National Societies to improve the quality of shared information showing the results of VCA, including food security and emergency assessments. Better information renders in improved planning capacities for ongoing or future operations or projects. It has also promoted an integrated programming approach for operations, aiming to build improved local-level response through volunteer management and branch development.

The DRM programme jointly with the planning, monitoring, evaluation and reporting (PMER) unit have promoted monitoring and evaluation of activities, especially in the DFID supported project.

The World Disaster Report with a focus on Urban Risk was launched in parallel with the regional climate change workshop, UN agencies, governments from the region and other International NGOs were part of that launching.

For 2011, the programme will work to:

- Create a coordination and planning platform with the PNS and external partners.
- Improve planning and coordination with PADRU and other programmes to ensure integrated programming.
- Increase the understanding, knowledge and application of Sphere and the Code of Conduct.
- Move beyond the “training” concept and promote the use of innovative learning approaches.
- Promote the use of the monitoring and evaluation mechanisms.
- Continue promoting experience exchanges between the National Societies, PNS and the secretariat.
- Promote a strategic cooperation vision between National Societies and governments that goes beyond cooperation based on specific projects.

Constraints or Challenges

The progress and planned achievements of the programme in 2010 were substantially affected by the emergency operations (in particular Chile, Haiti and El Salvador), due to the level support that the programme team provided.

Shelter has been established as an independent programme within the Americas zone office. Incorporating the sector and stabilizing the structure is one of the main challenges.

International Disaster Response Laws, Rules and Principles

The International Disaster Response Laws, Rules and Principles (IDRL) programme worked in three main areas: 1) collaborating with National Societies and other partners to provide technical assistance to interested governments on the implementation of the IDRL Guidelines; 2) building the capacity of National Societies and humanitarian partners to understand and make use of the IDRL

Guidelines and other international norms; and 3) promoting, disseminating and researching effective disaster law. These three working areas are aligned with the Global IDRL plan for 2010.

In the first programme component “Technical assistance to governments”, the IDRL programme in America worked in collaboration with three National Societies to provide technical support on IDRL to their governments:

- Colombia: In April 2010, the Colombian Red Cross Society signed a Memorandum of Understanding (MoU) with the Directorate for Risk Management for Disaster Prevention and Relief of the Ministry of the Colombian Interior and Justice, concerning cooperation on an IDRL technical assistance project with support from the IFRC. At the end of the reporting period, the project was 50 per cent complete. The report is expected to be published by May 2011.
- Peru: Building on the recommendations of the UNDAC preparedness mission in 2009, a MoU was signed between the IFRC and the Peruvian Civil Defence Office (INDECI) for a technical assistance project on IDRL by the IFRC and the Peruvian Red Cross in April 2010. At the end of the reporting period, the first draft of the report was finalized.
- Haiti: A project in Haiti was launched in September 2010. Research and consultations continued through the reporting period. At the end of the reporting period, the first draft of the report was finalized. The Haiti report is expected to be published in first quarter 2011. During the reporting period, an IDRL video on Haiti has been completed and is available online: <http://www.youtube.com/watch?v=47n0VuakQcY>

In addition, the programme in America continued its cooperation with OCHA by participating in the UNDAC preparation mission in El Salvador and providing recommendations on IDRL to the national authorities. As a result, the government of El Salvador has shown interest in initiating a technical assistance project in 2011.

Initial discussions have also taken place concerning potential projects in Argentina and Dominican Republic, where the government of these countries requested the support of the IDRL programme on the implementation and use of the IDRL Guidelines at their national level.

Under the second programme component “Training and capacity building”, IDRL briefing was provided at the Disaster Risk Reduction Directors Meeting in Panama in January 2010. Moreover, in June, the IFRC provided a training session on protection and human rights questions for people affected by disasters as part of a workshop on protection issues organized by the OCHA office in Peru, the National Defence Office and with the participation of the UNHCR office in Buenos Aires. Participants included representatives from UNFPA, Save the Children, Plan International, UNICEF, INDECI, OCHA and other humanitarian actors. Briefing on IDRL was also provided at the RITS training that took place in Panama in October 2010.

Working toward programme component 3 “Dissemination, advocacy and research”, the IFRC made presentations on the IDRL Guidelines at the Organization of American States (OAS) in Washington in May and in December 2010. In this context, the IFRC was invited to present at a specially mandated working group “Working Group on Existing Mechanisms for Disaster Prevention and Response” on the most common regulatory problems as well as best practices adopted by states globally, in order to develop recommendations for improving disaster cooperation in the Americas.

In April, the IFRC participated and presented on IDRL to governments of the region in an OAS regional meetings and sessions on emergency laws in the Caribbean in Saint Lucia.

In June, IFRC attended the “Third Regional Meeting on Enhancing International Humanitarian Partnership” in Buenos Aires. Following the Buenos Aires Declaration, the IFRC was invited to collaborate in the drafting of a Regional Compendium of Regulatory Instruments providing for disaster assistance. This tool was finalized in December 2010 during the meeting of the working

group that brought together the governments of Argentina, Brazil, Ecuador and Mexico, as well as OCHA and the IFRC.

In June, the IFRC made presentations on IDRL in the Americas and the progress on the IDRL project in Peru at the 15th meeting of CAPRADE in Lima.

Furthermore, the IFRC in Peru participated in the national disaster simulation coordinated by INDECI in Peru in November.

In December, IFRC, represented by the Colombian Red Cross Society, participated as a speaker on a panel dedicated to “progress in comprehensive understanding of disaster management through effective legislation and regulations” at the 5th annual Caribbean Conference on Comprehensive Disaster Management.

The IFRC presented preliminary findings of the study on the regulation of international relief to Haiti to the diplomatic community at the UN headquarters in New York in December as well.

For more information, refer to the [global International Disaster Response Laws, Rules and Principles programme annual report](#).

Health and care

The zone health and care programme budget was significantly adjusted during 2010. The Global Alliance on HIV component budget was reduced from 469,878 to 214,525 Swiss francs; the Community health budget from 399,427 to 24,715 Swiss francs; and the Health in Emergencies budget was also revised to reflect the budget coverage at the end of the reporting period.

Overall achievements of the health and care programme include:

- Three members of the zone health and care team were directly involved in the initial phases of the Haiti and Chile earthquake responses – emergency health coordinator as a Field Assessment Coordination Team (FACT) member in Haiti and Chile; the humanitarian pandemic preparedness (H2P) programme’s project coordinator co-led the Recovery Assessment Team (RAT) mission in Haiti and the water and sanitation coordinator participated as a member of the water and sanitation rapid assessment team in Haiti and subsequently led a water and sanitation recovery assessment in Chile.
- Sixteen National Societies reported against global HIV indicators and 11 National Societies continued to expand their HIV programming reach and coverage during 2010 in the framework of the Federation’s Global Alliance on HIV.
- Thirty five National Society emergency health focal points from 23 National Societies received comprehensive training in Emergency Health.
- Twenty five National Societies implemented pandemic preparedness programmes, working with communities and key stakeholders at country level.
- Forty nine National Society trainers have been trained to date in the CBHFA in Action methodology as the key Red Cross Red Crescent tool for community-based health programming and five National Societies have developed CBHFA activities at community level.
- Four Water and Sanitation technical units are well established in the National Societies of Guatemala, Honduras, Nicaragua and El Salvador and with encouraging potential for sustainability.
- Seven National Societies developed baselines and four-year plans of action for the Club 25 initiative, promoting health and voluntary blood donation among young people.

Programme component 1: HIV and AIDS
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Component outcome 1: National Societies in the Americas have scaled-up their HIV response
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through the harmonized framework of the Federation's Global Alliance on HIV following a common platform for planning, implementation, monitoring, evaluation and resource mobilization.

Within the Global Alliance on HIV framework, 16 National Societies in the Americas have strengthened their capacity to respond to HIV in target communities with secretariat support, increasing the total population reached and served from a reported 1.599 million in 2009 to 2.627 million in 2010. Furthermore, National Societies have expanded the geographical coverage of their HIV programmes and accessed new sources of funding, such as the America Red Cross Caribbean regional HIV project – a 30-month project focusing on most-at-risk populations in Jamaica, Guyana and Bahamas. Unfortunately, total funding available for the Global Alliance on HIV programmes during the reporting period declined from 2.058 million Swiss francs in 2009 to 1.661 million in 2010. In Central America, the Finnish Red Cross has become a new partner this year with support for a two-year bilateral HIV project with the Honduran Red Cross within the framework of the Global Alliance on HIV.

Building on 2009, National Societies continue to develop and expand innovative and targeted interventions to reach most-at-risk populations, such as community networking strategies with men who have sex with men (MSM) in Jamaica; new work in Guyana with miners, sex workers and surrounding communities; promising work with at-risk youth and the Haitian community in Bahamas; interventions with the lesbian, gay, bisexual, transsexual and intersexual (LGBTI) populations in Ecuador; work with indigenous communities in Ecuador, Colombia and Guatemala; and work with Trans populations in Argentina and Colombia through partnering with Trans community associations. During 2010, Argentina developed a harm reduction proposal which has been funded for the coming two years by the Italian Red Cross (IRC), and subsequently the Honduran Red Cross (HRC) developed an integrated TB/HIV project which has been funded for the coming two years by the Eli Lilly Foundation; both projects funded through the secretariat's office in Geneva.

During 2010, 4 of the 11 current member countries successfully mobilized at least 30 per cent of their HIV programme resources from non-Red Cross sources. Non-Red Cross funding sources included: the Global Fund for AIDS, TB and Malaria (GFATM), national governments, UN agencies, NGOs and the private sector, including REPSOL, the Spanish petroleum company. Additionally a number of Red Cross National Societies partnered in the framework of the Global Alliance on HIV. These include the American Red Cross in Bahamas, Guyana, Haiti and Jamaica; the Norwegian Red Cross in Guatemala; the Spanish Red Cross in El Salvador, and Trinidad and Tobago; and the Italian and Finnish Red Cross Societies in Honduras. Small grants were contributed to Colombia by the American, French, Netherlands and Spanish Red Cross Societies. Jointly PNS contributed 678,614 Swiss francs directly to National Societies for HIV programming during 2010. This represents approximately 40 per cent of the total funding to National Societies within the framework of the Global Alliance on HIV in 2010.

