

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

China

Executive summary

The People's Republic of China, with a population of 1.3 billion people, is the most populous country in the world, and has both one of the most dynamic and fastest growing economies, while at the same time very marked disparities in income distribution, health status and other vulnerability indicators. Hit by the deepening and spreading global economic crisis affecting the rest of the world, with a sharp drop in exports, China continues to face many economic, environmental and health challenges that threaten its well-being. Extreme poverty remains an ever-present reality in some parts of the country, regardless of China's rapid economic progress.

The 8-magnitude earthquake which devastated parts of Sichuan and neighbouring provinces in 2008 underlined the role that disasters play in reinforcing this significant level of poverty. Other examples include the annual occurrence of severe widespread flooding and tropical storms. But as well as causing widespread destruction, the 2008 earthquake also opened the country and national society up to many learning opportunities and awakened a much stronger commitment from all levels for disaster preparedness and better volunteer and financial management in disasters. It is vital to seize the momentum generated by this shock and to make the investments needed to carry through a significant boost in capacity.

At the same time, many of China's people find themselves unable to afford medical care as the country faces a growing threat from the spread of infectious disease, such as HIV. The concern of the government to control the spread of A (H1N1) influenza virus has put it at the forefront of health issues in China as well.

The Red Cross Society of China (RCSC) plays an important role as an auxiliary to the government at all levels in addressing the needs of vulnerable populations. With 33 provincial/regional levels and over 3,000 county level branches throughout the nation, the RCSC has a mandate to respond to disasters with relief items and recovery plans, and continues to serve its communities with health education and first aid training nationwide.

Although a significant amount of money was raised for the earthquake relief, response and recovery, the RCSC is in great need for support of programmes and capacity building initiatives that extend far beyond the reach of funds raised for the earthquake areas. The support of these activities will be crucial, as RCSC sees an opportunity to build on the momentum and strengths gained in the lessons learned and capacities built through support of the earthquake operations, and carry it forward to other areas of the country where other provinces face similar serious threats.

In 2010-2011, the RCSC will continue to strengthen its capacity to respond to disasters, reduce risks caused by the spread of disease, and increase the number of people who are trained in first aid skills throughout the country. Recognizing both the strength of the RCSC's volunteer base and the weaknesses in proper utilization and management of these volunteers in a major disaster, the national society will continue to focus on volunteer management and strengthening its organizational capacities at the grassroots level as a key priority in these two years. The RCSC partners with key government agencies, grassroots organizations, communities and the private



The Red Cross Society of China (RCSC) provides support to vulnerable communities through various programmes including disaster management and health and care. In 2010-2011, RCSC's strategy will focus on building upon the achievements gained in the previous two years and especially during the earthquake operations in both volunteer development and management, as well as in intensified capacity building at the grassroots level. International Federation.

sector to carry out its plans each year and to advocate for the needs of those most vulnerable. Partnerships will continue to expand, especially related to the earthquake relief efforts as well as the HIV global alliance strategy.

The International Federation's support will focus on several key areas in this two-year plan - disaster management, health and care, and organizational development – all supporting the principles and values of the Red Cross. The plan is based on experience built up through a strong collaboration between the International Federation and the RCSC over the past years. It also takes into account the programmes that are being implemented bilaterally by RCSC's partners in the Red Cross Red Crescent Movement, whom the International Federation's regional office cooperates closely with.

Beneficiaries of these programmes are wide-ranging and include the most vulnerable and in need of support, such as people living with HIV and communities at high risk of being affected by disasters. These programmes will contribute to all four Global Agenda goals and will move China closer to meeting Millennium Development Goals over the next two years. The 2010 – 2011 plan aims to reach 2,503,600 direct beneficiaries and an additional 122,050,000 indirect beneficiaries.

The total 2010 budget is CHF 523,850 (USD 0.50 million or EUR 0.34 million) and for 2011 is CHF 547,380 (USD 0.53 million or EUR 0.36 million).

[Click to go directly to the attached budget summary of the plan](#)

Country context

While China has been very successful in reducing poverty, with the number of people living on less than USD 1 a day having declined by some 400 million over the past 20 years, extreme poverty still remains an ever-present reality in some parts of the country. Many of China's poor are living in rural areas, and in the western regions far from economic hubs, with little or no access to the benefits brought about through the country's new economic opportunities. More and more people from these areas are migrating to the cities, where they can find higher wages and entrepreneurial opportunities. Yet, this population is vulnerable to discrimination and socio-economic inequities and is thus considered a high risk group, especially in the area of health care. According to the national bureau of statistics, during the economic downturn in 2009, an estimated 23 million migrant workers were without jobs.

Over the past years, China has seen an increase in the frequency of natural disasters caused by intensified severe weather patterns in the region. Furthermore, the impact on populations is often compounded as they face multiple disasters at the same time and often cannot afford to rebuild or replenish what they have lost.

Sichuan province, hit by an 8.0 magnitude earthquake on 12 May 2008, moved rapidly into the recovery phase, but continued to be at risk of further complications with heavy rains and other seismic activity well into 2009. Annual flooding caused by torrential rains, tropical storms and typhoons leave millions displaced each year and destroys thousands of homes. Drought in the northern provinces has worsened in the past years as well, which further threatens hundreds of thousands each year for a lack of water.

