

# Annual report



International Federation  
of Red Cross and Red Crescent Societies

## Philippines

Appeal No. MAAPH001

27 April 2011

This report covers the period  
1 January to 31 December 2010



A Philippine Red Cross emergency response unit (ERU) in a simulation exercise. Throughout the year, PRC organized drills and simulations to enhance its preparedness to respond to disaster.  
(Photo: Romulo Godinez/PRC)

## In brief

**Programme purpose:** The disaster management programme aimed to strengthen disaster response and preparedness capacities of the Philippine Red Cross (PRC) at the institutional level as well as disaster preparedness, mitigation and risk reduction at the community level. The health and care programme targeted contributions towards healthy and safe living by addressing issues relating to HIV and AIDS, emergency health, and community health. The focus of the organizational development programme was to increase the capacity of PRC to address situations of vulnerability by strengthening the skills of its leadership and its support services. Finally, the principles and values programme promoted the fundamental principles and humanitarian values of the International Red Cross and Red Crescent Movement.

**Programme summary:** Taking forward its disaster management programme, PRC put specific attention on the formation, equipment, training and development of barangay disaster actions teams (BDATs). Two chapters were covered in this regard: Eastern Samar and Leyte. The national society also strived to improve on organizational preparedness by training and equipping land and water search and rescue teams for 18 chapters. It also continued to test and refresh the preparedness capability of its staff, volunteers and community members through workshops, practical simulations and drills.

Health and care programming focused on hygiene and health promotion activities. Prior to undertaking such activities, the national society trained 40 new community health volunteers (CHVs) and re-trained 100 others. As cases of dengue reached and exceeded the epidemic threshold, PRC intensified community-based interventions. Chapters in affected provinces conducted health education campaigns and mobilized members of affected communities to undertake clean-up campaigns with a view of destroying mosquito-breeding sites. The national society also provided blood and blood components, and supported health authorities in undertaking surveillance and monitoring of cases. To contribute towards preventing further HIV infections, PRC undertook HIV awareness campaigns benefitting youth, community members and migrant workers.

Organizational development and capacity building efforts continued in 2010. New members of PRC governing

board and newly elected members of chapter board of directors were provided with orientation. The national society undertook its strategic planning exercise, whose product was a draft of 'Philippine Red Cross Strategy 2020' – the strategic development plan that will guide the national society deliverables until 2020. The draft is awaiting board approval. PRC also worked towards improving its capacity in support services, including human resource management, finance and administration, communications, resource mobilization and information technology. Improvements were made in volunteer management, including recruitment and retention. The national society recruited 99,649 new Project 143 volunteers across 42 chapters nationwide. It also undertook an initiative to determine the number of active volunteers, counting up to 477,365 active volunteers as of April 2010. Also related to volunteering, the national society sampled and determined that its volunteers had put in the equivalent of 77,809 hours, translating to PHP 3.9 million (some CHF 79,456)<sup>1</sup> in monetary value.

Exposition of the fundamental principles and humanitarian values formed an integral part of all programmes. It also entailed highlighting gender issues, creating awareness of non-discrimination and promoting tolerance. In the context of this annual programme plan, in 2010 PRC raised awareness of principles and values mainly among youth in communities and schools, with a view of imparting positive change in behaviour. This was done through various Red Cross youth activities related to health, welfare and the environment.

**Financial situation:** The total budget for 2010 was CHF 1,046,751. Funding recorded was CHF 1,037,792 or 99 per cent of the budget. Expenditure during the year was CHF 638,053 (or 61 per cent of the budget). The closing balance of CHF 399,739 has been rolled over to 2011 and, so far, is the only income recorded for [revised country plan 2011](#). Partners are encouraged to provide funding support to the revised plan to enable PRC to continue with activities already initiated.

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

See also [emergency appeal MDRPH005](#) and [emergency appeal MDRPH006](#)

**No. of people reached:** Direct beneficiaries of the health and care programme included 57,950 persons reached with HIV and AIDS awareness campaigns, and 15,830 with health and hygiene promotion. Some 50 persons were trained as local disaster action team members, within the disaster management programme. In 2010, PRC recruited 99,650 volunteers, 51,000 youths benefited from the leadership formation course, 49,480 from basic leadership training and 16,840 from substance abuse prevention education.

**Our partners:** In 2010, the Movement partners of PRC – who maintained in country presence – were American Red Cross, Australian Red Cross, German Red Cross, Japanese Red Cross Society, Spanish Red Cross, Swiss Red Cross, ICRC and IFRC. Outside the Movement, PRC worked with regional or international entities such as Asian Disaster Preparedness Centre (APDC), AusAID, European Commission's humanitarian aid department (ECHO), International Social Services (ISS), and USAID. Local government partners included the department of health, department of social welfare and development, national disaster risk reduction and management council, overseas workers welfare administration, and local government units. The National Society also worked with nongovernmental organizations, hospitals, foundations, medical centres and civil society organizations.

