

# Plan 2010-2011



## Philippines

### Executive summary

The Philippines is one of the most disaster-prone countries in the world, its geographic location being the biggest contributing factor. The consequences of disasters and the resulting environmental degradation pose a serious threat to the economic development of the country. The country's population density and extreme poverty worsen the situation, making residents more vulnerable to natural hazards and public health emergencies. Communicable diseases such as tuberculosis, malaria, dengue, H1N1 and HIV continue to pose significant challenges.

It is in this context that the Philippine National Red Cross (PNRC), one of the largest humanitarian organizations in the country, provides assistance to the most vulnerable people, through its 96 chapters (covering all administrative districts and major metropolitan cities), as well as its large volunteer base, with approximately 300,000 members/volunteers. A planning meeting supported by the International Federation is in progress to outline PNRC strategic plans for the next five to ten years (i.e. 2010 onwards) in line with Strategy 2020. New priorities have since been included, incorporating the need to deal with new types of disasters that are emerging as a result of global warming and climate change. The new strategic development plan will continue to focus on the four key strategic directions of the PNRC: disaster management, health and care, organizational development and humanitarian values, which are critical to strengthening the foundation of the national society and enhancing the overall capacity and performance of the organization. This is in line with the International Federation's Strategy 2010 and its four Global Agenda goals.

The International Federation's 2010-2011 country plan for Philippines is consistent with the PNRC strategic development plan. It will be implemented in close collaboration with key government ministries, UN agencies concerned, and partners within the Red Cross Red Crescent Movement. The disaster management programme will focus on strengthening the PNRC capacity for disaster response and preparedness for response, as well as community-based disaster preparedness, disaster mitigation and disaster risk reduction. The health and care programme will address a range of issues such as HIV (as part of the Global Alliance on HIV), community-based health, emergency health, as well as issues such as malaria, and avian and human influenza. The organizational development programme will support PNRC in working towards achieving the characteristics of a "well functioning national society". The principles and values programme will focus on promoting Red Cross Red Crescent principles and values which will be incorporated into the various programmes. In 2009, there has been an emphasis on integration of the various programmes. In line with this, there will further integration of the various programmes especially in the planning and implementation stages.



Philippine National Red Cross assists people affected by the recent typhoon.

The total budget for this plan is CHF 789,721 (USD 0.76 million or EUR 0.51 million) for 2010 and CHF 789,721 (USD 0.76 million or EUR 0.51 million) for 2011 as well.

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

## Country context

The Philippines is considered a middle-income country, constrained by deficit spending and challenged with increasing demands for better public service; poverty is predominant in rural areas as well as in urban settlements. Wide disparities exist in income distribution and between provinces. Urbanization has accelerated; Manila has at least 11 million inhabitants. Overall, the Philippines are classified as a medium-Human Development Index (HDI) country, along with other Asian countries such as China and Thailand. It had an HDI of 0.771 in 2005, as computed in latest Global Human Development Report for 2007/2008, ranking at 90 out of 177 countries.

Located along the typhoon belt in the Pacific, the Philippines has an average of 20 typhoons yearly (roughly a third of which are destructive), and of all disasters in the Philippines, typhoons claim the most lives. The country is also prone to other natural disasters, such as landslides, floods, active volcanoes and earthquakes.

In the first five months of 2009, Philippines already saw two typhoons: Typhoon Dante (locally named Kujira) hit the country at the beginning of May, and just days later, Typhoon Chan-hom (Emong) wreaked havoc across the northern part of the Philippines. These events triggered landslides, flash floods, mudslides, widespread flooding and together with high winds, caused destruction and damage to buildings and property, communications facilities, infrastructure, agricultural crops and fisheries. The cumulative effects of these typhoons in 2009 affected more than 150,000 families in around 120 *barangays* (villages) in 16 provinces. Assessment by the national disaster coordination council (NDCC) of damage to agriculture and infrastructure was placed at almost PHP 1.5 billion (CHF 37.5 million)