Health issues also continue to raise concerns. By the end of 2007, about 700,000 people were estimated to be living with HIV in China. Since 1999, there has been a 30 percent annual rate increase of reported HIV infections. Although the epidemic is now largely concentrated in key vulnerable populations and in poorest communities, there is a potential risk of the virus spreading from high prevalence groups to the general population.

After the first confirmed case of influenza A (H1N1) virus in Hong Kong on 30 April, China's cases grew into the thousands rapidly over the following months. With the 2003 severe acute respiratory syndrome (SARS) experience not far behind, the government started to raise public awareness of prevention and control of the disease. Strict identification of those with fevers at clinics and hospitals, medical quarantine for suspected cases as well as observation of those who have been in close contact with confirmed cases are some of the measures the Chinese government put in place to control the spread of the disease. The Red Cross Society of China is closely monitoring the situation in coordination with the government.

Other existing and new and emerging diseases continue to be of concern to the government and the RCSC. After seven human cases of avian influenza, China reported the virus had ceased circulating early in 2009. Still, concerns of new outbreaks brought into the country by migrant birds keep the country alert. The outbreak of hand, foot and mouth disease in March and April throughout China in 2009 resulted in a total number of 267,148 cases.

The government is showing increasing concern about these issues and has been actively stressing the importance of more balanced development, a more “harmonious society” for all people, and has raised the Millennium Development Goals high on the political agenda.

National society priorities and current work with partners

Established in 1904, the Red Cross Society of China (RCSC) has grown to be one of the largest national societies in the world and has the potential to become one of the strongest. The government of the People's Republic of China continues to recognize RCSC as an important institution for addressing a variety of humanitarian and social needs facing China's people. The headquarters in Beijing acts as a central body, and branches corresponding to state administrative units (provinces, autonomous regions, municipalities, and special administrative regions) are directly under the responsibility of the headquarters.

The RCSC aligns itself to global priorities and new strategies such as developing integrated programming, and combining disaster management, health and care and water and sanitation have been adopted. Dissemination of international humanitarian law, the promotion of humanitarian values and knowledge of the Red Cross to the public are important activities, especially in light of the changing role of the RCSC as an independent organization, with specific national and international roles and responsibilities.

The RCSC has a diverse and rich experience in implementing programmes and capacity at local levels is high, hampered only by inadequate funding for the actual needs of the communities they serve.

The RCSC is currently a valuable auxiliary partner to the government in times of disaster and aligns its programmes and activities to those of the overall Red Cross Red Crescent Movement. The RCSC is a first respondent to communities affected by disasters, providing relief supplies and support. Due to the massive scope of recent disasters, especially the 12 May earthquake, disaster preparedness stocks were depleted and RCSC volunteer and staff capacities were maximized. The support from partners and the International Federation enabled the RCSC to provide much needed relief to those affected.

The disaster caused the initial displacement of approximately 15 million people and today, many are still living in temporary shelters. Up to five million houses need to be built and this makes relief and reconstruction efforts of this magnitude comparable to rebuilding Sweden or major cities such as London or New Delhi.

The scale of the Red Cross operation, taking into account funding from the RCSC, International Federation and its partners, surpasses the 2004 Asian tsunami operation (CHF 3.01 billion). Donations received by the RCSC alone equals around CNY 19.1 billion (CHF 3.13 billion). The International Federation and bilateral partners funds amount to CNY 1.5 billion (CHF 250 million), bringing Movement-wide funds to a total of CNY 20.5 billion (CHF 3.38 billion). A year after the disaster, the RCSC and the International Federation had spent more than the equivalent of CHF 716 million on relief and recovery.

The extent of this disaster demonstrated the amazing strength and speed of the RCSC and the people of China to respond quickly to disasters. At the same time, it also showed some of the weaknesses and needs within the Red Cross and the local communities themselves. For example, volunteer management was a critical issue identified by the branches and headquarters that needs improved capacity. Provincial branches throughout China also reported that they learned where some of the shortcomings of the organization were through their own support of the affected branches, and they are seeking opportunities to put into practice the lessons learned from this earthquake experience.

Due to restrictions on expenditure of any earthquake related funding, the RCSC is limited in how they can spend money received through the Federation appeal. Provinces not directly affected cannot receive any funding for capacity building or disaster preparedness, even though many have expressed an interest in gaining support to learn from the Sichuan disaster. Federation support through this appeal will focus greatly on bringing lessons learned and new technical knowledge to other branches so that they too may benefit from the experiences of the Red Cross Society in this major disaster.

Long-term recovery is an important component of the RCSC's disaster management plan. Through the support of the International Federation and partner national societies, the RCSC has successfully launched a community-based disaster preparedness programme model for the China context that is being replicated in many parts of the country.

The HIV programme has been identified as a priority in the health sector, and the RCSC is working under the framework of the Red Cross and Red Crescent Global Alliance on HIV. In March 2008, the RCSC launched the Global Alliance on HIV and its three-year HIV programme (2008-2010).

In 2010-2011, the RCSC's strategy will focus on building upon the achievements gained in the previous two years and especially during the earthquake operations in both volunteer development and management, as well as in intensified capacity building at the grassroots level. The RCSC's three-year grassroots organization development initiative, supported by an intensified capacity building grant from the International Federation, has enabled the national society to scale up services while building capacity at all levels and promoting programme integration with cross-cutting issues.