During 2010, the Trinidad and Tobago Red Cross Society (TTRCS) formally joined the Global Alliance on HIV becoming the eleventh member and the first new member to join since the Global Alliance in the Americas was launched in 2008. Efforts continued during 2010 to strengthen the capacity of potential new members including the Red Cross Societies of Bahamas, Chile, Costa Rica, Nicaragua and Peru. It is likely that at least three more National Societies will formally become members in the coming two years. Bahamas – which currently has the highest prevalence of HIV in the Americas – established an HIV programme during 2010 with support from the American Red Cross regional HIV project. During 2010 both Costa Rica and Nicaragua implemented small projects with taxi drivers and their passengers as part of the regional taxis initiative to promote HIV prevention and reduce stigma and discrimination in Central America. Chile and Peru benefited from small grants for strengthening their HIV implementation capacity and sectoral engagement during 2010.

The external evaluation of the Together We Can (TWC) youth peer education programmes in the Caribbean was finalized in early 2010 and provided useful recommendations on the quality, effectiveness and impact of TWC over recent years in selected National Societies. Nineteen National

Society staff and volunteers and four secretariat staff were trained in the Federation's Prevention, Care, Treatment and Support training package in February to enable the roll out of support for People living with HIV (PLHIV) and orphans and children vulnerable to HIV (OVC) through Red Cross volunteers at community level. Since the Training of Trainers in February, most National Societies have started to roll out the methodology in their countries.

Staff and volunteers from seven National Societies in the Americas participated in the Global Alliance on HIV Forum meeting and the AIDS2010 conference in Vienna in July 2010. Among them were members of RCRC + and HIV programme managers. The RCRC+ leaders presented on their four-year regional plan of action, developed in Panama in February with secretariat support, and on the work of RCRC+ since the network was established in 2008, particularly highlighting the significant increase in Red Cross and Red Crescent PLHIV staff and volunteers in applications for support from the Federation's Masambo Fund. Five RCRC+ leaders from the Americas collaborated with the positive networks of the United Nations (UN+) and International Planned Parenthood Federation (IPPF+) to facilitate a workshop at the AIDS2010 Conference in the Global Village on HIV workplace policies and role of PLHIV networks.

Programme component 2: Community-based Health

Component outcome 1: National Societies' capacity to deliver scaled-up and effective community-based health programmes is strengthened through knowledge-sharing, harmonized approaches, promotion of good practices and effective coordination.

During 2010, the secretariat supported the development of Water, sanitation and hygiene promotion technical units in five post-hurricane Mitch countries - Guatemala, Honduras, Nicaragua and El Salvador. The project targets 8 vulnerable communities, reaching 5,055 beneficiaries and it will be completed by June 2011. Project activities include: water and sanitation infrastructure rectification; training of committees on organizational strengthening, administration, operation and maintenance; and hygiene promotion. The project emphasizes monitoring and evaluation at the community level as a core component, and promotes the involvement of municipalities and ministries of health in both monitoring of the implementation, and the overall project evaluation. The secretariat supported the development of funding proposals to ensure the sustainability of the National Society technical units and water, sanitation and hygiene promotion services to vulnerable communities. Furthermore, the secretariat analysed the opportunities to replicate this model with interested national societies in other regions.

The new CBHFA in Action methodology is being promoted among National Societies in the Americas and their Red Cross partners as the capacity building framework for Red Cross volunteers working on health and First Aid at community level. CBHFA *in Action* was presented to the South American Health Network in May and to the Central America Health Network in August 2010. The first training of Spanish-speaking Master Facilitators was held in November in Lima (further information provided below under Emergency Health component).

Twenty one National Societies in the Americas are actively involved in the promotion of voluntary non-remunerated youth blood donations many of them through the Club 25 strategy. In 2010, the external evaluation of the three-year Finnish Red Cross-supported *Club 25* strategy was finalized and provided recommendations for future programming and sustainability. The secretariat supported seven National Societies - Colombia, Chile, Ecuador, Guatemala, Honduras, Nicaragua - in the first year of a five-year global project to strengthen *Club 25* implementation and sustainability funded through the Swiss Humanitarian Foundation.

As part of the evaluation of the integration of Club 25 into the Americas, a consultant facilitated field visits with four of the seven and subsequently organized two sub-regional meetings in Bogota for the three South American countries (Chile, Colombia and Ecuador), and in Managua for the Central American countries (Honduras, Guatemala and Nicaragua). Club 25 coordinators, with the technical guidance of the secretariat, developed a 2010 baseline and a draft four-year Plan of Action (PoA) for the funding period 2011–2015. Indicators were developed to allow for comprehensive monitoring and

evaluation of the proposed activities. Each National Society indicated which area or areas of health they were going to focus on, and the activities they believed would increase Club 25 member retention and repeat blood donation whilst increasing members' health.

September 2010 saw the coming together of the seven target National Societies, in addition to Haitian Red Cross and their partner the Korean Red Cross, for the Continental Club 25 and Health Promotion workshop in Panama. The workshop, facilitated by the secretariat's community health manager based in Geneva and the Singapore Red Cross Society was an opportunity for National Society Club 25 coordinators and health or blood service managers to share their experiences and challenges in the establishment and ongoing management of Clubs within the region. In addition, the workshop provided an opportunity for exchange of experiences between continents with the participation of Singapore Red Cross Society which shared its strategies for Club 25 management and blood donation. The three main themes of the workshop were: strategies for diversifying Club 25, the integration of health promotion into Club 25 and moving the strategy forward in line with youth culture.

Programme component 3: Public Health in Emergencies

Component outcome 1: National Societies' capacity to deliver health response in emergencies is strengthened and scaled up through knowledge sharing, promotion of good practices, effective coordination and strong strategic alliances.

Strong leadership was provided in the planning and implementation of the health response in the two major earthquake operations, Haiti and Chile, for providing health care including psychosocial support, safe water, sanitation and hygiene promotion. In response to these disastrous events the IFRC, the National Societies in Chile and Haiti together with PNS launched an unprecedented health response: four basic health care unit and two surgical units were deployed to Haiti, and one full basic health care unit, one basic health care unit with core staff, and one modified surgical unit with technical staff were deployed to Chile.

2010 was an intensive year in terms of rolling out emergency health tools and methodologies in the Americas, and progress towards this objective is well under way. Thirty five emergency health focal points from 23 National Societies¹¹ participated in a continental Emergency Health Workshop. The participants were trained by experienced facilitators from the secretariat's office in Geneva and the Americas zone office, the Federation's Reference Centre for Psychosocial Support (PSP Centre) and the Pan American Health Organization (PAHO). Themes covered included the public health approach to emergencies, disasters and health, basic epidemiology, health assessment and surveillance, communicable diseases, medical care and services, health and hygiene promotion, water and sanitation, nutrition and food security, psychosocial support and reproductive health. At the end of the training, the participants carried out a table-top simulation exercise on initial assessment, planning and coordination in public health emergencies.

The Epidemic Control for Volunteers (ECV) Manual and Toolkit was reproduced and disseminated for the use of National Societies. Trainings in ECV were carried out both for Regional Intervention Team¹² members (held in Panama in August and October 2010, with participants from Latin America and the Caribbean for National Intervention Team members (Costa Rica, Guatemala, Argentina, Colombia, Chile, Nicaragua, Panama, Honduras, El Salvador and Peru) and general community health volunteer groups (Dominican Republic, Costa Rica, Honduras and Guatemala). The PHE NIT¹³ manuals and the Spanish version of Epidemic Control for Volunteers were reproduced and distributed to eleven National Societies in the Americas.

¹¹ Argentina, Antigua and Barbuda, Belize, Canada, Colombia, Costa Rica, Cuba, Chile, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Honduras, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Uruguay and Venezuela.

¹² Regional Intervention Teams are also known as Regional Disaster Response Teams (RDRT) in other zones.

¹³ In other zones, National Intervention Teams are known as National Disaster Response Teams (NDRT).

The emergency health knowledge and skills of NIT continued to be promoted at the continental level. The NIT training is central to the activities of the Centre of Reference for Disaster Preparedness (CREPD)¹⁴ based in El Salvador, and since 2010 14 National Societies, Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay, Panama and Peru have increased their emergency health response capacity through this training. Additionally during 2010 seven National Societies collaborated to create a PSP Module curricula for the NIT training in Emergency Health, hosted by the Chilean Red Cross and facilitated by the CREPD with technical support from the zone emergency health coordinator.

Continuous support in outbreak surveillance through media monitoring has been provided to National Societies and regional representations. Technical support was provided directly from the Americas health and care programme to a dengue outbreak in Guatemala in January 2010 and subsequently to the Guatemalan Red Cross response after the impact of Tropical Storm Agatha.

In 2008, the Americas zone launched 30 response operations (DREF or Emergency Appeals). In these plans emergency health was considered in nine (30 per cent). In 2009 the same figures were: 19 operations launched with emergency health included in 11 of these (58 per cent). In 2010, 24 response operations were launched in 2010¹⁵ and emergency health was included in 16 of these (67 per cent). These simple figures suggest that awareness of the importance of health in emergencies has increased among National Societies in the Americas between 2008 and 2010. Moreover, since 2009 all the Plans of Action, DREF Bulletins, Emergency Appeals and related updates receive input from the IFRC's emergency health coordinator before publication.

During the reporting period 169 National Intervention Team (NIT) members from National Societies were active in emergency health actions in the region including, Chile¹⁶ (25), Guatemala¹⁷ (32), Colombia¹⁸ (25), Honduras¹⁹ (42), Peru²⁰ (25) and Dominican Republic²¹ (20).

PHE NIT trained in 2010	428 persons	100%
PHE NIT active in 2010	At least 169 persons	40%

The figures above suggest that PHE NIT training is a relevant component of the IFRC's training opportunities in the Americas and corresponds to the needs of the National Societies. The level of utilization of the resource has been significantly above that targeted. The use of PHE NIT curriculum for other than the traditional natural disaster context, such as epidemic prevention and control, pandemic preparedness and outbreak response has shown the usefulness and flexibility of this training opportunity. Twenty five National Society members were trained in two workshops for new Regional Intervention Teams in 2010. This training included emergency health and psychosocial support components.

In November 2010 in Lima, the CBHFA trainer of trainers (ToT) for Latin America was held in Lima as a first step in the Americas zone for the roll out at the national level. Seventeen National Societies participated including: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Nicaragua, Paraguay, Peru and Venezuela. Including the existing experienced trainer from the ARC there are now 22 National Society facilitators available to implement this methodology in the regions.