It must be noted that disasters are not the sole cause of vulnerability. Unemployment, poverty, hunger and the very real threat of natural disasters all create a level of vulnerability that requires attention, and the number of groups and individuals at this level continues to grow. Gender issues in the health sector persist with several health-related concerns such as: high fertility rate; gap between desired and actual number of children; and declining nutritional status for young and adult women. There are high levels of inequality in the distribution of resources and labour in the Philippines which result in limitations of access to education for many. There is immense unemployment and more than 10 per cent of the Filipinos work abroad as overseas Filipino workers (OFW). Their remittances to their families in-country are vital for many. Labour market conditions are expected to deteriorate significantly in 2009 and through 2010. The global recession is likely to lead to a deceleration in net OFW deployments as worldwide unemployment rises. Private consumption affected by a projected weakening labour market (including large structural increase in the labour force, weak employment, slowdown in net OFW deployment, and pressure on wages) and reduced remittance flows, will lower household income and undermine consumer purchasing power.

In terms of health, the estimated life expectancy at birth of the Philippines is 71 years, or 3.5 years above the average for medium-HDI countries. Simple literacy rates in the country stand at 92.6 per cent.

There is a high incidence of diarrhoea and respiratory infections in children. Malaria incidence and mortality have generally declined but remain high in Mindanao, south of the country. Dengue, Japanese encephalitis and lymphatic filariasis are endemic.

The incidence of HIV/AIDS is low but rising, and the potential for epidemic spread exists. As of September 2007, the department of health AIDS registry in the Philippines reported 2,965 people living with HIV/AIDS (PLWHA). UNAIDS estimates that 12,000 Filipinos were HIV-positive by end-2005, stating that heterosexual intercourse accounts for the majority (61 per cent) of the Philippines' reported HIV/AIDS cases. Following in descending order are homosexual and bisexual relations, mother-to-child transmission, contaminated blood and blood products, and injecting drug use. Lack of knowledge about HIV among the Filipino population is also troubling. According to USAID, approximately two-thirds of the country's young women lack comprehensive knowledge of HIV transmission, and 90 per cent of the population of reproductive age believes HIV can be contracted by sharing a meal with someone. HIV/AIDS is also highly stigmatized in Philippines because of its association with sexual and drug use behaviours. Failure to address stigma can deter individuals from getting tested, further perpetuating the epidemic. Addressing stigma and discrimination requires a comprehensive multi-sectoral response that includes changing social and cultural beliefs and behaviours and modifying policies at the government, employer, and educational levels.

The Philippine National Red Cross (PNRC) society has, over time, developed adequate skills in responding to most of these disasters and is recognized and respected nationally for its efforts in supporting those affected. The national society also continues to support those impacted by three ongoing armed insurgencies in the country, mainly concentrated in Mindanao, located in the southern part of the country.

## National Society priorities and current work with partners

Celebrating its 62<sup>nd</sup> anniversary this year, the PNRC has been stalwart in providing its services to the country in times of emergency and disaster. However, while the national society has proven time and time again the strength of its service delivery, there exist several areas where better efficiency and effectiveness can be developed. Focus areas for 2010-2011 include:

- The improvement and expansion of service delivery to the most vulnerable through Project 143
- Increased capability to provide up to 100 per cent of national blood requirements
- Improved fund-generating capacity of national headquarters and chapters
- Expansion of human resource capacities
- Application of new technology to improve operations

The national society also prioritizes several areas that require attention over the long term to enhance its delivery of services to the most vulnerable:

- Chapter development and intensified capacity building support, in view of the 20 new chapters
- Leadership management development; including governance and leadership management training, and a management development programme
- Up-scaling of programme implementation at chapter-level, such as:
  - National blood services whereby the country's requirements for safe blood are 100 per cent covered; blood centres, facilities and services are upgraded; and the number of voluntary blood donors is increased and maintained
  - Disaster management; covering disaster risk reduction, reporting and response capacity and disaster management response integrating health, psychosocial support, relief, recovery, and water and sanitation
  - Health, covering community-based health and first aid, public health in emergencies, HIV and water, sanitation and hygiene promotion
    - Social services covering psychosocial support, and restoring family links
    - Safety services including first aid in every home, and standard training materials
    - Ambulance services
- Volunteer management development, which includes management of volunteers at chapter-level, volunteer recruitment and retention, Red Cross youth councils in all schools; and the nationwide Project 143 that aims to achieve the goal of 1.8 million volunteers throughout all 42,000 *barangays* (villages) in the country.
- Resource mobilization and fundraising wherein the national society achieves optimum levels of fund generation, enhanced capacity in membership recruitment and sufficient support for resource generation and mobilization.
- Direction-setting and operational capacity building that includes strategic and operation planning for Strategy 2020 (S2020); improvements in finance and logistics management systems; review of organizational structures, and policy review and updating.
- Human resource management, which covers staff development through the PNRC Academy, and manages job reviews and salary scales.
- The national society's national and international public image.

Currently, PNRC is working with several partner national societies and organizations, and will continue working with these in 2010-2011. In the field of disaster management, the national society works with the International Federation on community-based disaster risk management (CBDRM), and with the International Committee of the Red Cross (ICRC) on water and sanitation training, preparedness and assessment. PNRC also works with the Asian Disaster Preparedness Centre (APDC), the national disaster coordination council (NDCC)-READY<sup>1</sup>, DIPECHO-ICDPP (integrated community disaster preparedness programme), AusAID and USAID, as well as the German and Spanish national societies on a bilateral basis.

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<sup>1</sup> Hazards mapping and assessment for effective community-based disaster risk management

In health and care, the International Federation supports PNRC in HIV, community-based health and first aid, and health in disaster response initiatives. Water and sanitation activities in conflict areas are supported by ICRC. The national society also works with the department of health (DOH), Japanese and Spanish national societies and the World Health Organization (WHO).

Support for the national society in other areas is also provided by the International Federation and ICRC as well as International Social Services (ISS), American Red Cross, local government agencies and non-governmental organizations, hospitals, foundations, medical centres and civil society organizations.

## Secretariat-supported programmes in 2010-2011

The International Federation has provided support through disaster-based appeals (i.e. Typhoon Fengshen) in 2009 in terms of financial support and technical expertise. In the next two years, planned Federation programme support to PNRC will include community-based disaster risk management working in tandem with NDCC-READY, funding for an HIV project, community-based health and first aid, and health response in disasters. The Federation also works together with PNRC and ICRC in water and sanitation training activities in certain conflict areas, and with PNRC's social services department on community-based first aid initiatives.

### Disaster management

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

<b>Programme purpose</b>
Reduce the numbers of deaths, injuries and impact from disasters

The disaster management programme budget is CHF 198,002 for 2010 and CHF 198,002 for 2011 as well.

<b>Programme component: Community-based disaster preparedness and risk reduction</b>
<b>Outcome 1:</b> 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
<b>Outcome 2:</b> Communities assisted in translating technical hazard maps produced by the early warning institutions in the country
<b>Outcome 3:</b> Increased quality and quantity of Red Cross volunteers in hazardous and vulnerable communities who can carry out disaster preparedness and response measures
<b>Outcome 4:</b> Equipped and trained community volunteers
<b>Outcome 5:</b> Established and improved mitigation mechanisms at community level

<b>Programme component: Organizational preparedness</b>
<b>Outcome 1:</b> Case studies developed and produced on community-based disaster risk management programmes previously implemented and extracting lessons learned
<b>Outcome 2:</b> Existing community training manual revised, incorporating modules on health in emergencies, climate change adaptation and early warning system
<b>Outcome 3:</b> Increased quality and quantity of Red Cross trainers at chapter-level

<b>Programme component: Recovery</b>
<b>Outcome 1:</b> Production of advocacy paper on safe access to land as an approach to risk reduction
<b>Outcome 2:</b> Integration of building safe houses in all community-based disaster activities through production of training manuals for volunteers