On behalf of Philippine Red Cross, IFRC would like to thank all partners and donors who have generously contributed to this plan.

## Context

The year 2010 was an election year in the Philippines: national elections were held in the first half and local elections in the second half. In the run-up to the elections, the Commission on Elections (Comelec) and law enforcement authorities had identified several areas as potential 'hotspots'. Taking into account its role as an auxiliary to public authorities, PRC put in place preparedness plans to respond to needs that could potentially arise due to election-related emergencies. By large, both exercises concluded peacefully. PRC only stepped in to provide routine assistance such as monitoring of blood pressure, treatment of minor injuries, sudden dizziness, headache and fever.

Being one of the most disaster-prone countries in the world, Philippines was hit by a dozen storms [tropical depressions, tropical storms, severe tropical storms and typhoons] in 2010. However, only two of the storms – Typhoon Conson and Typhoon Megi – were most destructive. Typhoon Conson swept across the National Capital Region as well as parts of Luzon in July 2010, leaving a trail of destruction, displacing hundreds of families and

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<sup>1</sup> Exchange rates are indicative only

causing tens of casualties. Then Typhoon Megi made landfall on 18 October 2010, as a super typhoon packing winds of more than 220km/h. Striking near Divilacan Island on the eastern coast of Isabela province as a Category V storm, the typhoon killed 31 people, injured 42 and affected some 2 million persons. The direct impact of Typhoon Megi on lives was low due to pre-disaster procedures put in place by disaster authorities. Nevertheless, it caused significant damage to houses, livelihoods and infrastructure, affecting some 23 provinces. Around 149,000 houses were damaged – 31,000 completely and 118,000 partially.

On the health scenario, dengue posed a significant challenge to health authorities as the number of cases went above the epidemic threshold for the most part of 2010. A total of 135,355 dengue cases were reported nationwide during the year, translating to a 134.84 per cent increase compared to the 57,636 cases recorded in 2009. Also on health, the incidence of HIV continued to rise. According to the Philippine HIV and AIDS registry, 1,591 new HIV cases were reported in 2010, compared to 835 in 2009. Over 90 per cent of the new cases were men, with homosexual contact accounting for 48 per cent of the cases, bisexual contact for 33 per cent and heterosexual contact for 19 per cent.

## Progress towards outcomes

### Disaster management

Programme components	Component outcomes
A. Community-based disaster preparedness and risk reduction	1. Enhanced capacity of communities to cope with the effects of both natural and man-made disasters by incorporating early warning mechanisms and climate change adaptation into the disaster preparedness planning with the communities.
	2. Communities assisted in translating technical hazard maps produced by the early warning institutions in the country.
	3. Increased quality and quantity of Red Cross volunteers in hazardous and vulnerable communities who can carry out disaster preparedness and response.
	4. Equipped and trained community volunteers.
	5. Established and improved mitigation mechanisms at community level.
B. Organizational preparedness	1. Case studies developed and produced on community-based disaster risk management programmes previously implemented and extracting lessons learned.
	2. Community training manual revised, incorporating modules on health in emergencies, climate change adaptation and early warning system.
	3. Increased quality and quantity of Red Cross trainers at chapter-level.
	4. Stock of essential non-food items increased.
C. Recovery	1. Production of advocacy paper on safe access to land as an approach to risk reduction.
	2. Integration of building safe houses in all community-based disaster activities through production of training manuals for volunteers.

### Achievements



PRC organized a water search and rescue simulation in Pasig City  
(Photo: Romulo Godinez/Philippine Red Cross)

In 2010, PRC continued its efforts to provide recovery assistance to families affected by typhoons that lashed in the second half of 2009 as well as a new caseload of beneficiaries affected by Typhoon Megi of 2010. Even so, the national society also undertook community-based disaster preparedness and risk reduction activities. Within the annual programme plan, specific attention was on formation, equipment, training and development of barangay disaster actions team (BDATs). In this regard, 100 persons were trained – 50 each in Eastern Samar and Leyte chapters. Components of the training included techniques for conducting vulnerability capacity assessments (VCAs), identifying gaps, putting in place mitigation measures and improving community-based early warning systems.

The trained BDAT members will work alongside local disaster authorities to formulate community plans for their respective barangays. They will ensure that elements such as climate change adaptation and improvement of community-based early warning systems form part of barangay development plans. BDATs members comprise responders and community health volunteers drawn from different facets of the local community, including teachers, members of local government units (LGUs), medical practitioners, youth and farmers. This is in line with PRC's desire to increase volunteers in vulnerable communities who can carry out disaster preparedness and response.

In addition, as a commitment to organizational preparedness, PRC trained and equipped land and water search and rescue teams for 18 chapters. Training and equipment of teams for five chapters was supported through this annual appeal programme while for six chapters was done within an ongoing emergency appeal operation. The equipment for the teams includes rubber boats with paddles and outboard motor engines, personal floatation devices, helmets, raincoats, boots, eye protectors, heavy-duty torches, gloves, wet suits, whistles, throw lines, rescue harnesses, sledgehammers and shovels.