¹⁴ Centro Regional de Referencia en Preparación para Desastres, El Salvador. www.cruzroja.org/desastres/redcamp/crepd.htm

¹⁵ Overall new 27 operations were launched, of these, 3 DREF operation were launched exclusively to support National Societies with damage and needs assessments. Thus, only 24 included response activities.

¹⁶ Earthquake Emergency Appeal **MDRCL006**

¹⁷ Tropical storm Agatha **MDRGT002**

¹⁸ Floods **MDRCO008**

¹⁹ Dengue Outbreak **MDRHN004**

²⁰ Floods **MDRPE004**

²¹ Cholera Outbreak **MDR49007**

By 2010 in the Americas zone, 47 persons have participated in the regional ToT in CBHFA. This includes 26 National Society staff and volunteers trained as CBHFA trainers in Guyana in late 2009. An additional two National Society people were trained in Nairobi at the global ToT in 2009 and the 21 persons trained in Lima in 2010 bringing the total to **49**. Staff and volunteers were trained in the new methodology in Chile after the earthquake and an orientation workshop was conducted for the Haitian Red Cross and bilateral Red Cross partners in November. Trainings for trainers are planned in both Chile and Haiti during 2011.

Following the CBHFA ToT workshop in Guyana in November 2009, four of the seven National Societies - Belize, Guyana, Suriname, and Trinidad and Tobago - were innovative in the rolling out the methodology by conducting national and community-based CBHFA training linked to their ECHO supported Disaster Management projects. The Saint Kitts and Nevis Red Cross employed the CBHFA approach in their contribution to the national response to a dengue outbreak in the last quarter of 2010. Two National Societies, Guyana and Suriname, additionally conducted Water, Sanitation and Hygiene Promotion (WASH) training within the framework of CBHFA.

During 2010, implementation of the pandemic preparedness (H2P) projects continued in 25 National Societies²² in the Americas with excellent results. The formation of teams of volunteers in Red Cross branches and communities has been one of the legacies of this project. This workforce of volunteers has not only been active in community work aimed at preventing pandemic influenza, but also in other areas such as hand washing, hygiene promotion, and food security. Meetings were held in South and Central America and the Caribbean with the participation of health directors, pandemic preparedness project coordinators and secretariat staff. The objective of the meetings was to share lessons learnt, innovations and challenges, and to discuss integration and sustainability of activities at the end of the projects.

As part of the H2P projects, the aforementioned National Societies developed pandemic preparedness and response plans, trained staff and volunteers, and provided consistent messages to their communities, in addition to providing ongoing in-country coordination with all stakeholders. Health, food security, livelihoods and communications working groups consisting of IFRC and partner organizations have developed tools, materials, guidelines and a website for pandemic preparedness and response efforts. www.pandemicpreparedness.org

Constraints or Challenges:

- The earthquake in Haiti in January dramatically altered secretariat and Red Cross partner priorities in the Caribbean region. Plans to develop proposals within the Global Water and Sanitation Initiative framework for Haiti, Dominican Republic, Guyana and Suriname were put on hold as Red Cross partners refocused their efforts to bilateral water and sanitation programming in Haiti. It will be important to explore the options of attracting new water and sanitation partners to the region or for the Americas zone to seek funding to work directly with National Societies.
- Stigma and discrimination poses significant constraints on Caribbean National Societies as they attempt to address issues related to the most at-risk populations (MARPS). This again is particularly the case in Jamaica, where the culture of homophobia and associated violence is widespread. It is however not an issue exclusive to the JRC as other National Societies have identified the issue and sought support to deal with issues of gender discrimination and stigma, as these issues have arisen within their programmes. The National Societies rely on the discretion of their teams and adhere to rules to support client confidentiality in order to address these challenges.
- In 2010, long term HIV projects funded by external donors and partners have come to an end in several National Societies, such as El Salvador, Colombia and Belize. This presents a renewed challenge to step up resource mobilization efforts in these countries.

²² The 13 National Societies in the Caribbean, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Chile, Argentina, Bolivia, Peru, Ecuador and Colombia and Panama.

- Various National Societies reported delays in implementation due to disasters and emergencies in their countries, such as in Guatemala with the severe Tropical Storm Agatha and the eruption of the Pacaya Volcano. Health staff and volunteer resources were deployed to provide support to affected communities.
- Various National Societies report the limitation of short term funding cycles for longer term programming and late disbursement of multilateral funds has again been a constraint to National Society HIV programmes.
- Zone health and care staff resources have been challenged with the additional workload as a result of Haiti and Chile earthquake responses in the reporting period.
- The working modality in the Americas zone with a shift to a country approach, new roles for regional health officers, and technical expertise embedded in the zone team requires more time to consolidate and ensure that National Societies, partners and the zone health team are clear about roles and responsibilities.
- The roll out of the CBHFA methodology is challenging as a result of lack of human resources and funding currently available. It will be important to support National Societies to find new partners for the implementation of this key methodology and to advocate for its insertion into DM and DRM funding opportunities.

Organizational Development

The budget for this programme area in 2010 was 441,504 Swiss francs, of which 108 per cent was covered.

During the course of 2010, the process of decentralizing organizational development programming to the regional representations was complete. Activities at the zone level were limited to coordination, especially during this transition period and specific to resource mobilization initiatives. The one exception to this was volunteer development which was coordinated at the zone level in Panama although all programming was implemented in National Societies as per the Country Support Plans. This has ensured that organizational development programming is more responsive to National Society needs and that support is provided by the regional representations, who maintain more ongoing communication with the National Societies in their region than would occur at the zone level.

Key achievements of the programme during 2010 include:

- Fourteen country support plans²³ have been updated, demonstrating an improvement in an integrated planning and programming approach to support National Societies.
- Organizational development has been included in the response and recovery components of the operations associated with the earthquakes in both Haiti and Chile. An organizational development plan is an integral part of the National Strategic Plan of both National Societies.
- Projects supported by the Intensified Capacity Building (ICB) fund are being successfully implemented in the Salvadoran and Colombian Red Cross Societies.
- Training in resource mobilization has been piloted in Nicaragua and Paraguay utilizing IFRC materials

Programme component 1: National Society Volunteering Development

Component outcome 1: Support the development of integrated, coherent and innovative volunteer development
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²³ Argentina, Bolivia, Colombia, Costa Rica, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay, Peru and Uruguay. Specific plans of actions to support the Chile and Haiti Red Cross Societies were also developed within the framework of the emergency operations; these plans also include National Society capacity building intervention beyond the emergency response phase. Adding the two plans of actions developed with the Chilean and Haitian Red Cross Societies, a total of 16 plans based on National Society priorities were developed in 2010.

National Society volunteering development has been supported by having a human resource dedicated to this area throughout 2010. The volunteering development coordinator has supported integrated and coherent volunteering development through tailored support and innovative initiatives.

The implementation of the programme was in line to the 2010 plan with some slight changes in strategy and some delays compared to the initial plan due to the earthquakes in Haiti and Chile. The main area affected by the delay was the initiation of tailored support to National Societies. The volunteer development programme focused on:

1. Based on the findings of the Americas volunteering review, tailored support will be provided to selected National Societies in volunteering development, in line with Federation policies and guidelines.
2. Developing and disseminating volunteering development tools for continental use. This includes developing new tools, adopting already existing tools and promoting global tools and initiatives.
3. Provide technical support to programmes and other stakeholders on volunteering development and promoting volunteering as a cross-cutting issue.

Tailored support to selected National Societies

Tailored support plans in the area of volunteering were developed together with the regional representations based on their country support plans. In 2010, tailored support (including funds) was provided to four National Societies – the Bolivian Red Cross, the Paraguayan Red Cross, the Saint Vincent and the Grenadines Red Cross and the Honduran Red Cross. Volunteering development was also included under the organizational development objective in the Haiti Earthquake Emergency Appeal. Later on during the year, tailored support for the Haitian Red Cross was intensified in line with the Pillar 3 in the Haiti plan of action.

A volunteering development training concept was also developed for the National Societies in the Caribbean. The training was conducted in four National Societies by the regional representation for the Caribbean.

Developing continental volunteering development tools

As an innovated approach online volunteering development trainings for the National Societies were promoted and carried out in 2010. A volunteering development training package included online modules targeting individual volunteers, volunteer managers as well as the leadership in the National Societies responsible for initiating volunteering development processes. Two different online trainings were developed during the year: the basic Red Cross induction course (World of the Red Cross - WORC) and the 4-month online Volunteer Management training. In order to work effectively and build on already existing experience coordination efforts were carried out in cooperation with PNS and the secretariat's office in Geneva.

The WORC course – which includes basic facts about the International Red Cross and Red Crescent Movement – has been piloted in the Trinidad and Tobago Red Cross Society and the Guyana Red Cross Society. The translation of the WORC into Spanish was initiated during the year, but was delayed and carried over into the first part of 2011.

The volunteer management training was launched in cooperation with the European Reference Centre on Volunteering. During 2010, a total of 75 participants (33 men and 42 women) from 18 National Societies started the course. The training was launched at two occasions in the Anglophone Caribbean National Societies and at one time in Latin America. Seventy eight per cent of the participants from the Caribbean completed the course in the first launch. The Volunteer management training takes place over four months and covers every component of the volunteering management cycle.

As an effort to preparing for the International Year of Volunteers (IYV) 2011 seven National Societies (the Bolivian Red Cross, the Colombian Red Cross Society, the Costa Rican Red Cross, the Dominican Red Cross, the Ecuadorian Red Cross, the Paraguayan Red Cross and the Peruvian Red Cross)

received support to participate on the International Association for Volunteer Effort (IAVE) conference in Colombia.

An incentive programme for National Societies participation in the IYV was designed and launched. This call for innovative projects on the theme of Security, Promotion and Recognition was launched with good response from the National Societies.

In an effort to increase the security of volunteers, the promotion and leverage of insurance was a priority during 2010. A decision was taken in the zone that all National Societies in the Americas receiving Federation funds must have insurance for volunteers. As a part of this, work was carried out with PADRU to include insurance coverage in the emergency standard operating procedures. A mapping was also completed showing that 55 per cent of the National Societies had a number of their volunteers insured covering more than 55,000 volunteers by the end of 2010.

Technical support to programmes and other stakeholders

Contacts were established with programme coordinators at both zone and regional level areas in order to promote volunteering development as a cross-cutting issue. This was carried out by input to meeting agendas and carrying out presentations on volunteering in meetings and events. During meetings with the regional representatives, discussions focused on the coordination of funds from different programme budgets in order to reinforce the budget for volunteering development.