The primary target group of these programme components are the 12 most hazardous provinces in the country comprising 60 *barangays*. The selection of the target areas will be based on the READY project, carried out by the government with the World Bank, UNDP, ISDR and AusAID to map out and identify the most hazardous places in the country. The PNRC, identified by the READY project team through the NDCC as the most suitable partner to translate the hazard maps into community-level context, has forged a memorandum of understanding with the early warning institutions through the national disaster coordinating council, for the implementation of the READY programme at the grassroots level. The provinces identified in the READY project areas are the ones most vulnerable to multiple hazards. Activities will target the most vulnerable *barangays* in the selected provinces, and the *barangay* disaster action teams (BDATs), to be organized and trained, will be closely linked to the local disaster coordinating council structure to ensure sustainability of the programme.

The secondary target group of these programme components will be the national society staff and volunteers. Training will be provided to enhance the overall capacity of the society in disaster management. Existing training manuals will likewise be reviewed to ensure that they are attuned to the emerging trends in disaster management. In addition, case studies of previously implemented programmes on community-based disaster risk reduction (CBDRR) will be produced to extract lessons learned which in turn will influence future approaches to CBDRR by the PNRC.

There is a move to integrate activities under community-based disaster risk reduction with:

- Community-based early warning systems and national early warning systems
- Health in emergencies
- Climate change adaptation in disaster risk reduction

These cannot be addressed on a separate basis as all components are interlinked both in programming and in disaster response. Integration will allow an increase in response capacity of the national society by pooling the skills and resources required to better ensure a more effective, efficient and precise response as required.

Currently, Finnish Red Cross is carrying out assessments and discussions as to how it may support PNRC with its efforts in disaster risk reduction. PNRC itself is also actively seeking funding from the World Bank for this initiative. On a bilateral basis, Netherlands Red Cross has expressed interest in supporting climate change adaptation activities of the national society through the production of materials for awareness raising and education.

### b) Potential risks and challenges

The magnitude and impact of disasters have been increasing and this is largely attributed to the changing hazards, increasing disempowerment of individuals, families and communities and the lack of capacity to cope in the aftermath of disasters. These factors can be positively addressed with a long-term approach to the reduction of poverty and capacity building of communities to adapt and cope with forthcoming disasters. While the national society is compelled to address and respond to disasters in the country, a balance is necessary to ensure that its focus returns to long-term developmental programming.

## Health and care

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

<b>Programme purpose</b>
Reduce the number of deaths, illnesses and impact from diseases and public health emergencies

The health and care programme budget is CHF 206,221 for 2010 and CHF 206,221 for 2011 as well.

<b>Programme component</b>
<b>Component outcome 1:</b> Increased healthy communities which are able to cope with health and disaster challenges, achieved through community-based integrated health activities
<b>Component outcome 2:</b> Reduced vulnerability to HIV and its impact through prevention of further infection, and reducing stigma and discrimination

The health and care programme seeks to achieve its purpose by focusing primarily on the following:

- Containment of the possible outbreak of communicable diseases
- Decrease in the incidence of HIV/AIDS
- Decrease in morbidity and mortality rates related to communicable diseases

In **component 1**, the end result sought is an increase in communities which are able to cope well with both health and disaster-based challenges. PNRC seeks to achieve this through community-based integrated health activities including first aid, whereby 12,000 or so households will participate in national society health education and promotion activities, and are able to recall and apply these health messages when needed.

These include activities whereby:

- Up to 1,000 households from each of 60 selected *barangays* in high-risk areas are reached by community outreach actions
- At least 140 volunteers are trained in community-based health and first aid
- At least 35 community/*barangay* assessments are conducted to identify five community and injury priorities

To achieve these goals, the PNRC will need to coordinate with local health units (LHUs) not only in activities but also to identify the five leading causes of morbidity/mortality in provinces, cities/municipalities, and selected *barangays*. This community-based health and first aid work will be in line with local health unit priorities. Working together with PNRC and local health units will also be the community health volunteers.