**Table 1: Land and water search and rescue teams trained and equipped**

Batch	Chapter	Total number of trainees
Batch 1: 17-27 May 2010 (IFRC-supported)	Laguna	6
	Pangasinan	7
	Rizal	6
Batch 2: 19-23 July 2010 (IFRC-supported)	La Union	6
	Pampanga	6
	Quezon City	6
Batch 3: 6-9 August 2010 (IFRC-supported)	Valenzuela	6
	Batangas	6
	Isabela	6
Batch 4: 19-24 September 2010 (German Red Cross- supported)	Nueva Ecija	6
	Bacolod	6
	Iloilo	8
	Lapu-Lapu	6
Batch 5: 21-24 September 2010 (IFRC-supported)	Leyte	6
	Zamboanga	6
	Agusan del Norte	6
<b>Total</b>	General Santos	6
	Iligan	6
	<b>18 chapters</b>	<b>111</b>

PRC also continued to test and refresh the preparedness capability of its staff, volunteers and community members through workshops, practical simulations and drills funded using own resources or from its bilateral partners. In this regard, some 7,955 persons benefitted from barangay disaster management training (BDMT), 14,105 from community-based disaster management training (CBDMT), and 1,365 from the standard disaster management training (SDMT).

Simulations conducted by the national society during the year included earthquake drills, fire drills, bomb drills, first aid drills, ambulance operation, emergency evacuation drills including rope rescue, and water safety drills. Some 27,000 persons across 30 chapters were reached with fire drills and 54,000 with earthquake drills.



**PRC organized a fire drill to equip staff and delegates of IFRC's Philippine country office with basic fire fighting skills  
(Photo: Afrhill Rances/IFRC)**

Meanwhile, in September 2010, IFRC supported PRC in organizing a pre-disaster planning forum. During the forum, the national society undertook a mapping of its capacity in terms of equipment, human resources and preparedness stocks, among others. On a related development, IFRC supported replenishment of PRC emergency stocks used in the immediate aftermath of the 2009 typhoons to boost the national society's capacity to respond swiftly to non-food item needs during disaster. The replenishment was done under an ongoing emergency appeal operation. The non-food items that remain in stock include 20,915 blankets, 710 buckets, 6,400 hygiene kits, 10,000 mosquito nets and 10,000 sleeping mats.

## Challenges

Throughout the year, the disaster management services of PRC maintained a delicate balance of ensuring that immediate needs of disaster-affected populations were met while at the same time implementing activities under this annual appeal. That balancing meant that longer-term activities progressed at a slower pace. While activities related to the response to typhoons Ketsana, Parma and Mirinae ([MDRPH005](#)) progressed, a new intervention started in November owing to the effects of Typhoon Megi ([MDRPH006](#)). Heavy rains that severely affected north Luzon towards the end of the year further stretched existing capacities. Nevertheless, the response by concerned chapters to the multiple disasters helped to build up adequate capacity to absorb an increased demand for services. Implementation of activities will intensify in the coming year in line with the revised country plan 2011.

Being an election year, 2010 saw a reduction in participation by barangay officials and community leaders in some locations. This was because some were involved in preparations aimed at facilitating their re-election and were uncertain of continuing in their positions. However, after the conclusion of barangay elections in October 2010, engagements with continuing or new barangay officials/community leaders improved. For example, the national society was able to undertake barangay disaster actions team training sessions in Eastern Samar and Leyte after the elections.

Activities relating producing an advocacy paper on safe access to land as an approach to disaster risk reduction – as well as integrating building safe houses in community-based disaster activities by producing training manuals – were not undertaken during 2010. Practically, such activities will be undertaken at a later stage, based on lessons learnt from the ongoing emergency appeal operations. In 2010, however, PRC and IFRC continued to advocate for authorities, individual and corporate donors to provide alternative, safer land to resettle typhoon-displaced persons who used to live in areas prone to hazards.

## Health and care

Programme component	Component outcomes
A. Community health and care	1. Increased healthy communities which are able to cope with health and disaster challenges, achieved through community-based integrated health activities.
	2. Reduced vulnerability to HIV and its impact through prevention of further infection, and reducing stigma and discrimination.

## Achievements



Participants at a CBHFA facilitators training in Eastern Samar practice how to conduct participatory assessment in communities  
(Photo: Clarice Sarao/Philippine Red Cross)

During the first half of 2010, PRC continued with hygiene and health promotion activities targeting families affected by typhoons Ketsana, Parma and Mirinae of 2009. At conclusion of the activities, some 575 community health volunteers (CHVs) had been recruited and trained. In turn, they reached 46,700 families (approximately 233,500 persons) with tips on proper food preparation, proper hygiene and sanitation, and information on diseases such as leptospirosis, diarrhoea, athlete's foot, malaria and dengue fever.