Technical support was provided to the DIPECHO VI project conducted in South America on volunteering in emergencies. Rules and an indicator system for volunteer management during emergency and early recovery interventions were drafted with technical support from the zone coordinator.

Programme component 2: National Society Financial sustainability

Component outcome 1: Support resource mobilization and donor engagement efforts for the National Societies

The development and dissemination of guidelines to assist National Societies in their pursuit of a wider contributing base was partially achieved in the year. The ***Guide to Win-win Hands-on Corporate Partnerships*** in both English and Spanish were finalized and printed in 2010. Initial dissemination of the document was planned for the last quarter of 2010; however, this activity was not completed and it will be carried out in 2011 through the Resource Mobilization workshop planned for National Societies in the Americas.

The exploration of other resource mobilization opportunities for National Societies (for example, legacies) is yet to be carried out. The Americas zone's resource mobilization unit experienced an increased workload due to the generous contributions received for the Haiti and Chile operations.

In terms of compilation of good practices, increased capacities are needed to complete a comprehensive analysis. However, examples in 2010 include the promotion of resource mobilization development (RDM) training in the Southern Cone and allocation of funding for RDM human resources within National Societies in the Caribbean. Six National Societies²⁴ participated in a RMD training organized by the regional representation for the Southern Cone and Brazil. In addition, through the DIPECHO project in the Caribbean, resource mobilization was supported through the recruitment of resource mobilization officers in all English-speaking National Societies. Officers received training and as a result, these National Societies mobilized approximately 380,000 Swiss francs, submitted 19 grant requests and established new agreements with 15 corporations.

²⁴ Argentina, Brazil, Chile, Paraguay, Peru and Uruguay.

Tailor-made training on financial systems was provided to the Nicaraguan Red Cross including the installation of new software. This was a collaborative effort between the regional representation for Central America and Mexico and the zone finance unit (ZFU) who deployed a finance intern to support the process.

Programme component 3: National Society Organizational Development Process

Component outcome 1: Support National Societies to enhance their integrity and accountability

The relationship with National Societies in the Americas included dedicated support for advising and coaching to Red Cross Societies leadership; mapping together with them potential integrity risks to act accordingly.

This long-term and ongoing work of having National Societies address integrity and accountability issues is a key component of the Americas zone's tailored National Society organizational development strategy. Regional representatives and zone staff have successfully focused their efforts on strengthening the legal base of National Societies, implementing transparent election processes and improving the division between governance and management functions including decentralized decision-making.

To this end the development of the first of a twelve-module National Society Integrity Protection programme was completed in both Spanish and English and is available on CD.

Steps are underway to improve communication between all components of the Movement in order to ensure a consistent approach towards integrity issues. Operating procedures and mechanisms for addressing these issues in a collaborative manner are being developed by the zone in conjunction with the National Societies, the ICRC and PNS.

The regional representatives together with the director of zone have given timely support to address issues that might affect National Society's operational capacities and also follow up of their statutory needs. Special support was provided to the Antigua and Barbuda Red Cross Society, Bolivian Red Cross, the Brazilian Red Cross, the Honduran Red Cross, the Nicaraguan Red Cross, El Salvador Red Cross Society, the Peruvian Red Cross, the Red Cross Society of Panama, Saint Vincent and the Grenadines Red Cross, Trinidad and Tobago Red Cross Society and the Uruguayan Red Cross. Support to the Brazilian Red Cross was ensured to revive the development of a recovery and development plan for the National Society. Support and accompaniment was provided as well on the statutory reform process of the National Societies of Argentina, Bolivia and Uruguay.

Component outcome 2: Facilitate the development of local integrated service delivery approach

The work to coordinate integrating planning support to National Societies was most evident through the concerted and comprehensive shift to basing the majority of all initiatives on country support plans. National Societies-led analysis of needs and their own National Development Plans form the bases of the secretariat support that is carried out principally through the regional representations. Processes were developed and refined to facilitate the participation of National Society branches as well as Partner National Societies (working both bilaterally and multi-laterally) and the ICRC. In 2010, 16 Country Support Plans²⁵ were developed for 2011, including the Haiti and Chile operations which reflect National Society development and programmes beyond the emergency response phase.

²⁵ Argentina, Bolivia, Colombia, Costa Rica, Chile, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Paraguay, Peru and Uruguay. Plans of Actions within the framework of the emergency operations in Chile and Haiti were developed based on the National Societies priorities.

Complementing this, efforts were conducted by the Americas zone to introduce global trends into the National Societies' work based on the specific issues faced (e.g. pandemics, urban risk, climate change, migration).

Tailored support was ensured as well for the strategic planning processes of six National Societies — Colombia, Costa Rica, Chile, Haiti, Honduras and Paraguay. In addition, more than 80 missions were carried out in 2010 with National Societies authorities to provide coaching and follow up on their strategic plans.

With the aim to have facilitators in the Americas to support National Societies in the revision of their Strategic Plan reflecting the directions of *Strategy 2020*, a training was conducted in August 2010. In total 26 people (17 from 15 National Societies, and 9 IFRC staff members) were trained as facilitators.

Other related initiatives implemented include:

- Branch development training being piloted throughout the zone
- The formulation and implementation of Intensified Capacity Building proposals in an increasingly integrated manner to community programming in El Salvador and Colombia
- The promotion and implementation of the Specific Organizational Development Support Fund (SOS) as a mechanism to address crucial development needs of the National Societies.

Projects for the strengthening of branches took place in Costa Rica, Chile, Paraguay and Uruguay. In addition, a branch development programme has been successfully rolled out in the Cuban Red Cross, training 135 Cuban Red Cross members at the branch level through 15 workshops.

The Youth Proposal “Promoting Generational Renewal in the Red Cross”, part of an overall strategy to have youth become agents of change both in communities and in their National Societies, was modified in order to meet the new available budget. Project activities were concentrated in the Caribbean and Central America. In the Caribbean, the Youth Forum took place and the new Youth Coordinating Committee was established. In Central America and Mexico, two Youth leadership meetings were organized and seven internships were conducted to further develop capacities in relation to school brigades.

In order to strengthen support to youth in the Americas, the Americas zone office also made efforts in the second semester of 2010 to recruit a youth coordinator, which will start supporting activities in early 2011.

The identification of specific needs in National Societies in terms of planning, project management, financial management, human resources, information technology and communication was conducted through the country planning process. Gaps and specific request for support were recognized by organizational development focal points and regional representatives in discussions with National Societies. The support that will be provided in these sectors by the regional representations, programme areas and service units during 2011 are reflected in the country support plans available online.

Programme component 4: National Society Leadership Development

Component outcome 1: Support the development of leadership and management capacities in National Society decision makers

The Management Course for Red Cross decision-makers, called “Diplomado para el Desarrollo del Ejecutivo Eficaz”, in alliance with the Technologic Institute of Monterrey, started in March, with a group of ten National Societies' members and was completed at the end of August. Results from both students and the Institute were very favourable. Plans to re-establish a funding based to support student attendance in the programme has been initiated.

In August 2010, a leadership workshop was conducted to ensure the understanding of the directions provided in the *Strategy 2020* related to the General Assembly decisions, and what this means for the future work of the National Societies in the Americas zone. Presidents, Secretary Generals and Director Generals from 32 National Societies and the ICRC attended this workshop. Assistance provided in the same line included the support provided to the Ecuadorian Red Cross in the development of their new strategic plan ensuring alignment with *Strategy 2020*.

As mentioned under outcome 2 of the National Society organizational development programme component, Youth in National Societies, particularly in the Caribbean and Central America, has been supported to develop leadership skills through trainings and internships.

Leadership meetings with the Caribbean Red Cross Societies served to further understand the roles and responsibilities between governance and management.

Special attention was placed to increase leadership roles in activities related with disaster response and the dialogue with government authorities. This new direction has included an increase attention to the auxiliary role of the Red Cross Societies in times of disasters. This included significant efforts to position IDRL within the agenda of the National Society's leaders.

Planning for an international training and development course for Red Cross National Societies in Latin America and the Caribbean focused on human rights, sustainable development and public policy in Latin America began in 2010. The course, to be implemented in the second half of 2011 is being developed in conjunction with the Henry Dunant Foundation of Latin America based in Chile.

Constrains and challenges

- The impact of the earthquakes placed an additional burden in the daily tasks and activities planned for 2010 under the Americas Zone Plan. Personnel – from all programming areas including organizational development – were mobilized to Haiti and later to Chile in order to support the coordination and response efforts with Movement and non-Red Cross partners.
- The results of the emergencies have made visible the need for the development of a business continuity plan. Events such as Haiti can hardly be forecasted; even though it was possible to return to 'normalcy' quite quickly, the Americas zone's business continuity plan needs to be updated.
- The strategic change to place organizational development as a responsibility of regional representatives has experienced challenges especially in relation to communication with technical departments of the secretariat in Geneva who must now be in contact with all regional representatives rather than use the zone office as an organizational development focal point.

Humanitarian Principles and Values

The principles and values programme budget for 2010 was 22,454 Swiss francs. This cross-cutting area faced resource constrains to finance the planned activities as only 2 per cent (486 Swiss francs) of the budget for this area were covered up to the end of the year. In addition, there are limited human resource capacities at the continental level. Nevertheless, the activities related to the promotion of the Humanitarian Principles and Values have been integrated as much as possible within the other programmatic areas.

Programme component 1: Policies, strategies and standards

Component outcome 1: International Federation policies, strategies and guidelines related to humanitarian principles and values, non-violence, non-discrimination and respect for diversity are well understood and implemented by National Societies in the Americas Zone and are disseminated to relevant regional stakeholders/partners.

The secretariat worked to ensure that key decision makers from National Societies in the Americas were familiar with principles and values policies, strategies and/or guidelines, helping to increase accountability, performance and favouring South - South cooperation. Efforts in 2010 strongly focused on the dissemination of *Strategy 2020*. A continental workshop for National Societies' leadership took place in August to disseminate *Strategy 2020* and establish common ground for its roll-out within National Societies. As mentioned under the organizational development section, further support for its dissemination was made by establishing a facilitators' network from the National Societies and the secretariat, which will also provide technical support to the National Societies with the alignment of their Strategic Plans to *Strategy 2020*. Seventeen National Society members and nine secretariat staff were trained. Within 2010, several National Society facilitators trained during the workshop conducted *Strategy 2020* dissemination session within their own National Societies. The first official missions of the facilitators to support other National Societies will take place in 2011.