The RCSC has an active programme of international cooperation with other members of the Red Cross Red Crescent Movement, including its special autonomous branches in Hong Kong and Macao, the American, Australian, British, Canadian, Finnish, Netherlands, Norwegian, Swedish and Swiss Red Cross Societies and the International Committee of the Red Cross (ICRC).

Secretariat supported programmes in 2010-2011

Disaster management

a) The purpose and components of the programme

Programme purpose: Reduce the number of deaths, injuries and impact from disasters

Through technical support and capacity building activities to improve Red Cross Society of China competency in disaster response and prevention, on both institutional level and implementing practice, especially aiming to reduce damage by big scale, multi-hazard and complex disasters such as earthquake, regional floods, cyclones etc.
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The disaster management programme budget for 2010 is CHF 111,925 and for 2011 is CHF 111,925.

Programme component 1: Disaster management planning and organizational preparedness
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Outcome: RCSC'S capacity to develop and maintain skilled human resources, financial and material capacity, and effective systems and procedures for the disaster management are supported.

Key activities:

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| <ol style="list-style-type: none">1. Support RCSC to strengthen their national disaster response team/ emergency response team response capacity, with focus on specific areas.2. Assist RCSC to upgrade their current disaster contingency plans and standard operation procedures.3. Facilitate RCSC to organize disaster management training to targeting disaster management managers at the prefecture and county levels to strengthen their human resources capacity. The training will focus on relief and recovery in emergency, volunteer management in disaster response and needs assessment.4. Organize an international disaster response laws, rules and principles (IDRL) introduction workshop to RCSC to promote and advocacy IDRL. |
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With support of the International Federation, RCSC will develop its disaster response contingency planning and standard operating procedures to enhance preparedness for disasters such as floods and earthquakes. Given China's size and the diversity of its disasters, this includes setting up coherent disaster response strategies, identifying effective operational models, linking up disaster response stakeholders on different levels, and defining management responsibilities of each stakeholder. The linkage between disaster preparedness and disaster response will also be strengthened in contingency plans and standardized operating procedures. On the provincial level, the International Federation will support targeted provincial Red Cross branches to upgrade their hazard specific contingency plans as well. In flood-prone provinces, provincial Red Cross branches have developed primary contingency plans which need to be more specific on particular aspects, including with the early warning system and to develop 24-hour, 48-hour and one-week response actions, among others. Through the process of upgrading branch plans, provincial Red Cross branches are expected to grasp the skills and concepts of developing contingency plans, so they can guide grassroots Red Cross branches to elaborate on their plans as well. Due to the frequency of natural disasters, developed contingency plans will be tested through real-life situational practice. There will be a review workshop in 2010 to examine these results. Other key activities under this component include training workshops for related decision makers, and the upgrading and simulation of disaster contingency plans and response plans.

Furthermore, the International Federation will coordinate closely with the ICRC's regional advisor on restoring family links to incorporate elements of the programme into the national disaster response team concept in China.

Through the recent earthquake operation, the RCSC has gained certain knowledge, skills and understanding of the International Federation's global emergency response tools such as the emergency response units. This has led to discussion and agreement on developing similar emergency response teams in China based on RCSC's human resources and other inputs. The International Federation will support RCSC to develop several national disaster response teams with a focus on emergency health, water sanitation, relief and logistics in 2010-2011. These teams will compose of personnel from RCSC and its associated organizations such as hospitals. The International Federation will help train these teams. The goal is that within two years, these teams can provide effective and efficient emergency response to domestic disasters. These teams will also provide human resources for RCSC's international emergency support.

On the grassroots level, the International Federation will support selected county-level branches to improve their fundraising capacity and volunteer management capacity. This will increase grassroots level branches' overall capacity in self-sustainability and organizational development, improving their capacity in helping local communities to prepare for disasters and their response to disasters. The selected county-level branches will be those that have community-based disaster preparedness projects. The International Federation's organizational development support will also help these branches to advocate for and continue to support community-based disaster preparedness project communities in exploring financial support from other sources such as local governments or the public.

Programme component 2: Community preparedness/disaster risk reduction

Outcome: Capacity of RCSC to support community preparedness and mitigation and adaptation actions is strengthened and harmonized.

Key activities:

1. Provide technical support to RCSC/partner national societies to implement community-based disaster preparedness (CBDP)/ disaster risk reduction (DRR) programme and projects in China.
2. Coordinate partner national society-supported CBDP programmes in China and promote and facilitate the exchange and knowledge sharing of best practices.
3. Increase RCSC's understanding of DRR methodologies.
4. Strengthen village-level disaster preparedness training by promoting a standardized village training package which includes Red Cross knowledge, first aid, disaster preparedness knowledge, simulation, village-level early warning and action.
5. Organize a CBDP/DRR manager refresher workshop to strengthen RCSC staff's CBDP programme management capacity, introduce climate change and raise awareness of climate change which could be further adopted into DRR programme.

With an increase in the frequency and types of natural disasters in China, it has become apparent to RCSC and Red Cross partners that building the capacities of the local communities to protect themselves is critical. The International Federation will continue to support the RCSC in building up the capacity of communities in preparing for and responding to disasters by further consolidating the community-based disaster preparedness model in the China context.