In addition to families reached through the emergency appeal operation, PRC reached 15,830 others in Eastern Samar, Leyte, Surigao del Norte and Surigao del Sur chapters within the context of this annual appeal programme. Before CHVs could undertake health and hygiene

promotion, 40 new ones in Eastern Samar and Leyte were trained while 100 others were re-trained in Negros Occidental, Pangasinan, Surigao del Norte, Surigao del Sur and Zambales. The training and re-training was undertaken by volunteer nurses who had undergone community-based health and first aid facilitators training.

In response to the increasing number of dengue cases, in 2010 the national society intensified community-based interventions. Chapters in affected provinces conducted health education campaigns, reaching 612,190 persons [at home and in schools]. Some 240 volunteers helped to mobilize 437,752 persons to undertake clean-up campaigns with a view of destroying mosquito-breeding sites. The national society also provided blood and blood components to over 3,400 patients in need. Additionally, PRC volunteers supported health authorities in undertaking surveillance and monitoring of cases. *For more information on the national society's action, please refer to the [Philippines: Dengue Information Bulletin No. 2](#).*

To contribute towards reducing and preventing further HIV infections, PRC continued to implement an HIV and AIDS project initiated in 2009, reaching 57,950 persons. In particular, through IFRC support, PRC recruited and trained 209 youth peer educators who reached 11,496 vulnerable youths with HIV prevention education. In addition, 38,564 community members were reached with HIV awareness campaigns while 7,890 migrant workers – overseas Filipino workers – were reached with HIV orientation seminars before they departed to work abroad. The pre-departure orientation seminars were organized by PRC in coordination with the overseas workers welfare administration (OWWA) and the Philippine overseas employment administration (POEA). All campaigns were complemented with distribution of information, education and communication (IEC) materials on HIV and AIDS.

**Table 2: Community members reached with HIV awareness campaigns**

Chapter	Community members reached
Aklan	2,513
Davao City	5,647
General Santos	4,057
Ilocos Norte	2,984
Lapu-Lapu	1,209
Manila	1,278
Pasay	2,249
Quezon City	6,012
Rizal	8,800
Zamboanga City	3,815
<b>Subtotal</b>	<b>38,564</b>

Meanwhile, during 2010, PRC finalized its facilitators' guide for training on HIV prevention for community health volunteers. The national society also produced a draft of an HIV workplace policy, and presented it to the community health and nursing services committee for review, pending approval by the board.

Following an IFRC-organized emergency health assessment workshop held in September 2010 – which aimed at ensuring that PRC has staff and volunteers with the capacity to undertake assessments on the health impact of disasters – PRC provided disaster nursing training. The disaster nursing training aimed at enabling both student and graduate nurses to contribute to disease prevention in evacuation centres and in communities affected by disasters. Some 5,064 volunteer nurses were trained and are now available to provide emergency health support to PRC during disasters, including conducting assessments, training CHVs and monitoring.

Also implemented in 2010 were activities relating to the humanitarian pandemic preparedness (H2P) project. PRC conducted three simulation exercises – at the national headquarters, and Valenzuela City and Pasay City chapters – to sensitize communities, authorities and other agencies to the pandemic situation. In July, the national society undertook substantial information dissemination in schools and communities in Ilocos Sur, Isabela, Pangasinan and Santiago



**CHVs distribute a dengue awareness poster in Pasay City (Photo: Marissa Santos/Philippine Red Cross)**

City after suspected cases of Influenza A (H1N1) were reported in the areas.

## Challenges

After a year of implementation, the H2P project for the Philippines closed in May 2010. The abrupt end was due to a shortfall of funding under IFRC's global H2P appeal. Subsequently, H2P activities were integrated into the community health component of this annual appeal.

Throughout the year, the national society had to maintain a delicate balance in the face of competing demands arising from concurrent responses to typhoons, flooding and dengue while at the same time implementing activities under this annual appeal. That balancing meant that longer-term activities progressed at a slower pace. Eventually, hygiene promotion activities related to the MDRPH005 operation were concluded and implementation of annual appeal activities picked up in the last quarter of the year.

## Organizational development

Programme components	Component outcomes
A. Organizational development process	1. PRC governance and management work together for the Strategy 2020 planning process and achievement of results.
	2. Effective coordination and cooperation of PRC external partners and better understanding in supporting programmes and projects for vulnerable communities.
	3. The capacity of new chapters to plan and implement integrated Red Cross services in the communities is increased.
B. Leadership and management development	1. PRC have a feasible resourcing plan, ensuring diversification of funding sources to meet its core costs and using up-to-date fundraising strategies.
	2. The PRC leadership and governance better understand their roles in the developmental process and management support.
	3. The PRC financial management system is improved.
C. Volunteer management	1. PRC is supported with tools and resources to mobilize and maintain its network of volunteers.

## Achievements

Five new members of the PRC governing board, who were elected during the national society's 28th biennial national convention held in December 2009, were provided with orientation in 2010. Induction was also provided for newly elected members of the chapter board of directors.