Steps were taken in the year within the different programmatic areas to increase the National Societies' knowledge and skills on principles and values as they relate to challenges around violence prevention and links with current disaster response, disaster risk reduction and emergencies health activities. For example, the Presidents and Directors General of the National Societies of Honduras, El Salvador, Nicaragua, Guatemala and Panama met in August in Panama with the support of the IFRC and the ICRC, to analyze and arrange actions on the prevention of violence and security. The DRM and health and care programmes have started the process for the integration of urban risk, livelihoods, pandemics and migration within the secretariat offices and National Societies through meetings, trainings and discussion spaces during the year.

Following several activities around violence prevention initiatives in the Americas and especially in Central America, the Dominican Republic and Colombia, an ad hoc group was established to promote a violence prevention strategy with the participation of PNS including the Canadian Red Cross, the Italian Red Cross, the Norwegian Red Cross, the Spanish Red Cross, ICRC and IFRC.

In relation also to violence prevention, the Canadian Red Cross conducted a virtual training on the *10 Steps to Creating Safe Environments for Children and Youth* methodology, which was attended by National Societies and IFRC staff in the Americas.

Within the Haiti operation, the secretariat has worked on the integration of monitoring mechanisms for prevention of gender-based violence. Various trainings were conducted on gender and violence prevention. Furthermore, an SMS campaign was also carried out in Haiti condemning violence against women and children.

Enhanced coverage of anti-stigma campaigns was achieved through awareness-raising initiatives, such as the dissemination of key messages through taxi drivers in Costa Rica and Nicaragua to promote HIV prevention and reduce stigma and discrimination. In the Global Alliance on HIV framework, 14 National Societies reached just over 2.627 million people with prevention and anti-stigma messages, and care, treatment and support services in 2010. This figure in comparison to the 1.599 million people reached by 10 National Societies in 2009 with prevention and anti-stigma messages, and care, treatment and support services reflects that more National Societies are implementing prevention and anti-stigma campaigns and reaching a higher number of people.

It was not possible to achieve the following indicators under this outcome during 2010, due to lack of financial and dedicated human resources to provide follow up:

- Support the development of assessments and/or baselines on the application of the Fundamental Principles and Humanitarian Values within the National Societies and their environment. Development of quality indicators/impact indicators to measure progress of the process, project or work carried out towards improving the humanitarian situation both internally and externally.
- Promote consistency in all programmes that are advocating principles and values in their activities at all levels and specifically, in places with high levels of vulnerability.

Programme component 2: Migration

Component outcome 1: National Societies have a better understanding of migration trends and the vulnerabilities of migrant populations and have analyzed the possibilities of Red Cross action in addressing such vulnerabilities.

The International Federation is committed to strengthening humanitarian activities of National Societies to assist migrant and internally displaced people in distress and promote integration of vulnerable migrants and internally displaced groups. However, limited progress was achieved against the planned indicators for this outcome due to limited financial and human resources as well as the increased workload generated by the operations in Haiti and Chile.

During 2010, the Red Cross advocacy role for unconditional access to immigrants, regardless of their status and to actively fight against racism, xenophobia and discrimination has been improved through the dissemination of key IFRC documents with National Societies, international organizations and other stakeholders. For example, the migration section of the 2007–2011 Inter-American Plan as well as the approach of *Strategy 2020* on migration have been highlighted and disseminated with the United Nations High Commissioner for Refugees (UNHCR), the ICRC and the Presidents and General Directors of National Societies during a meeting held in Honduras. This space also helped to exchange information on cooperation possibilities with the UN system and discuss the lines of action in programmes and activities with migrants.

Following the first meeting in Honduras, the regional representative for Central America and Mexico met with the Research and Promotion Centre for Human Rights²⁶ – a Honduras-based NGO working on the promotion of human rights and refereed by UNHCR. The meeting focused on setting the groundwork for future joint work on the issue of migration and tracking the results after the meeting with UNHCR. Moreover, the IFRC attended national meetings in Guatemala and Nicaragua with national UNHCR counterparts that focused on the work with migrants.

Maintaining and strengthening the well-established activities of National Societies in the fields of tracing, restoring family links and family reunification has been conducted especially during the two large-scale disasters in Haiti and Chile, and mainly through the support of the ICRC.

The Mexican Red Cross maintains regular initiatives supporting migrant populations in the southern and northern frontiers. While the Guatemalan, Honduran and Panamanian Red Cross Societies have implemented several activities supporting migrant populations. The Ecuadorian Red Cross continues working in the northern frontier with Colombia where significant humanitarian support is provided to support refugees and migrants arriving from Colombia living in Ecuador.

Exchanges have taken place with at least two National Societies – the Dominican Red Cross and the Haitian Red Cross – working in issues relating to migration. Early during the response to the earthquake, the Dominican Red Cross actively worked on the border area providing health treatment and support to affected Haitians. The secretariat supported this National Society with medical equipment. To follow up, the DRC conducted monitoring visits to the Red Cross branches in the border provinces and both National Societies have met regularly to discuss common approaches on migration issues. Exchanges have also taken place between both National Societies in response to the cholera outbreak that started in Haiti and has affected as well the Dominican Republic. The DRC implemented cholera prevention and hygiene promotion talks to the population in the five border provinces.

Progress towards the following indicators under this outcome was not possible during 2010:

²⁶ El Centro de Investigación y Promoción de los Derechos Humanos, CIPRODEH

- Increase knowledge on Red Cross work with migrant populations, through a mapping exercise and a baseline survey to better understand the scope of the work of the National Societies with migrant populations.
- Support the production of case studies focusing on the humanitarian challenges when working with migrant populations. For this indicator, a case study about experiences from National Societies working with migrant populations will be conducted during 2011.
- Work with National Societies in the analysis of the Federation's global policy on migration and its practical application in the Americas.
- Encourage exchanges between National Societies working in issues relating to migration and those interested in developing projects to assist vulnerable migrants.

Programme component 3: Principles and values with advocacy and communication.

Component outcome 1: Key Federation principles and values are promoted influencing internal/external practices through advocacy activities and means of communication.

A continental effort was carried out for the promotion of tolerance, non-violence and non-discrimination campaigns with particular emphasis in the fight against HIV and AIDS, channelled through the health and care programme under the Global Alliance on HIV framework. Social violence, particularly gender-based violence, was addressed at the regional level under the first half of the year in Colombia. The regional representation for the Andean Region with support of the Swedish Red Cross assisted the Colombian Red Cross Society to implement the prevention and response to gender-based violence project, which was completed in the first semester of 2010. The project reached 152 people at the community level through trainings and movie forums, and 150 people working in mass communication media outlets information and awareness-raising activities to strengthen local inter-institutional capacity for the prevention, identification and opportune response to gender-based violence.

Moreover, support was provided to the Colombian Red Cross Society to carry out internal change processes to deal with discriminatory conduct and practices to prevent – on an internal basis – abuse, harassment and sexual exploitation and reduce causes of all forms of violence. The aforementioned prevention and response to gender-based violence project in Colombia reached 184 people from different sectors and branches within the National Society. In addition, the CRCS now has a national technical team focused on the issue of gender and a draft National Gender Policy was submitted for approval to the governing board of the CRCS.

The IFRC representatives from the Americas zone participated in significant events taking place in the Americas to convey key messages and influence national, regional and international agendas relating to humanitarian issues. To illustrate, the Americas zone office carried out a strong advocacy role with the national governments during the response to the earthquakes in Haiti and Chile to facilitate the rapid movement of humanitarian assistance and personnel.

Progress towards the following indicators under this outcome was not possible during the 2010:

- Support for initiatives that fulfil the information, communication and advocacy gaps on health and disaster management issues around gender, ethnicity, migration status, stigma and discrimination, indigenous communities and the role of women in vulnerability reduction.
- Working with youth with a vision to transform mindsets and attitudes in society through the “Youth as Agents of Behavioural Change” initiative.
- Promotion of the auxiliary role of the National Society.

Constrains and challenges

- Limited financial resources
- There is no continental coordinator in place for principles and values, and there is only one focal point at the regional level to move forward the principles and values plan.

Communications

In 2010, efforts to further profile Red Cross Red Crescent in the Americas involved the dissemination of advocacy packages to all National Societies in commemoration of World AIDS Day, World First Aid Day, World Malaria Day and World Water Day. Communication activities around the International Disaster Risk Reduction Day and the launch of the World Disaster Report on urban risk were geared towards the organization of a regional media event and a workshop with representation of National Society leadership, governments and regional partners (OCHA, ISDR, PAHO, ICRC).

Youth leaders from nine National Societies were profiled in the United Nations Climate Change Conference (UNFCCC COP16) in Cancún, and supported by communications to develop video and communication materials aimed at raising awareness of climate change and youth issues. The products were shared with all National Societies.

Communications in major emergency response operations, including Haiti and Chile, effectively ensured Red Cross messages came across to the public; the media; donors; beneficiaries; governments and other decision-making bodies, contributing to increased public and governmental support, as well as mobilization of resources. A range of activities implemented by the IFRC Haiti communication team in commemoration of the six-month and one-year Haiti earthquake anniversary generated more than 250 articles in international media, let alone on the day of the anniversary. Support was also provided to develop materials in commemoration of the six-month and one-year Chile earthquake anniversary.

Communications at the event of disasters in 2010 further played a key role in advocating for affected and vulnerable people; bringing the voice of beneficiaries to the forefront and giving a human face to the affected populations.

New media outlets to further position Red Cross work in the continent were explored and promoted. More than ten products (videos and articles) were published in the [IFRC YouTube channel](#) and the [Our World Your Move blog](#). The first photo gallery from the Americas was created in the IFRC Flickr channel. Efforts to renew the Latin America Federation website commenced in 2010 but were not completed.

The communication capacity of National Society communicators was strengthened through training initiatives, knowledge-sharing and networking. A workshop in Chile, facilitated by IFRC, effectively promoted South-South cooperation. Part time communications officers of National Societies in the Caribbean, funded under the regional DIPECHO project, received external communication training, supported by IFRC. The training, which aimed at increasing visibility among donors and volunteers; improving external and internal support; building credibility amongst various stakeholders; and influence specific policymakers contributed to the annual production of 40 newsletters and 60 newspaper articles, as well as the development of 2 national Red Cross websites and 8 Facebook pages. Networking and knowledge-sharing on disaster response was promoted through Elluminate sessions through the engagement and activity of National Societies' communicators.