Based on the past five years' experience, the RCSC headquarters and several provincial branches have strengthened their capacity to facilitate and manage community-based disaster preparedness projects without technical support and guidance. The concept of the Red Cross supporting local communities to conduct vulnerability and capacity assessment, deciding on their own mitigation measures and investing in labour costs has been generally accepted by project staff. Another two provinces will be introduced to this model (for selected communities). Tasks include identifying disaster risks, developing disaster preparedness plans, training village volunteers in disaster preparedness, and implementing mitigation measures. Through all of these activities, the local Red Cross branches' capacity in community-based disaster preparedness will be strengthened, especially in areas such as managing and monitoring programme activities, and improving communication facilities at the county and village levels.

Opportunities for cross-sharing and exchanges among all project sites will be facilitated and strengthened. A pool of vulnerability and capacity assessment trainers will be consolidated through refresher trainings and practice, supported by the International Federation. First aid, water and sanitation as well as hygiene promotion are planned to be more closely integrated into community-based disaster preparedness projects, with emphasis on raising

awareness and changing behaviours. Furthermore, women, the elderly and children will be encouraged to participate in community-based disaster preparedness and local community self-management, especially as they are often the ones most affected when disaster strikes, considering trends of labour migration of men to the cities.

On a national scale, the International Federation will also support the national society in strengthening its disaster information system, which will enable communities to receive early warnings and relay information back about their situation in a rapid and timely manner.

b) Profile of target beneficiaries

The programme is expected to reach out to some 500,000 direct and up to 100 million indirect beneficiaries. The main direct beneficiaries will be RCSC headquarters and branch staff in target provinces, as well as beneficiaries from community-based disaster preparedness communities. The indirect beneficiaries will be those people supported by the RCSC disaster relief and recovery activities; their numbers are difficult to estimate. The strengthening of these systems as well as elements such as the disaster response teams and operating plans could positively impact a great number of beneficiaries as a result of proper implementation. Beneficiaries of the community-based disaster preparedness activities are in rural communities in Hubei and Hunan provinces. The community-based disaster preparedness programme has introduced gender perspectives and has encouraged women's participation in village risk reduction committees.

c) Potential risks and challenges

The frequency of natural disasters in China remains a serious challenge to the human resources and organizational capacity of the RCSC. For example, a series of severe natural disasters came one upon another in 2008 – the snow disaster in February, the earthquake in May, and flooding throughout the summer – and caused many of the regular planned activities to be postponed. While the RCSC's capacity is always able to accommodate for a certain number and level of disasters that hit the country every year, disasters of such massive scale may affect the national society's ability to implement long-term programmes on schedule. The International Federation's East Asia regional office will support the RCSC in monitoring the plan of action and make proper adjustments as necessary.

Another challenge the RCSC faces is the change and turnover of staff in both headquarters and its branches, which can also affect implementation of plans and the carry-over of knowledge and skills. In these cases, the International Federation's East Asia office will require the RCSC to identify replacements of key counterparts and maintain proper handover and sustainability.

Health and care

a) The purpose and components of the programme

Programme purpose
Reduce the number of deaths, illnesses and impact from diseases and public health emergencies in China.

The health and care programme budget for 2010 is CHF 271,604 and for 2011 is CHF 295,134.

Programme component 1: HIV prevention, care and support
Component outcome 1: Reduced vulnerability to HIV and its impact in China through the following four outputs:
<ol style="list-style-type: none"> 1. Preventing further HIV infection. 2. Expanding HIV care and support. 3. Reducing HIV stigma and discrimination. 4. Strengthening RCSC capacities to deliver and sustain scaled-up HIV programmes.
Key activities:
<ul style="list-style-type: none"> • Capacity building workshops on HIV prevention, and care and support. • Capacity building workshops on fundraising. • Profiling of RCSC HIV programme achievements at major national and international HIV forums. • Integrating the seven principles of Global Alliance on HIV into the programming.

By the end of 2010, the RCSC HIV programme is seeking to scale up its nationwide programme to all 31 provinces, autonomous regions and major municipalities, under the framework of the Global Alliance on HIV.

During 2008 and 2009, the RCSC has made a lot of efforts to mobilize its branches to scale up their HIV work and fundraising to match that increase. As the result, the programme was able to attract some interest from international and domestic partners and benefit from increased funding.

However, that increase was far below the planned fundraising targets for the year from all sources. The majority of the international funding is channelled to the programme through bilateral Red Cross partnerships and the International Federation will seek to help build the capacities of the RCSC in fundraising so as to continue to build their resources. The RCSC remains committed to scale up its HIV programme work, and as such, the total programme funding gap remains large for 2010.

The total budget for RCSC's HIV programme under the HIV Alliance framework for 2010-2011 is CHF 20,097,876. This budget is part of the RCSC's three year plan that started in 2008. For 2010, it has identified a funding gap of CHF 10,992,948.

However, to reflect better the actual funding amount that can be generated and channelled through the Federation's appeal system, this plan has significantly revised down its fundraising target figures for 2010, compared with the 2008 and 2009 figures.

This plan is seeking an initial CHF 161,336 in 2010 to assist the RCSC in filling this gap, with the intention to raise this figure as funds are secured. The activities planned with these funds focus on capacity building, such as in fundraising. These funds would assist the RCSC to fully scale up to meet important goals over the coming two years.