During 2010, PRC undertook its strategic planning exercise, whose product was a draft of 'Philippine Red Cross Strategy 2020' – the strategic development plan that will guide the national society deliverables until 2020. The exercise drew a diverse range of participants, i.e. board of governors, board of directors, chapter administrators, and staff from the national headquarters and chapters. A ten-member technical working group composed of two members from the board of governors, two from the board of directors, two chapter administrators, two executive staff, and two technical staff polished the draft before it was submitted to the board for approval and/or adaptation at the biennial assembly. After approval, sufficient copies will be printed and distributed to all chapters.

Throughout the year under review, PRC also put effort in improving some behind-the-scene support areas. These included human resource management, finance and administration, communications, resource mobilization and information technology. PRC strived to improve on resource mobilization and fundraising capacities to achieve optimum levels of fund generation and to attract more members. Several training opportunities were provided for members of the national society's communications team in a bid to enhance their capacity to promote PRC's public image, both nationally and internationally. PRC also took bold steps to build its planning, monitoring, evaluation and reporting (PMER) capacity by recruiting staff responsible for this function. The PMER capacity will contribute towards improving on strategic and operation planning as well as accountability within the national society.

Improvement was also made in finance management. In 2010, PRC finally put in place an enterprise resource planning (ERP) system. The national society settled on NAVISION; it contracted a vendor who then worked to customize the system. The ERP features several functions to improve processes such as issuance of accurate customized financial statements when reporting to donors; different types of inventory and warehouse management for all items in stock; blood management; and a membership and training database for quick access when needed. With the ERP in place, training and familiarization started in the last quarter of 2010, mainly targeting staff at the national headquarters, specifically those in finance, logistics, blood management and human resources. The process was supported by the finance development delegate from IFRC's Southeast

Asia regional office in Bangkok who undertook monthly visits to Philippines to support PRC in working with NAVISION. In the medium- to long-term, the system will be rolled out to the chapters. However, rollout will follow after the national headquarters has developed capacity for adequate skills transfer.



**PRC conducts a volunteer recruitment drive in Quirino Province. In 2010, PRC recruited 99,649 new volunteers (Photo: Romulo Godinez/Philippine Red Cross)**

Aware that its strength to deliver services and address situations of vulnerability lies in its network and quality of volunteers, PRC continued efforts related to 'Project 143' – an initiative that aims to reinforce PRC's presence in all 42,000 barangays across the country. Under the project, the national society aims to recruit and train 44 volunteers (comprising a team leader and 43 members) from every barangay. In 2010, the national society recruited 99,649 new 143 volunteers across 42 chapters. Also related to volunteering, PRC updated its volunteer policy and volunteer code of conduct during the year, in line with needs and requirements of present-day volunteers. Subsequently, IFRC supported the national society in organizing three sessions of a volunteer management course, covering Luzon, Visayas and

Mindanao regions. The course benefitted 75 chapter service representatives and administrators who are responsible for managing volunteers.

Meanwhile, during the first quarter of 2010, PRC undertook an initiative to determine the number of active volunteers at its national headquarters and chapters. The exercise determined that the national society had 477,365 active volunteers as of April 2010. The national society also estimated the total volunteering hours at its national headquarters by sampling 168 volunteers. It was determined that the volunteers clocked 77,809 hours, translating to PHP 3.9 million (some CHF 79,000) in monetary value based on the minimum wage of PHP 404 (CHF 8) per day in Metro Manila. To enhance accurate capturing of volunteering hours, the national society has put in place measures that will ensure that each volunteer has a volunteer time record.

In recognition of the value of each volunteer, every last Friday of the month was designated 'volunteers' day.' Throughout the year, an average of 60 volunteers participated in the volunteers' days, during which participants were reminded of upcoming activities, new volunteers were introduced, and activities were held to develop a real camaraderie and to appreciate the volunteers. Other measures enforced to recognize and retain volunteers included awarding certificates of commendation, volunteer recognition ceremonies, teambuilding exercises and a Christmas party for volunteers, during which gift packs were provided and raffles held.

As a qualified, experienced and well-exposed work force is crucial to service delivery, PRC ensured that staff and volunteers benefitted from appropriate and relevant training opportunities. The training sessions – organized by IFRC and/or other Movement partners – included, but were not limited to, those outlined below:

<b>Title of training/forum</b>	<b>Venue</b>	<b>Month held</b>
Workshop on psychosocial response to disaster	Thailand	January
Warehouse and transportation workshop	Thailand	February
Asian health and water and sanitation leaders training	Australia	February
Relief emergency response unit training	Finland	February
Cross-regional learning workshop	Bangladesh	March
Disaster management induction course	Thailand	March
Graphic design training workshop	Singapore	April
Regional workshop on preparedness in human remains management and disaster victim identification	Indonesia	April
Workshop on economic security and sustainable livelihoods	Spain	June
Regional disaster response team (RDRT) field team leader training	Malaysia	August
Annual human resources seminar	Switzerland	October
Planning, monitoring, evaluation and reporting training	Malaysia	October
Southeast Asia regional photography workshop	Thailand	October
Asia Pacific community-based health first aid workshop	Thailand	October