The training-of-trainers on community-based health and first aid at *barangay*-level is also planned, with four trainers per *barangay* and 20 trainers per province.

The planned development, printing and distribution of training and communications materials to support training and activities will include one training manual, a minimum of three types of toolkits, three different posters and three different leaflets. These information, education and communication (IEC) materials will include health information on five major diseases/illnesses and dissemination will be made to 1,000-2,000 households per *barangay*.

### ***Psychosocial support (PSP)***

In support of the psychosocial well-being of communities affected both by disaster and disempowerment, the social services unit of PNRC seeks to strengthen communities by 2011 through:

- Enhancing effective integrated social services to the most vulnerable with emphasis on psychosocial support
- Developing chapter capacity to provide psychosocial support to affected communities in times of emergency to mitigate impact and alleviate suffering

Activities include training for psychosocial support to the 95 chapters and have 900 trained stress debriefers at chapter level by the end of 2011; adequate and sufficient PSP materials and manuals for chapters by the end of 2010; clear and useful translation of PSP training and dissemination materials for all chapters by end-2011; and to have sufficient useful toolkits for PSP personnel at national headquarters and chapter levels.

### ***Mobile community-based health and first aid***

#### *a. First aid in the home programme*

This programme seeks to reduce the number of deaths and injuries from the impact of disasters and other emergencies through community-based first aid training. The scope of the programme looks at coverage of:

- 30 chapters (or 1,440 communities)
- 15 national trainers for community-based first aid, and first aid for drivers of public transport vehicles
- 720 volunteers trained as community-based first aid instructors (with 24 volunteers per chapter/12 teams)
- 2,110 or so persons reached per chapter (whereby every chapter consists of 44 Red Cross team members/volunteers to cover 48 communities under Project 143)
- 63,360 community members reached in 30 chapters (i.e. 44 Red Cross team members/volunteers to 48 communities)

There is also a plan for additional chapters to be covered, beginning in the last quarter of the current year into the second year of project implementation.

#### *b. Mobile first aider project*

This project seeks to increase the capacity of volunteer drivers to respond as mobile first aiders to accidents on the road.

With the high incidence of accidents on public roads in the country, the plan to recruit drivers of public transport vehicles as first aiders is intended to increase the number of first aiders within PNRC. Drivers will be recruited as volunteers and trained in the provision of first aid, equipped with first aid kits. The safety services department will take this project forward, possibly working in tandem with local transport associations to recruit an initial number of 750 drivers in five chapters (150 per chapter) in selected urban and rural areas. Retaining these drivers as Red Cross volunteers in the long term will also contribute to the number of volunteers under the Project 143 initiative.

In **component 2**, the national society seeks to reduce overall vulnerability to HIV and its impact through: prevention of further infection; and through the reduction of stigma and discrimination associated with HIV. One of the means to advance these efforts is through HIV/AIDS peer education in seven chapters in the country. This peer education targets high-risk groups such as out-of-school youth and young commercial sex workers. Trained youth are more likely to gain better access to other youth, especially those in the sex industry, and as such, gain easier acceptance in conveying awareness messages on HIV/AIDS.

Another target group for this HIV initiative is the overseas Filipino workers group. Prior to departure from the Philippines, these workers are given sessions in awareness of HIV/AIDS and preventive measures. This initiative was carried out in 2009 but seeks to continue through 2010-2011. Activities in 2010-2011 will incorporate lessons

learnt from 2009 and focus on seven chapters. PNRC’s community health and nursing services (CHNS) works together with its social services unit and Red Cross youth department to push this programme forward. Preliminary assessments estimate up to 10,000 youth and overseas Filipino workers have interest to refer more of their peers to this HIV project. Also involved will be the families of overseas Filipino workers. PNRC, however, will aim for 15,000 beneficiaries in total in 12 cities, and will also provide referrals for voluntary counselling and testing (VCT) for HIV and for services at other centres.