Web Stories and Press Releases in 2010 – Americas (Including Haiti and Chile)

www.cruzroja.org

Web stories – 117

Press releases – 24

www.ifrc.org

Press Releases – 28

Web stories – 73

Finance

Relevant technical support was provided throughout the year to the emergency response operations for Haiti and Chile based on identified and expressed needs. Members of the Americas zone finance unit (ZFU) were deployed to Haiti and Chile to support in the finance and accounting area. The ZFU supported the exercise regarding the coordination, analysis, consolidation and presentation of the financial data submitted by the members and the secretariat for the Federation-wide Reporting Haiti (FWR-H) reports.

Two finance trainings were carried out in Haiti. The first one trained all the finance staff within the operation and members of the Haitian Red Cross (9 persons). The second training was directed to 14 coordinators and project managers within the operation. These training aimed at increasing knowledge and skills of the finance staff and project managers through the understanding of the IFRC finance procedures and available tools.

In order to increase the financial capacities of National Societies, three projects – in Colombia, Peru and Ecuador – led by the regional representations were supported by ZFU. Furthermore, the H2P programme in the Americas was successfully supported by the ZFU. This programme included activities in different regions such as the Caribbean, Latin Caribbean, Central America and South America as well.

In 2009, a finance training to certify RIT members in finance was conducted. During the emergency response in Haiti, two trained RIT members (Honduras Red Cross and Nicaraguan Red Cross) provided support. The finance RIT member from the Honduras Red Cross worked in the ZFU during a period of time replacing one of our staff who was deployed to the Latin Caribbean regional representation to support the demand of finance services as a result of the Haiti Earthquake Operation. The other RIT member from the Nicaraguan Red Cross supported PADRU and was later deployed to the Latin Caribbean regional representation to provide finance services in this office as well. A RIT member from the Jamaica Red Cross also participated in an intern working in the PADRU offices. This RIT was later deployed to work in the Haiti emergency operation during a couple of months. These experiences promote the use of regional human resources and at the same time enhance their capacities, refresh and share knowledge with them. Now these RIT members can bring these experiences and knowledge back to their National.

In 2010, there was not enough room to work on the assessment and training with some National Societies to move from the working advances system into the cash transfer system so far. In line with the management decisions taken by the Americas zone, the regional representatives will take the direct role in the development or enhancement of capacities of the National Societies in 2011. The ZFU will provide technical support to materialize this objective.

Information Systems

The zone information systems unit (ZISU) was also heavily involved in providing support to the emergency operations in Haiti and Chile. Staff was mobilized to both countries in various occasion throughout the year, to provide back up support and conduct specific assessments of the IT/Telecommunications infrastructures. In addition, the Unit conducted training sessions within the two RIT workshops carried out and continued providing services of the Americas Zone office, regional representations and country offices as requested.

Human Resources

In 2010, the Americas human resources team has been a crucial partner for the Haiti and Chile emergencies by providing human resources solutions for the operations. For the Haiti Operation a thorough and detailed human resources strategy and plan of action has been laid out to serve as a guide to tackle the numerous challenges for the operation. A record of 750 local and international staff have been deployed in 2010 across the Americas. To stimulate staff development, the web-based IFRC Learning platform has been rolled out and staff have been trained on the use of it. Human resources consultancies for two National Societies have been performed with the aim to improve the

human resource systems, processes and procedures. To safeguard staff well-being across the Americas, a stress management team consisting of psychologists has been recruited, trained and deployed to provide briefing/debriefing, counselling and stress prevention training for staff.

Logistics

To see achievements of the Regional Logistics Unit, please refer to the Global Logistics Service's Annual Report: <http://www.ifrc.org/docs/appeals/annual10/MAA0002810ar.pdf>

Planning, Monitoring, Emergency and Reporting (PMER)

Throughout 2010, the PMER unit was involved in the response to the major earthquakes in Haiti and Chile with provision of support in planning, monitoring and reporting and the selection of dedicated PMER staff. The unit was also involved in the design and implementation of the Federation-Wide reporting system (FWR-H) for the Haiti operation. The Federation recruited a delegate to carry out the collection and analysis of programmatic data from PNS in the field and the secretariat based on a series of indicators which are adapted in line with the development of the operation, as well as financial data which is collected on a twice yearly basis from PNS headquarters. Two FWR-H internal reports were completed and shared with PNS and a public report was issued in early 2011, marking the one year anniversary since the earthquake hit and highlighting collective achievements, as well as overall income and expenditure in all the programme areas.

In August 2010, support was provided for a series of *Strategy 2020* workshops for Federation staff, National Society governance and management and for *S2020* facilitators who were designated by the National Societies according to an agreed profile. The facilitators are disseminating *S2020* in their National Societies and their role is to work with National Societies which are reviewing or developing their Strategic Plan to ensure alignment with *S2020*. The PMER unit is providing follow up with regard to the deployment of facilitators to carry out this task.

The PMER unit was also involved in the piloting and test run of the global Federation-Wide Reporting System (FWRS) which is based on seven key proxy indicators. A total of nine National Societies in the Americas participated in this initiative and provided data for each of the indicators. It is expected that the FWR system will be fully rolled out during the latter half of 2011.

In May, an external evaluation of the implementation of the Federation secretariat's 2008 and 2009 plans was concluded and recommendations highlighted during a meeting gathering the senior management team, the regional representatives, zone coordinators and managers of service units. The findings highlighted the need for improved planning and in particular for systematic monitoring against measurable indicators which would improve the quality of the planning. The PMER unit is working to improve monitoring practices in the zone.

The PMER unit coordinated the consolidation of 14 revised country support plans for 2011. As can be observed from these plans, there is an increased interest on the part of National Societies in the Americas for support in the area of PMER. As a result, in March the planning officer participated in meetings convened by the Trinidad and Tobago Red Cross Society with the aim of working on plans in the area of disaster management. Similarly, the planning officer has continued to provide support to the National Societies which are implementing risk reduction projects with DFID funding, particularly with regard to monitoring and follow-up.

The unit conducted training sessions on reporting during the two RIT workshops carried out over the year which were well received and also trained two RIT interns from the Ecuadoran Red Cross and the Grenada Red Cross in the area of reporting. This proved successful and has ensured increased reporting resources for the Americas. One of these interns was deployed to the Haiti earthquake operation.

The major challenge in 2010 was the workload generated as a result of the major emergency operations, in particular in relation to reporting. Nevertheless, numbers of reports overdue were reduced in relation to previous years, and further work will continue with respect to timely reporting.

Resource Mobilization

The Resource Mobilization Unit, as all the other service areas, experienced increased workload as a result of the generous contributions from Partner National Societies and governments across the globe towards the response operations in Haiti and Chile. During 2010, more than 700 pledge management notes compared with an average of 80 per year were managed by a two person team. This is an important reference to understand the complexity of 2010 in terms of donor relationship and pledge management.

In addition, the unit was present in a resource mobilization training organized by the regional representation for the Southern Cone and Brazil. For additional information, please refer to the programme component 2, National Society Financial sustainability, under the organizational development section.

Working in partnership

Cooperation between different partners was promoted through tripartite agreements between National Societies, ICRC and IFRC; Global Alliances (on HIV and on Disaster Risk Reduction); and bilateral, multilateral, inter-agency collaboration with Red Cross and non-Red Cross partners. By 2010, seven National Societies – Brazil, Colombia, Chile, have tripartite agreements in place and the IFRC conducted regular coordination meetings with the ICRC at the regional and continental level. In addition, the IFRC has participated in cluster groups during emergency operations.

The IFRC's role in joint assessments with the UN system in response to governments' request helped the Red Cross to position itself in a role of adviser to the governments.

Increased efforts were conducted on strategic and technical networks, making an emphasis on knowledge-sharing initiatives. In 2010, the leadership of the National Societies, represented by the Inter-American Regional Committee (Comité Regional Interamericano – CORI), have met on several occasions to discuss more effective ways of working together. These initiatives have also lead to the creation of the *Latin-American group of National Societies*. Furthermore, in preparation for the Inter-American Conference, initially planned for 2011, six meetings took place to improve coordination and define the following steps. As a result of an assessment conducted, the Inter-American Conference will now be held in 2012.

Dialogue with governments and inter-governmental organizations was regularly undertaken by the different teams of the Americas zone. One of the coordination and cooperation achievements of the year was the progress made with the governments of Argentina, Ecuador, Mexico and Brazil in relation to IDRL. This progress was also linked to the ongoing coordination that takes place with the OAS and other key stakeholders in the humanitarian and development agenda, such as OCHA, the Economic System for Latin America and the Caribbean (Sistema Económico Latinoamericano y del Caribe – SELA) and others.

With the aim to promote humanitarian diplomacy, meetings were held with high-level authorities (Presidents, Vice-Presidents, Prime Ministers, Ministers and Directors of Foreign Affairs) from Argentina, Brazil, Chile, Colombia, Cuba, the Dominican Republic, Ecuador, Haiti Mexico and Panama. A key achievement was the signed Legal Status Agreement with the Dominican government.

The disasters in Haiti and Chile also proved a test for coordination, cooperation and partnerships with different stakeholders, including private sector.

The Global Alliance on HIV in the Americas is supported by multi-lateral partners including the Norwegian and Swedish Red Cross Societies and through bilateral partnerships with the American, French, Italian, Netherlands, Norwegian and Spanish Red Cross Societies. National Societies report partnerships in 2010 with national and regional PLHIV networks, community based associations and NGOs, Ministries of Health, Education and Social Services, UN agencies and international NGOs. National Societies are continuing to expand their HIV work in partnership with PLHIV networks, and community organisations and associations representing key populations at heightened risk of HIV. Club 25 programmes mobilizing voluntary non-remunerated youth blood donors work in partnership with Red Cross and government blood services.

The preparatory work for the Inter-American Conference took a great part of the dialogue with the leadership of the National Societies in terms of agreeing on key elements of the preparations of what the next Inter-American Conference will look like. At least four formal meetings were implemented. A planning Committee was created and the general outline of the conference was put in place regarding how the conference will look like and the content of the Conference.

For 2011 it is expected that the hundred percent of National Societies from the Americas be active participants in the different working groups created in preparations of the conference.

Contributing to longer-term impact

Two external evaluations (Club 25 and TWC Caribbean) undertaken in 2009 were finalized in early 2010 and have contributed to ensuring better management, learning and improvement in the HIV and blood donor recruitment programmes.