Asia Pacific water and sanitation software workshop	Cambodia	November
Emergency health training	Singapore	November
Gender strategy framework workshop	Germany	November
8 <sup>th</sup> regional workshop on voluntary blood donor recruitment in Southeast Asia	Thailand	December

## Challenges

The ten-year strategic plan of the national society, 'Philippine Red Cross Strategy 2020,' formulation process that started in late 2009 continued at a slow pace. However, all necessary groundwork was laid in 2010 and board approval is expected in 2011. The priorities of the plan include reviewing the national society's statutes, reviewing the organization structure, addressing human resource development and staffing issues, chapter development, updating policies and procedures, and improving fundraising.

## Humanitarian values

Programme components	Component outcomes
Community-based Red Cross youth activities on health and welfare	1. Reader-friendly information dissemination tools for drug abuse prevention education (DAPE), and HIV and AIDS prevention education (HAPE) developed.
	2. The technical capacity of volunteers to provide DAPE and HAPE enhanced.
	3. Positive behavioural change among 15,000 young people reached with drug abuse and HIV prevention peer education.
Youth advocacy for the protection of the environment (YAPE)	1. Some 14,000 youth trained in environmental care and protection measures.

## Achievements

Overall, exposition of the fundamental principles and humanitarian values formed an integral part of all programmes. It also entailed highlighting gender issues, creating awareness of non-discrimination and promoting tolerance. In the context of this annual programme plan in 2010, PRC raised awareness of principles and values mainly among youth in communities and schools, with a view of imparting positive change in behaviour. This was done through various Red Cross youth activities related to health, welfare and the environment.

During 2010, PRC youth activities within the context of substance abuse prevention education (SAPE) and HIV and AIDS prevention education (HAPE) reached 16,840 and 11,496 youth respectively. The latter were reached with IFRC support, as part of the HIV and AIDS component of the health and care programme. It targeted high-risk groups, mostly out-of-school youth and young commercial sex workers, with peer education. In addition, by discouraging stigmatization of persons living with HIV (PLWH), HAPE also contributed towards reducing intolerance, discrimination and social exclusion, and promoting human dignity.

Other youth activities implemented in 2010 related to youth advocacy for the protection of the environment (YAPE). YAPE strived to inculcate positive and productive practices among boys and girls, specifically as pertains to



A youth peer educator demonstrates the proper use of condoms as part of HIV and AIDS prevention education  
(Photo: Joji Marmolejo/Philippine Red Cross)

environmental protection measures, including empowering them to serve as environmental advocates in their schools and communities. YAPE activities were implemented on a small scale, pending approval of relevant modules. Some 1,434 youths participated in tree planting and 6,689 youths in cleanliness drives.

Furthermore, PRC trained youth in leadership skills to inculcate moral values and to build character, thereby enabling them to become role models who promote positive change in behaviour among other young persons. In this regard, 50,994 youths benefitted from PRC's leadership formation course while 49,477 others received basic leadership training. Other activities that promoted the fundamental principles and humanitarian values included the following: a youth volunteer orientation course, which reached 65,299 persons; a junior first aiders project that reached 4,587 persons, and; Pledge 25 dissemination campaigns that reached 4,383 persons.

## Challenges

YAPE activities did not take off in full swing because the relevant modules are yet to be approved. The launch of the YAPE training will start in 2011, in line with the revised country plan 2011. A draft of the module was prepared during 2010 and was submitted to management for review before it is forwarded for approval by the board.

## Working in partnership

PRC maintained strong partnership with various components of the International Red Cross Red Crescent Movement who maintain in-country presence, i.e., Australian Red Cross, German Red Cross, Japanese Red Cross Society and Spanish Red Cross, ICRC and IFRC

IFRC's country office in the Philippines is housed within PRC's national headquarters. It is headed by a country representative and has support staff in administration, finance and reporting as well as drivers. Due to the ongoing typhoon emergency operations, the country office increased its international and national staff capacity to match the increased need by PRC for IFRC support. These include a head of operations and delegates/staff specializing in the following areas: finance and administration; logistics; relief; reporting and information; shelter, and; water and sanitation. Throughout 2010, IFRC delegates supported national society capacity building efforts. The country office also organized workshops within Philippines and facilitated the participation of PRC in training/workshops conducted within and outside the region by Movement partners and other humanitarian agencies. The office also updated PRC on new developments in disaster management, health and care, and organizational development by sharing relevant technical materials.

IFRC's Southeast Asia regional office in Bangkok and the Asia Pacific zone office in Kuala Lumpur also provided technical and operational assistance, when needed. From the regional office, the finance development delegate, HIV and AIDS delegate and health manager undertook visits to support PRC during 2010. From the zone office, the communications manager, director of zone, fleet coordinator, operations coordinator responsible for Southeast Asia, recovery delegate and volunteering development manager undertook visits.