The major focus of the programme in 2010-2011 will be on building RCSC's fundraising capacity, so that it can attract previously largely untapped funding sources such as corporate donors in China and the Global Fund on AIDS, tuberculosis and malaria.

At the end of 2010, the RCSC will revisit its progress of its 2008-2010 plans developed under the framework of the Global Alliance on HIV and will set new targets for 2011 and beyond.

The capacity building of the RCSC's staff and volunteers will be the key priority in 2010-2011, along with creating an enabling environment for its nationwide HIV response. Besides this, a range of activities will be undertaken to expand and improve the care and support programme, and to mobilize communities and stakeholders at various levels.

Red Cross branches in all 31 provinces/municipalities will undertake anti-stigma/discrimination work, both in and outside the RCSC, to create an enabling environment for HIV work. A series of meetings, advocacy dialogues and in-house trainings will be conducted at headquarters and provincial levels. Further media advocacy and advocacy with the community gate-keepers, including local authorities, and both corporate and community leaders, will be conducted to get their support on RCSC's HIV work.

Programme component 2: Voluntary blood donor recruitment

Component outcome: Capacity of the RCSC to manage voluntary blood donor recruitment programme has increased.

Key activities:

- Translating the updated edition of the International Federation's manual on blood donor recruitment "Making a Difference".
- Facilitating the development of RCSC' young donor club (Club 25) guidelines and national standards.

Nationwide, the RCSC plays an important role in securing adequate supply of safe blood by promoting the importance of blood donation among the general public and recruiting blood donors. Since 2008, some of its branches in major cities started registering organ and tissue donors.

The International Federation's support in this area emphasizes promotion of blood donation among youth and young adults, by supporting the RCSC to adapt a new youth- friendly concept of "Club 25"¹ and facilitating the development of the RCSC's young blood donors' club (Club 25) guidelines and national standards. The RCSC has

¹ This concept is based on establishing youth clubs made of 16-25 olds who are motivated to donate their blood regularly (at least 20 donations by the age of 25) and influence their peers to remain healthy and donate their blood.

around 100 of these general youth service teams across the major cities so far, but the functions and composition of these clubs vary.

The translation of the updated edition of the International Federation's manual on blood donor recruitment "Making a Difference" and a follow up national workshop planned in 2009 did not materialize due to funding constraints. The International Federation's East Asia regional office will seek support from external, non-Red Cross sources for the funding of these two activities. The regional office will also promote the joint celebration of the World Blood Donor Day with WHO China.

Programme component 3: Community-based health and first aid (CBHFA) and health in emergencies
Component outcome: The capacity of RCSC to manage health in emergencies and CBHFA programmes has increased.
Key activities: <ul style="list-style-type: none">• Support adaptation of CBHFA approaches and toolkits by interested provincial Red Cross branches.• Support building RCSC' health in emergency response system.

This component reflects activities in the areas of CBHFA and health in emergencies.

With the inputs of the regional office and Sichuan earthquake operations, during the first half of 2009, some 16 RCSC staff and volunteers were familiarized with CBHFA approach or 25 were trained as CBHFA master facilitators.

Participating provincial Red Cross branches plan to adapt the new approach of CBHFA in their health programming. The Sichuan earthquake operations health team will provide technical and funding support to roll out the CBHFA approach in earthquake areas, whereas the regional office will provide technical guidance to the remaining provinces which expressed interest and are able to resource it from their own funding sources.

The avian influenza projects in three locations previously funded through this programme will shift from its single-issue, vertical project model and integrate into the CBHFA programmes where feasible. In 2010, the RCSC will explore its role and modality of working in the tuberculosis control programme, in tandem with the local health authorities.

In previous years, the RCSC's capacity to respond to health and water sanitation needs in emergencies has significantly increased. With the inputs of the regional office, during 2008 alone, a total of 40 RCSC staff and volunteers have been trained in health in emergencies, water and sanitation and psychological support.

Through the Sichuan earthquake operations, the RCSC is establishing its own national response system to provide safe water and access to sanitation in emergencies, using the equipment from its three water sanitation emergency response units deployed in 2008 during the earthquake. Recently, the RCSC embarked on building its national preparedness and response capacity to provide psychosocial support in emergencies, which is a new area of expertise not only for the RCSC, but for many non-governmental organizations in China.

The regional office will provide back-stopping and liaison support with the RCSC national headquarters for national capacity building efforts planned under the Sichuan earthquake appeal.

b) Profile of target beneficiaries

Under each of these three components, the main focus groups include RCSC; respective key staff and managers in charge of different health related programmes:

Component 1 (HIV prevention): Red Cross staff and volunteers working at national and provincial branch level and representatives of community groups such as men who have sex with men and sex workers who are involved in the design and delivery of HIV programmes.

Component 2 (Blood donor recruitment): key staff of RCSC blood donor recruitment programme.

Component 3 (CBHFA and health in emergencies): RCSC key staff responsible for health, water and sanitation, and disaster management programmes.

c) Potential risks and challenges

Potential large scale emergencies in China pose a risk of interrupting the routine work of the national society and the regional office. The evolution of A (H1N1) influenza virus pandemic into a more severe pattern with the

disruption of public services, quarantines and travel restrictions, could also pose a risk for Red Cross activities. Risk of outbreaks and public health emergencies, such as hand, foot and mouth disease, pose another risk of redirecting the focus of the national society to meet the needs of affected and at risk populations.