During 2010, a number of approaches were used to share lessons learnt, best practices and quality standards through the Global Alliance on HIV including: regional Global Alliance meetings, regional health network meetings, and the Global Alliance on HIV Forum meeting and AIDS2010 Conference in Vienna. The Global Alliance on HIV in the Americas has contributed to improving the lives of men and women, boys and girls through actions to prevent HIV transmission, including Voluntary Counselling and Testing promotion and services so that people are aware of their HIV status and can prevent onward transmission and seek treatment and care services if they are HIV positive, promoting prevention of mother-to-child transmission of HIV, and ensuring that most at-risk communities have access to tailored prevention education, skills building and prevention.

The emergency health programme component seeks to ensure longer-term impact through a few focused measures: a) adapting the global tools as a key point for capacity building and consistently promoting their use; b) regional review of emergency health training contents and methodology; and c) awareness-raising towards National Societies, PNS, donors and partners highlighting the need of inter-linkage of different inter-programme approaches.

On the same subject, the DRM programme promoted spaces to share lessons learnt and best practices of its projects through meetings. For example, the meeting organized between National Societies that participated in the first round (2009) of PfCC and National Societies participating during the second round (2010).

During the year Youth was integrated within the volunteering development portfolio and efforts took place to build a strategy and find resources for its implementation. Hence, resources for a Youth delegate were secured and followed by a recruitment process. During 2011 and beyond, zone human recourses will be available for the National Societies as well as funding for tailored support.

Looking ahead

For 2011, work will focus on building strong Red Cross Societies through the country support plans, working towards *Strategy 2020*, promoting higher humanitarian diplomacy initiatives, advocating the inclusion of urban risk, road safety, food security, violence prevention, migration policy and volunteering development in the agendas of National Societies.

The ongoing work and pending commitments within programme areas will also continue in the sectors supported by the secretariat. Reflecting on the reporting period and looking ahead, in HIV and AIDS a priority identified for 2011 includes the development of new proposals 2011–2014. There will be an increased focus on providing tailored HIV technical and resource mobilization support for existing members of the Global Alliance on HIV. Potential new members will be guided through secretariat and peer support in their preparations to join by 2012. A midterm review of the Global Alliance on HIV in the Americas will be conducted in mid 2011 with a view to ensuring continuous learning and improvement. The findings and recommendations will subsequently be presented to partners along with the new four-year proposals.

In Community Health, water and sanitation technical units established in four Central American National Societies will be supported with quality control and development of small, medium and large-scale proposals to ensure their sustainability. Seven National Societies will be supported to implement the first year of their four-year action plans and to mobilize resources for future youth blood donor recruitment programming. The roll out of CBHFA will continue in Latin America and the Caribbean.

In Health in Emergencies the focus into 2011 will be to reinforce the Red Cross regional health networks as an early warning system in public health emergencies, and to integrate into contingency plans preparations for the increase in emerging and re-emerging diseases in the region and thus to offer a sound and integrated response. Finally, to utilize the CBHFA approach in order to develop community resilience and integrate in both natural and biological disaster response, creating a culture of community resilience equals disease prevention.

PADRU will continue supporting National Societies' disaster response capacities through the strengthening of the RIT system and database, working in liaison with the Centres of Reference.

Other focus areas for 2011 include:

- Integrating programming will be promoted at all levels in order to ensure coherent approaches and the inclusion of crosscutting issues between different programme areas and emergency operations.
- Special attention will be giving to enhance understanding and developing policies and guidelines around urban risk, climate change with special emphasis in food security, safer sources of water, community mitigation; linking current programme areas to enhance support around violence prevention, support to migrant communities and increase readiness capacities for pandemic preparedness. Finally, road safety prevention will be further implemented.
- Support to the ongoing operations in Haiti and Chile and its respective field teams will continue to be provided by technical units at the zone level and the Haiti support team based in Panama. Both operations are moving towards recovery and capacity building of the National Societies.
- The preparation of the Inter-American Conference will also take a central role in 2011, with the development an evaluation of the implementation of the Inter-American Plan 2007–2011, case studies and other materials.

- It is expected that during 2011, support will be provided to the National Societies to use the guidelines on alliances with the corporate sector, and some experience on long term and sustainable alliances will start taking place.
- The need for tailored support on volunteering development in the National Societies is still immense. In order to meet that needs and increase the support to the National Societies additional human resources will be available during 2011 and beyond. A regional volunteering development delegate for the Latin Caribbean region was under recruitment as well as the development of a new volunteering development position in at least one more region providing tailored support to National Societies.

The work towards *Strategy 2020* and moving forward to do more and better, will reflect a different way of working and delivering support to the membership in order to adapt to the challenges and opportunities presented by a fast changing world.

How we work	
<p>All Federation assistance seeks to adhere to the <i>Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations (NGOs) in Disaster Relief and is committed to the Humanitarian Charter and Minimum Standards in Disaster Response (Sphere)</i> in delivering assistance to the most vulnerable.</p>	
<p>The IFRC's vision is to:</p> <p>Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.</p>	<p>The IFRC's work is guided by <i>Strategy 2020</i> which puts forward three strategic aims:</p> <ol style="list-style-type: none"> 1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises. 2. Enable healthy and safe living. 3. Promote social inclusion and a culture of non-violence and peace.
Contact information	
<p>For further information specifically related to this report, please contact:</p> <ul style="list-style-type: none"> • IFRC Americas zone office in Panama; phone: +507 317 3050; and fax: +507 317 1304. <ul style="list-style-type: none"> - Xavier Castellanos, director of zone; email: xavier.castellanos@ifrc.org - Jan Gelfand, head of operations; email: jan.gelfand@ifrc.org - Carmen Ferrer, shelter coordinator; email: carmen.ferrer@ifrc.org - Julie Hoare, health coordinator, email: julie.hoare@ifrc.org - Marta Trayner, emergency health coordinator; email: marta.trayner@ifrc.org - Nelson Castaño, disaster risk management coordinator; email: nelson.castano@ifrc.org - Jorge Zequeira, PADRU coordinator; email: jorge.zequeira@ifrc.org; phone: +507 316 1001. - Ilir Cashuaj, RLU manager; email: ilir.cashuaj@ifrc.org; phone: +507 316 1001. - Gonzalo Aquino, water and sanitation coordinator; email: gonzalo.aquino@ifrc.org - Daniel Finan, emergency water and sanitation delegate; email: daniel.finan@ifrc.org - Andreas Sandin, volunteering development coordinator; email: andreas.sandin@ifrc.org - Isabelle Granger, IDRL coordinator; email: isabelle.granger@ifrc.org - Zuleyka Maynard, resource mobilization officer; email: zuleyka.maynard@ifrc.org. 	

Annex I: HIV programme performance by 14 National Societies in the framework of the Global Alliance on HIV in the Americas for the year 2010.

Service rendered	Caribbean	Central America	South America	Total 2010	Total 2009	Total 2008
Number of people reached with prevention messages	102,318 (Trinidad and Tobago) 91,141 (Belize) 41,803 (Guyana) 823,379 (Jamaica) ²⁷ 248,662 (Haiti) 4,346 (Bahamas) Total 1,311,649	62,395 (El Salvador) 10,912 (Honduras) 42,716 (Guatemala) 194,715 (Costa Rica) Total 310,738	94,063 (Ecuador) 27,280 (Colombia) 35,907 (Argentina) 14,907 (Peru) Total 172,157	1,794,544	1,439,991	796,242
Number of PLHIV supported	438 (Trinidad/Tobago) 24 (Belize) 62 (Guyana) 280 (Jamaica) Total 804	394 (El Salvador) 384 (Honduras) 279 (Guatemala) Total 1,057	150 (Ecuador) 2,400 (Colombia) 1,399 (Argentina) Total 3,949	5,810	4,090	3,002
Number of OVC supported	40 (Trinidad/Tobago) 100 (Guyana) 17 (Jamaica) Total 157	225 (El Salvador) 404 (Guatemala) Total 629	500 (Colombia) 38 (Argentina) Total 538	1,324	703	5,195
Total population reached & served	218, 858 (Trinidad and Tobago) 122,743 (Belize) 158,875 (Guyana) 828,387(Jamaica) 248,662 (Haiti) 4,696 (Bahamas) Total 1,582,221	110,319 (El Salvador) 20,073 (Honduras) 43,400 (Guatemala) 194,715 (Costa Rica) Total 368,507	339,198 (Ecuador) 69,429 (Colombia) 252,770 (Argentina) 14,907 (Peru) Total 676,304	2,627,032	1,599,500	804,439
Volunteer hours mobilized annually	23,424 (Trinidad and Tobago) 28,920 (Belize) 6,163 (Guyana) 1,167 (Jamaica) 30,720 (Haiti) Total 90,484	171,600 (El Salvador) 13,560 (Honduras) 234,000 (Guatemala) 3,540 (Costa Rica) Total 422,700	33,948 (Ecuador) 38,000 (Colombia) 62,928 (Argentina) 14,360 (Peru) Total 149,236	662,420	612,908	448,776
Number of staff & volunteers reached through HIV workplace programmes	257 (Trinidad/Tobago) 105 (Belize) 87 (Jamaica) 202 (Haiti) Total 651	320 (El Salvador) 106 (Honduras) 993 (Guatemala) 227 (Costa Rica) Total 1,646	7,068 (Ecuador) 1,500 (Colombia) 1,324 (Argentina) 53 (Peru) Total 9,945	12,242	4,037	Data not collected in 2008
Resources mobilized for HIV programme in CHF	18,913 (Trinidad and Tobago) 70,000 (Belize) 105,010 (Guyana) 189,805 (Jamaica) 400,000 (Haiti) ²⁸ 130,179 (Bahamas) CHF 913,907	139,239 (El Salvador) 152,536 (Honduras) 124,129 (Guatemala) 7,416 (Costa Rica) CHF 423,320	111,479 (Ecuador) 94, 168 (Colombia) 106,197 (Argentina) 5,258 (Peru) CHF 317,102	1,661,745	2,057,944	1,864,303

²⁷ Includes population reached through *Safe* radio drama (500,000 estimated)

²⁸ Estimate based on 2009 funding

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I. Consolidated Response to Appeal