Outside the Movement, PRC worked with regional or international entities, including the Asian Disaster Preparedness Centre (APDC), AusAID, European Commission's humanitarian aid department (ECHO), IBM, International Social Services (ISS) and USAID. Locally, a long-standing and strong relationship exists between PRC and government bodies including the national disaster risk reduction and management council (NDRRMC), local disaster coordinating councils, and local government units (LGUs), department of social welfare and development (DSWD) and department of education (DepEd). These relationships continued throughout 2010. The national society also coordinated with the overseas workers welfare administration (OWWA) and the Philippine overseas employment administration (POEA) as well as with non-governmental organizations, hospitals, foundations, medical centres and civil society organizations.

Coordination and sharing information with the various actors – from within and without the Movement – helped in building synergies and preventing duplication of efforts. Linkages with the different agencies also helped in enhancing the capacity of PRC to direct scarce resources to areas where they are needed the most, including by harnessing the skills, experience and strengths of respective partners as it strived to deliver services. For example, by working closely with OWWA and POEA in organizing HIV orientation seminars for migrant workers, PRC was able to reach individuals within this vulnerable group before they departed to work abroad. OWWA and POEA were the ideal partners for this particular activity because they have the mandate to assist Filipinos seeking work abroad.

## Contributing to longer-term impact

In undertaking activities at the community level, PRC ensured that the result was empowered communities. Volunteers from targeted communities played the main role in actual implementation. Prior to delivery of services, the national society organized orientation sessions, which women, men, girls and boys attended. Community mobilization and dissemination campaigns took into account all facets of the community, including families headed by women, families headed by children, families with persons with disabilities, families with young children or elderly family members, families from ethnic minorities and other socially excluded groups. This approach embraced diversity and helped to contribute towards promoting social inclusion.

The disaster action teams trained at the barangay level comprise responders and community health volunteers drawn from different facets of the local community, including teachers, members of LGUs, medical practitioners, youth and farmers. Besides ensuring a wide base of volunteers who can carry out disaster preparedness and response in vulnerable communities, this approach has contributed to fostering real camaraderie and a sense of ownership. Furthermore, by enabling community members to be involved in identifying gaps, putting in place mitigation measures and improving community-based early warning systems, PRC has played its role in accordance with the expectations of Philippine Disaster Risk Reduction and Management Act of 2010.

Before hygiene promotion or health education were undertaken, PRC conducted knowledge, attitude and practice (KAP) surveys in order to have a baseline on the level of awareness and hygiene/health practices in targeted communities. After the end of hygiene promotion or health education, the national society undertook final surveys to determine the level of improvement in awareness and practices.

Through HAPE, out-of-school youth and young commercial sex workers were reached with peer education. Mobilizing the youth to undertake peer education increased the likelihood of them gaining better access to other [vulnerable] young people, because of easier acceptance. This approach has the potential of contributing immensely to the nation's HIV prevention efforts, considering that 57 per cent of HIV cases reported in 2010 comprised persons of the 20-29 year-old-age group.

Even though 'Project 143' may seem ambitious, a steady increase in the number of new volunteers over the years will eventually get the national society to its target of having 44 volunteers in each of the 42,000 barangays across the country. When fully achieved, the presence of a significant pool of volunteers at each barangay will augment the capacity of PRC to reach vulnerable communities with activities in the core areas of disaster preparedness, disaster response, health and care, and humanitarian values.

## Looking ahead

While the response to multiple disasters in 2010 by some chapters of the national society slowed the implementation rate of annual appeal activities, it helped to build up adequate capacity for them to absorb an increased demand for services. In 2011, PRC will continue with activities as outlined in the [revised country plan 2011](#). Partners are encouraged to provide adequate funding support to this plan to enable the national society to meet the outcomes of this plan.

How we work	
IFRC's vision is to 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.	IFRC's work is guided by <a href="#">Strategy 2020</a> which puts forward three strategic aims: <ol style="list-style-type: none"> <li>1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.</li> <li>2. Enable healthy and safe living.</li> <li>3. Promote social inclusion and a culture of non-violence and peace.</li> </ol>
Contact information	
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[<financial report below; click here to return to title page>](#)

**International Federation of Red Cross and Red Crescent Societies**

MAAPH001 - Philippines

Annual Report 2010

Selected Parameters	
Reporting Timeframe	2010/1-2010/9998
Budget Timeframe	2010/1-2010/12
Appeal	MAAPH001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

**I. Consolidated Response to Appeal**

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
<b>A. Budget</b>	198,002	462,448	347,208	38,290	804	1,046,751
<b>B. Opening Balance</b>	248,107	248,710	242,184	41,761	3	780,765
<b>Income</b>						
<u>Cash contributions</u>						
<i>United States Government - USAID</i>		256,226				256,226
<b>C1. Cash contributions</b>		256,226				256,226
<u>Other Income</u>						
<i>Services Fees</i>					801	801
<b>C4. Other Income</b>					801	801
<b>C. Total Income = SUM(C1..C4)</b>	0	256,226	0	0	801	257,027
<b>D. Total Funding = B + C</b>	248,107	504,936	242,184	41,761	804	1,037,792
<b>Appeal Coverage</b>	125%	109%	70%	109%	100%	99%