Measuring the quality of delivery of health programmes and services provided by RCSC continues to remain a challenge, due to the lack of skilled and dedicated staff to monitor and evaluate the implementation of programmes at different levels and adequate staffing to match the extensive scale of health related programmes of the RCSC across China.

Organizational development/ Capacity building

a) The purpose and components of the programme

Programme purpose
Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.

The organizational development/capacity building programme budget for 2010 is CHF 140,321 and for 2011 is CHF 140,321.

The International Federation supports the organizational development and capacity building of the RCSC through all of its programmes in disaster management and health. Furthermore, the following activities are supported with technical input from the International Federation delegates and zone organisational development delegate in the Asia Pacific zone office. Sharing learning from the earthquake operation will be the key focus in this area. Further strengthening branches and their volunteer and financial management systems will be critical for those branches beyond the reach of earthquake funding that are similarly at risk of mega disasters. The RCSC was a recipient of the Intensified Capacity Building fund in 2008 for a three-year programme to strengthen grassroots-level capacities and programme integration. This has been strongly supported by the planning, monitoring, evaluation and reporting delegate in the regional office who will continue to work closely with the RCSC at both headquarters and provincial levels to carry out the objectives of that programme.

Support from the International Federation will also focus on coordinating a new approach to capacity building by promoting long term development support from all partners, and building on the strengths of the national society to ensure sustainability. Coordination with the ICRC office in Beijing on capacity building initiatives will also ensure an efficient approach to any joint organizational development opportunities.

Finally, the International Federation will maintain its support to the RCSC on the incorporation and adaptation of Strategy 2020 goals as well as the resolutions taken at the 2009 General Assembly.

Programme component 1: National society capacity development and organisational development (branch and headquarters)
Component outcome: Selected RCSC provincial branches have strengthened capacity to support newly independent local (county level) branches in Red Cross organizational development and programme management issues.
Key activities:
<ul style="list-style-type: none"> • Red Cross Red Crescent Movement dissemination workshops in conjunction with ICRC. • Management support trainings and one-on-one branch support from headquarters and technical experts. • Production of supporting materials.

Capacity building, with particular focus on organizational and resource development, is a key area for the future of the RCSC. The society's commitment to reinforcing the organizational independence of its branches was reaffirmed in its current five-year development plan. It aims to complete the internal restructuring process, which began in 1999, by ensuring all local prefecture and county branches are fully separated from the ministry of health by the end of 2009. The International Federation will continue to support this in the next two years through training and management support that will enable these newly independent branches to adapt to the subsequent changes they face. Dissemination workshops on Red Cross Red Crescent Movement knowledge will be done in conjunction with the ICRC and RCSC headquarters, as possible.

Programme component 2: Financial management
Component outcome: RCSC finance and programme staff at headquarters and branch levels have acquired

increased knowledge and skills in project financial management.

Key activities:

- Finance trainings provided at national and local levels
- Production of supporting materials

Another area in which the International Federation will support RCSC in the next two years is strengthening Red Cross branches in their financial management. With the technical support of the regional financial manager for the International Federation in Beijing, the RCSC headquarters will work with local branch managers and finance officers to improve financial systems and records to meet the standards of both national and international partners.

Programme component 3: Volunteer promotion and development

Component outcome: The RCSC volunteer base is strengthened.

Key activities:

- Workshops and trainings at national and local branch levels
- Production of materials, including best practices and lessons learned

The earthquake of 2008 highlighted the need for good volunteer management throughout the branches of RCSC. The RCSC also recognizes the need to improve and strengthen capacity at all levels in terms of volunteer recruitment and retention activities. With nearly 850,000 volunteers and a membership of over 25.85 million, there is great potential within the national society to recruit and retain high numbers of active volunteers. With the support of the International Federation, capacity building initiatives in the area of volunteer management will be strengthened through this appeal in areas outside the earthquake zone. With technical support of the International Federation's regional office and the volunteer development unit at the Asia Pacific zone office, the RCSC will be able to further develop its volunteer management strategies and systems.

b) Profile of target beneficiaries

This programme targets the RCSC headquarters and branches at all levels, but also includes external beneficiaries such as volunteers and community populations reached by these activities. It is expected to reach up to 3,000 direct and 50,000 indirect beneficiaries.

c) Potential risks and challenges

Although the national society is prioritizing programme integration, it is a challenge for departments and staff to do so when their capacities are maximized due to massive disasters and health concerns. It is also a challenge to have this carried out at all levels throughout the organization, from headquarters down to the grassroots level. Likewise, the government agencies with which RCSC closely works also do not have a strong integration of programmes, and the RCSC will continue to face challenges with their local counterparts in implementing programmes in an integrated fashion.

Principles and values

a) The purpose and components of the programme

Programme purpose

Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

While the national society's plan does not have a specific programme focusing on this Global Agenda goal, the programmes supported through the International Federation already encompass these values in the strategies and objectives of the programmes. The Fundamental Principles of the Red Cross Red Crescent Movement guide the RCSC and International Federation in the design and implementation of the programmes. There are also many examples of how our shared values underline each programme component, as demonstrated below.