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
A. Budget	1,847,365	867,369	441,504	22,454	447,263	3,625,955
B. Opening Balance	36,349	69,670	43,635	486	6,478	156,617
Income						
Cash contributions						
American Red Cross	81,243					81,243
Canadian Red Cross	128,461					128,461
Canadian Red Cross (from Canadian Government)	128,680					128,680
DFID Partnership grant	324,073		51,942		42,954	418,969
European Commission - DG ECHO	721,313	-4,346				716,966
Finnish Red Cross	79,009	0				79,009
Finnish Red Cross (from Finnish Government)	46,887	0				46,887
Germany - Private Donors	10,130					10,130
Guatemala Private donors	10,104					10,104
Italy - Private Donors (from United States - Private Donors)	9,871					9,871
Mexican Government	105,506					105,506
Netherlands Red Cross (from Netherlands Government)	-756					-756
Norwegian Red Cross		36,927	7,005			43,932
Norwegian Red Cross (from Norwegian Government)	332,923	357,545	63,043			753,511
Other		-0				-0
OXFAM	9,897					9,897
PAHO (Pan American Health Organisation)		2,169				2,169
Spanish Red Cross	34,733					34,733
Swedish Red Cross		31,474				31,474
Swedish Red Cross (from Swedish Government)	246,205		204,225			450,430
Switzerland - Private Donors	10,334					10,334
United States Government - USAID		239,311				239,311
C1. Cash contributions	2,278,609	663,080	326,215		42,954	3,310,858
Inkind Personnel						
American Red Cross	100,500					100,500
Canadian Red Cross	61,600					61,600
Finnish Red Cross	21,250					21,250
Norwegian Red Cross		44,000				44,000
Spanish Red Cross	195,600	47,520			127,893	371,013
Swedish Red Cross			105,600			105,600
C3. Inkind Personnel	378,950	91,520	105,600		127,893	703,963
Other Income						
Services Fees					93,340	93,340
C4. Other Income					93,340	93,340
C. Total Income = SUM(C1..C4)	2,657,559	754,600	431,815		264,187	4,108,161
D. Total Funding = B + C	2,693,908	824,270	475,449	486	270,665	4,264,778
Appeal Coverage	146%	95%	108%	2%	61%	118%

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II. Balance of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
B. Opening Balance	36,349	69,670	43,635	486	6,478	156,617
C. Income	2,657,559	754,600	431,815		264,187	4,108,161
E. Expenditure	-1,590,621	-796,314	-386,023		-173,707	-2,946,665
F. Closing Balance = (B + C + E)	1,103,287	27,956	89,426	486	96,958	1,318,113

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III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance A - B
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination		
A		B					A - B	
BUDGET (C)		1,847,365	867,369	441,504	22,454	447,263	3,625,955	
Relief items, Construction, Supplies								
Clothing & textiles	55,000	37,376					37,376	17,624
Water, Sanitation & Hygiene	11,354	20,588	37,644				58,232	-46,878
Medical & First Aid				465			465	-465
Utensils & Tools	27,500	61,220					61,220	-33,720
Other Supplies & Services	59,368							59,368
Total Relief items, Construction, Su	153,222	119,185	37,644	465			157,293	-4,071
Land, vehicles & equipment								
Computers & Telecom	13,200	11,106	62	5,959			17,128	-3,928
Office & Household Equipment	4,000	85	1,986				2,071	1,929
Total Land, vehicles & equipment	17,200	11,191	2,049	5,959			19,199	-1,999
Logistics, Transport & Storage								
Storage	514	399	2,740				3,138	-2,625
Distribution & Monitoring		62	3,188	100			3,350	-3,350
Transport & Vehicle Costs	25,146	18,398	1,633	1,396			21,426	3,720
Logistics Services	5,000	15,267					15,267	-10,267
Total Logistics, Transport & Storage	30,660	34,125	7,560	1,496			43,182	-12,522
Personnel								
International Staff	1,032,311	619,523	279,996	150,795		127,893	1,178,207	-145,896
National Staff	302,298	58,082	71,089	7,633		29,977	166,782	135,516
National Society Staff	85,300	126,772	33,560	4,561			164,893	-79,593
Volunteers			211	1,059			1,270	-1,270
Total Personnel	1,419,909	804,377	384,856	164,048		157,870	1,511,152	-91,243
Consultants & Professional Fees								
Consultants	144,114	70,389	13,076	33,542		2,191	119,198	24,916
Professional Fees	33,693	12,635	7,393			578	20,607	13,087
Total Consultants & Professional Fe	177,807	83,023	20,469	33,542		2,770	139,804	38,002
Workshops & Training								
Workshops & Training	732,970	218,745	161,397	48,620		96	428,857	304,113
Total Workshops & Training	732,970	218,745	161,397	48,620		96	428,857	304,113
General Expenditure								
Travel	331,509	117,239	63,092	32,080		306	212,717	118,792
Information & Public Relation	206,172	28,309	73,369	38,228		189	140,095	66,077
Office Costs	35,939	45,295	3,809	9,783		4,021	62,909	-26,970
Communications	32,634	31,454	9,905	6,144		286	47,789	-15,155
Financial Charges	38,600	13,122	3,044	6,178		-5,477	16,867	21,734
Other General Expenses	172,223	2,136	1,060	58		78	3,332	168,892
Shared Support Services	54,216	23,652	51,814	14,002		13,123	102,591	-48,375
Total General Expenditure	871,294	261,206	206,094	106,474		12,526	586,299	284,994
Operational Provisions								
Operational Provisions	2	-25,313	-70,454	5,915		-2,706	-92,558	92,560
Total Operational Provisions	2	-25,313	-70,454	5,915		-2,706	-92,558	92,560
Indirect Costs								
Programme & Service Support	222,891	73,207	41,986	16,754		2,749	134,697	88,194
Total Indirect Costs	222,891	73,207	41,986	16,754		2,749	134,697	88,194
Pledge Specific Costs								
Earmarking Fee		9,601	4,659	2,736		400	17,396	-17,396
Reporting Fees		1,274	53	14		3	1,344	-1,344
Total Pledge Specific Costs		10,875	4,712	2,750		403	18,740	-18,740
TOTAL EXPENDITURE (D)	3,625,955	1,590,621	796,314	386,023		173,707	2,946,665	679,289

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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
BUDGET (C)		1,847,365	867,369	441,504	22,454	447,263	3,625,955	
VARIANCE (C - D)		256,744	71,055	55,481	22,454	273,555	679,289	

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IV. Project Details

Project	Name	Opening Balance	Income	Expenditure	Closing Balance	Budget	Variance
		A	B	C	A + B + C	D	D - C
Goal 1: Disaster Management							
P42010	Zone Support DM	36,349	502,437	-470,364	68,422	541,140	70,777
P42021	DRR Zone Coordination	0			0		0
P42024	GA Risk Reduction	0		0	0		0
P42030	Padru Annual Budget 2010	0	851,244	-544,267	306,977	703,571	159,304
P42031	PADRU Activities	0	76,481	-70,832	5,649	70,759	-74
P42033	Reference Center - Costa Rica	0	103,635	-103,634	2	109,770	6,136
P42034	Reference Center - El Salvador	0	103,643	-103,415	228	109,450	6,035
P42039	DMU - Americas Pre-pos Stock	0	228,729	-228,434	295	231,676	3,242
P42040	Dipecho VII - Centroamerica	0	791,390	-69,676	721,714	81,000	11,324
P42043	Disaster Management Prog	0			0		0
P42044	Zone Shelter program 2011	0			0		0
P42047	Chile - DRM Community Prepar	0			0		0
P42049	Venezuela - OD	0			0		0
P46033	Chile - DRM Community Prepar	0			0		0
PCL009	Chile - DRM Community Prepar	0			0		0
PMX008	Disaster Management Prog Me	0			0		0
PPA010	Disaster management program	0			0		0
Sub-Total Goal 1: Disaster Management		36,349	2,657,559	-1,590,621	1,103,287	1,847,365	256,744
Goal 2: Health and Care							
P42011	Zone Support Health	24,621	0	-24,560	61	24,715	155
P42017	HIV Global Alliance Zone	639	207,948	-184,207	24,381	215,157	30,950
P42023	Epidemic Outbreaks - Zone	0	-4,346	4,346	0		4,346
P42026	Public Health in Emergencies	93	309,518	-307,756	1,855	309,913	2,157
P42028	Influenza Prevention	44,317	2,169	-44,826	1,660	49,759	4,933
P42038	H2P Zone Coordination	0	239,311	-239,311	0	267,825	28,514
P42046	HIV/AIDS	0			0		0
P42048	Chile - Health	0			0		0
P46034	Chile - Health	0			0		0
PCL010	Chile - Health	0			0		0
Sub-Total Goal 2: Health and Care		69,670	754,600	-796,314	27,956	867,369	71,055
Goal 3: Capacity Building							
P42012	Zone Support OD	3,267	121,990	-121,248	4,009	121,925	677
P42029	Volunteering	40,368	309,825	-264,775	85,418	319,579	54,804
P42042	OD Network	0			0		0
P42056	Youth Development	0			0		0
PPA011	OD Network Panama	0			0		0
PVE003	OD - Venezuela	0			0		0
Sub-Total Goal 3: Capacity Building		43,635	431,815	-386,023	89,426	441,504	55,481
Goal 4: Principles and Values							
P42013	Zone Support HPV	486			486	22,454	22,454
Sub-Total Goal 4: Principles and Values		486			486	22,454	22,454
Coordination							
P42014	Zone Coordination	751	150,833	-54,664	96,921	142,795	88,131
P42016	Zone Support PMER	218	42,954	-43,162	10	98,090	54,928

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IV. Project Details

Project	Name	Opening Balance	Income	Expenditure	Closing Balance	Budget	Variance
		A	B	C	A + B + C	D	D - C
P42018	Finance	0			0	0	0
P42019	IT project	0			0		0
P42022	Communication	5,508	70,400	-75,881	27	81,727	5,846
P42032	Human Resources Support	0			0	124,650	124,650
P42035	Coordination - Zone Manageme	0			0	0	0
P42037	Security	0			0		0
P42045	INTER AMERICAN CONFEREN	0			0		0
P42050	IT - Cost Allocation	0			0		0
P42051	HR - Cost Allocation	0			0		0
P42052	Finance - Cost Allocation	0			0		0
P42053	Resource Mobilization - Cost All	0			0		0
P42054	Communication - Cost Allocatio	0			0		0
P42055	PMER - Cost Allocation	0			0		0
P43037	Inter-American Conference prep	0			0		0
P46031	FMC Andean Region	0			0		0
P46032	FMC Southern Cone	0			0		0
Sub-Total Coordination		6,478	264,187	-173,707	96,958	447,263	273,555
Total	Americas Zone	156,617	4,108,161	-2,946,665	1,318,113	3,625,955	679,289