**II. Balance of Funds**

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL
<b>B. Opening Balance</b>	248,107	248,710	242,184	41,761	3	780,765
<b>C. Income</b>	0	256,226	0	0	801	257,027
<b>E. Expenditure</b>	-79,987	-371,520	-179,483	-6,260	-804	-638,053
<b>F. Closing Balance = (B + C + E)</b>	168,120	133,416	62,701	35,502	0	399,739

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All figures are in Swiss Francs (CHF)

### III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure						Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL	
A		B						A - B
<b>BUDGET (C)</b>		<b>198,002</b>	<b>462,448</b>	<b>347,208</b>	<b>38,290</b>	<b>804</b>	<b>1,046,751</b>	
<b>Relief items, Construction, Supplies</b>								
Construction - Facilities	1,875							1,875
Food			1				1	-1
Other Supplies & Services	25,000	8,461					8,461	16,539
<b>Total Relief items, Construction, Su</b>	<b>26,875</b>	<b>8,461</b>	<b>1</b>				<b>8,462</b>	<b>18,413</b>
<b>Land, vehicles &amp; equipment</b>								
Computers & Telecom	140,000			35,765			35,765	104,235
Office & Household Equipment				5,775			5,775	-5,775
<b>Total Land, vehicles &amp; equipment</b>	<b>140,000</b>			<b>41,540</b>			<b>41,540</b>	<b>98,460</b>
<b>Logistics, Transport &amp; Storage</b>								
Storage			37				37	-37
Distribution & Monitoring		745	323				1,068	-1,068
Transport & Vehicle Costs	20,886	404	932	468		-655	1,149	19,738
<b>Total Logistics, Transport &amp; Storage</b>	<b>20,886</b>	<b>1,149</b>	<b>1,292</b>	<b>468</b>		<b>-655</b>	<b>2,254</b>	<b>18,632</b>
<b>Personnel</b>								
International Staff	145,000	39,721	40,627	68,794	7,161	1,093	157,397	-12,397
National Staff	46,261		1,597	455			2,052	44,209
National Society Staff	44,039	388	34,640	1,093			36,121	7,918
Volunteers			1,322	14			1,336	-1,336
<b>Total Personnel</b>	<b>235,300</b>	<b>40,109</b>	<b>78,186</b>	<b>70,357</b>	<b>7,161</b>	<b>1,093</b>	<b>196,906</b>	<b>38,394</b>
<b>Consultants &amp; Professional Fees</b>								
Consultants	4,325			3,300			3,300	1,025
Professional Fees	475							475
<b>Total Consultants &amp; Professional Fe</b>	<b>4,800</b>			<b>3,300</b>			<b>3,300</b>	<b>1,500</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	350,537	30,987	264,366	53,811			349,164	1,373
<b>Total Workshops &amp; Training</b>	<b>350,537</b>	<b>30,987</b>	<b>264,366</b>	<b>53,811</b>			<b>349,164</b>	<b>1,373</b>
<b>General Expenditure</b>								
Travel	77,297	1,256	4,718	5,982	112		12,068	65,229
Information & Public Relation	59,362	16	11,678	418			12,112	47,251
Office Costs	28,961		2,152	5,359			7,511	21,450
Communications	13,646	121	7,642	381	4	317	8,465	5,182
Financial Charges	0	-6,995	-7,275	-12,258	-1,399		-27,926	27,926
Other General Expenses	22,067		19,014	3			19,017	3,050
<b>Total General Expenditure</b>	<b>201,334</b>	<b>-5,601</b>	<b>37,929</b>	<b>-114</b>	<b>-1,284</b>	<b>317</b>	<b>31,246</b>	<b>170,088</b>
<b>Operational Provisions</b>								
Operational Provisions			-32,929	-829			-33,757	33,757
<b>Total Operational Provisions</b>			<b>-32,929</b>	<b>-829</b>			<b>-33,757</b>	<b>33,757</b>
<b>Indirect Costs</b>								
Programme & Service Support	67,019	4,882	22,675	10,951	382	49	38,939	28,080
<b>Total Indirect Costs</b>	<b>67,019</b>	<b>4,882</b>	<b>22,675</b>	<b>10,951</b>	<b>382</b>	<b>49</b>	<b>38,939</b>	<b>28,080</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>1,046,751</b>	<b>79,987</b>	<b>371,520</b>	<b>179,483</b>	<b>6,260</b>	<b>804</b>	<b>638,053</b>	<b>408,698</b>
<b>VARIANCE (C - D)</b>		<b>118,015</b>	<b>90,928</b>	<b>167,725</b>	<b>32,030</b>	<b>0</b>	<b>408,698</b>	