Disaster management

The four components of the disaster management programme all encompass the shared values and principles of the Red Cross Red Crescent Movement. The community preparedness and disaster risk reduction programme puts the people in their communities first, guiding them to work in solidarity to reduce the threats to their own well-being for a safer, better future. RCSC and communities' joint efforts to include the most vulnerable populations in each community builds tolerance for diversity and Red Cross leadership, as government and community members recognize the principles and values behind Red Cross initiatives. Likewise, the development of contingency plans at all levels of the RCSC will create a stronger organization, with strong leadership in the areas of disaster management and acting with integrity and transparency when responding at times of disaster.

Health and care

The outputs and targets of the RCSC's HIV Alliance programme have been built upon the principles and values of the Red Cross Red Crescent Movement. The RCSC has taken very innovative steps towards including at-risk populations that have not been adequately represented in the past. The strong focus on reducing discrimination and intolerance, as well as promoting respect for human dignity, is a key cross-cutting element of this programme. As RCSC moves into a more prominent HIV prevention role in the eyes of the government and other domestic and international organizations, the national society will have an opportunity to share Red Cross principles and values, putting human dignity, impartiality and voluntary service at the forefront of these initiatives.

Organizational development

By supporting branch separation at provincial and county levels, the International Federation is providing the RCSC an opportunity to develop the strength of its branches as independent, neutral entities that strive to promote the principles and values in all of their activities. Volunteer development and capacity building at grassroots levels will enable the RCSC to work with vulnerable groups and build their capacities to reduce their own risks, while at the same time strengthening the organization to expand and scale up its important activities nationwide.

World Expo 2010

In addition to planned programmes, the International Federation will work closely with the RCSC and the ICRC to promote a Movement image during the 2010 World Expo in Shanghai as a platform for promoting knowledge of the goals and achievements of the Red Cross Red Crescent Movement. The RCSC has designed a Movement pavilion and planned many special activities, especially on World Red Cross Red Crescent Day.

b) Profile of target beneficiaries

The target of this programme is the RCSC management and governance initially, with cross-cutting implications throughout all other programmes. Altogether, up to two million direct and 22 million indirect beneficiaries are expected to be reached.

c) Potential risks and challenges

The highest risk in China is the challenge in influencing behaviour change in the communities and individuals. Long-held perspectives and beliefs must be radically changed through the Red Cross programmes, and sometimes it is the Red Cross staff and volunteers themselves that first must go through that process.

Role of the secretariat

a) Technical programme support

All programmes in China are managed and implemented by the RCSC headquarters and provincial or local branches. The International Federation's East Asia regional office provides support and technical guidance in programme areas that are agreed upon by both parties. Both the health and disaster management programmes are supported by the regional delegates in this field. In addition, the head of regional office and the planning, monitoring, evaluation and reporting delegate support the national society's organizational development plans with further technical assistance from the Asia Pacific zone office.

The East Asia regional office also provides the RCSC with support in humanitarian values and information needs through the regional office, Asia Pacific zone office and secretariat in Geneva. Compliance with financial management and reporting and narrative reporting requirements to international donors are covered by the regional finance manager and planning, monitoring, evaluation and reporting delegate.

Technical support from the International Federation in reviewing the 2008 earthquake response will enable improved coordination and cooperation in future disasters in China. A review of health in emergencies and the 2009 review on water and sanitation emergency response units will be important components of this activity. This review will be funded through the Sichuan earthquake emergency appeal.

Specific HIV programming with the RCSC is further supported by the International Federation's HIV delegate based in Beijing. Other programmes and activities, such as avian influenza and many disaster management programme components are supported through the hard work of local staff members. The International Federation's East Asia regional office also has an agreement with the RCSC for staff on loan whereby members of the society's international department are seconded to work with the International Federation's regional office for two years.

b) Partnership development and coordination

The RCSC works with many partners, both domestic and international. It coordinates closely with the ministry of health and civil affairs at local and national levels, ensuring that Red Cross activities are focused in areas where they have greater impact and cooperation from the local governments. Local organizations and community groups are important local partners for implementing activities, as well as reaching groups that might otherwise be difficult to access, such as men who have sex with men and minority communities.

The RCSC participates in collaborative efforts with other stakeholders and organizations working in related fields, such as UNAIDS, UNICEF, and WHO. Since 2006, the International Federation has been hosting a representative of the Global Road Safety Partnership, in the Beijing office, where it has worked with partners, including the RCSC, on introducing a USD 10 million (CHF 11.6 million) project in China to improve road safety.

The RCSC has an active programme of international cooperation with other members of the Red Cross Red Crescent Movement including its special branches in Hong Kong and Macao, the American, Australian, British, Canadian, Finnish, Netherlands, Norwegian, Swedish and Swiss Red Cross Societies and the International Committee of the Red Cross (ICRC). The RCSC has been working with these partners on a diverse array of projects which address critical issues such as HIV, eye care, disaster management, organizational development and water and sanitation throughout the country. The coordination of the earthquake relief and recovery work is being done by the RCSC with the support of the International Federation, with many Red Cross partners involved in each phase.

The launch of an HIV Global Alliance in China has also brought together many Red Cross partners, as well as non-Red Cross partners, under one programme strategy and plan of action devised by the RCSC. This collaboration marks an important step for the RCSC towards making a comprehensive and unified national programme on HIV prevention that will enable the national society to further its efforts in achieving the Millennium Development Goals.

c) Representation and advocacy

The East Asia regional office has a strong presence in the region in terms of representing the Red Cross Red Crescent Movement and advocating on behalf of the RCSC and other national societies in the region. The International Federation office annually hosts the East Asia partnership meeting, in which the region's five national societies and other Movement partners gather to discuss critical issues for the current year. The head of regional office frequently participates in government and diplomatic meetings with the Chinese government or foreign entities. The International Federation also has a role in conveying the needs and challenges of the national societies in the region to interested donors, whether within the Movement or public or private sectors.

The International Federation will support the RCSC to further explore its role in humanitarian diplomacy in the East Asia. The RCSC plays a special role in China in its ability to persuade decision makers and opinion leaders to consider the interests of vulnerable people, and act with full respect for fundamental humanitarian principles.

The goal of this area of support is to ensure that agreements and partnerships with other organizations and government entities realize their operational potential, adding real value for the RCSC and its programmes. It also supports the strengthening of the national society's capacity to use their auxiliary role for the benefit of vulnerable people.

The regional office will continue to play an important role as a focus for humanitarian diplomacy on behalf of the Red Cross Red Crescent Movement during the World Expo 2010 in Shanghai. Other important advocacy roles include persuading government at various levels of the need to take up the various activities enshrined in Red Cross Red Crescent-supported community-based disaster preparedness projects, and in pushing forward the issues of the most vulnerable groups in HIV work.

The International Federation's East Asia regional office has been especially active in participating and representing the RCSC and the Movement in international HIV conferences and activities. This has strengthened the image of the Red Cross as a major player in the fight against HIV in China.

In disaster management, the International Federation coordinates with the RCSC during a disaster response period, as evidenced in the past years in both earthquake and flood appeal support. The International Federation works with the RCSC to release disaster information to the media, receive interviews from international media and provide updated information to the public. The disaster management programme is working on building partnerships with other partner national societies to provide technical and financial support to the RCSC on disaster management policies, contingency plans, response tools and community-based programmes.

Promoting gender equity and diversity

The RCSC programmes supported by the International Federation strive to meet the needs of the most vulnerable in the communities served. As noted before, due to urban migration, many of those seriously affected by natural disasters in the rural areas are women, children and the elderly. Minority groups are also heavily hit by the effects of disaster, often without the means to recover as rapidly as non-minority groups, as was evidenced in the earthquake that greatly affected the Qiang and Tibetan minority groups in the very mountainous regions of Sichuan. The RCSC recognizes these challenges and works with communities accordingly.

In HIV prevention activities, the youth peer education programmes often strive for mixed gender participants so as to reach the broadest audience and effectively target all potential high risk groups. Diversity and respect for differences are also promoted through RCSC's HIV prevention work, so as to influence and change attitudes towards people living with HIV or other high risk groups that are often marginalized in society.

Quality, accountability and learning

The RCSC headquarters has been working hard to improve the quality of their programmes to the beneficiaries and their accountability to both beneficiaries and donors. In recent years, workshops and meetings of programme staff and branch-level managers have allowed for more opportunities to share experiences and assessments of lessons learned. Stakeholders have been integrated into the planning process, especially in the rehabilitation of homes after disasters, and in HIV workshops that include high risk groups and people living with HIV.

The International Federation's support on intensified capacity building to the RCSC in these three years will provide many opportunities for improving quality and accountability, while also giving many opportunities for sharing lessons learned. The support of the International Federation in 2010-11 will focus much of its attention on bringing lessons learned to the forefront of new initiatives around China.

Baseline surveys, questionnaires and surveys, as well as ongoing assessments of programmes are becoming standard in programme plans. Provinces report regularly to the headquarters on activities and an annual audit of all finances is conducted by the RCSC. Support of the planning, monitoring, evaluation and reporting (PMER) team in China will focus on continuing to improve quality and accountability in the work of the RCSC, and strengthen communications with donors for shared learning and expansion of partnerships. Further improvements in quality of the organizational and financial management are in process with the support of the International Federation.

How we work

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

Global Agenda Goals:

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

Contact information

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

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[<map below; click to return to title page>](#)

MAACN001 - China

Budget 2010 - 2011

Budget 2010

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Care	Capacity Building	Principles and Values	Coordination	Total
Supplies						
Land, vehicles & equipment						
Transport & Storage						
Personnel		13,500	24,000			37,500
Workshops & Training	80,000	215,000	80,000			375,000
General Expenditure	24,650	25,450	27,200			77,300
Depreciation						
Contributions & Transfers						
Programme Support	7,275	17,654	9,121			34,050
Services						
Contingency						
Total Budget 2010	111,925	271,604	140,321			523,850

Budget 2011

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Care	Capacity Building	Principles and Values	Coordination	Total
Supplies						
Land, vehicles & equipment						
Transport & Storage						
Personnel		10,000	24,000			34,000
Workshops & Training	80,000	239,000	80,000			399,000
General Expenditure	24,650	26,950	27,200			78,800
Depreciation						
Contributions & Transfers						
Programme Support	7,275	19,184	9,121			35,580
Services						
Contingency						
Total Budget 2011	111,925	295,134	140,321			547,380



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

China



The maps used do not imply the expression of any opinion on the part of the International Federation of the Red Cross and Red Crescent Societies or National Societies concerning the legal status of a territory or of its authorities.

Map data sources: ESRI, DEVINFO, GRUMP, Federation