Activities that will drive this project forward include:

- Training of 24 community health volunteers
- Training of 300 youth peer educators
- Printing of information, education and communication materials such as brochures, toolkits and posters for information dissemination
- Subsequent distribution of materials, and peer education sessions

**b) Potential risks and challenges**

The greatest risk will be the occurrence of a disaster or disease outbreak in the project areas, in which case the chapter implementers may have to re-focus their efforts towards response rather than capacity building. Planning and monitoring activities should reflect adjustments in the timeframe for implementation within the two years.

## Organizational development/capacity building

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

<b>Programme purpose</b>
Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability by supporting PNRC in the development process to create a strong and sustainable organization to deliver effective services to the vulnerable through the chapters.

The organizational development/capacity building programme budget is CHF 347,290 for 2010 and CHF 347,290 for 2011 as well.

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

The focus of organizational development in this plan for 2010-2011 is capacity building for the PNRC’s development of the strategic planning process, resource mobilization and branch development support. The International Federation seeks to support the capacity of the PNRC through organizational development to create a strong and sustainable organization to deliver effective services to the vulnerable nationwide through chapter intervention. With a well-defined strategy and operational plan involving both national headquarters and chapters, the national society will be better equipped to carry out efficient and effective service delivery.

Expected results of the programme include achievements wherein:

- PNRC’s governing board and management functions are updated and clarified in working together for the achievement of the upcoming Strategy 2020 directions and plan
- Resource generation and mobilization plans and operations of the PNRC are strengthened
- Effective coordination and cooperation are established with external partners to better understand roles in supporting PNRC programmes and project interventions for vulnerable people
- The capacity of new chapters to manage and sustain chapter operations is increased

Activities in this programme are as follow:

#### *Governance and management orientation training*

With the support of the International Federation, orientation will be held at national headquarters with the board of governors and management, and chapter-level leadership orientation will be carried out in batches of four.

#### *Strategic planning process*

This process will include:

- a. Consolidation and presentation of key areas and concerns resulting from the stakeholders' meeting
- b. Up to five consultation workshops for the Strategy 2020 directions at both national headquarters and chapter levels
- c. Drafting and presentation to the board
- d. Editing and finalization of the draft strategic planning process
- e. Presentation for approval and/or adaptation at the biennial assembly
- f. Printing and distribution of the final approved copy of the strategic planning process

#### *Resource mobilization*

Training in resource mobilization will be held at national headquarters and chapter level with support from the International Federation. There will also be the consolidation of a resource mobilization plan which will undergo monitoring and evaluation throughout its timeframe, and direct subsequent steps in resource mobilization efforts of the national society.

#### *Cooperation agreement strategy (CAS) development*

To help in the understanding and utility of the cooperation agreement strategy tool, a CAS workshop and a partners' forum will be held sometime in late 2010 or in the first quarter of 2011.

#### *Branch development – capacity building support*

Capacity building support in branch development will be intensive and integrated, and include coordination and consultation meetings with new chapters, and leadership and planning training for the said chapters. Training support will also be given to the Project 143 organizing community with specialized service training of selected volunteers. Community support will also be garnered for the activities of Red Cross volunteers. Monitoring and evaluation will also be carried out in order to ascertain whether adaptation or adjustment is required in the direction each branch is developing.

#### *Improved finance management system*

At present, finance reports from the PNRC are produced manually or through the use of simple spreadsheets that limit accuracy and often are delayed. The finance and accounting unit is presently seeking a new enterprise resource planning (ERP) software that will allow the management of several components: financial; supply chain; project; sales, marketing and services. The ultimate goal of this project is to produce accurate reports that will facilitate informed decision-making and improve the operations and services of PNRC through an increase in operational efficiency and productivity brought about by the improved business process of the organization.

The ERP features several functions to improve the national society processes such as prompt 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. The national society is currently reviewing several options.

Training and familiarization with the ERP will begin with PNRC staff at national headquarters level and cover the areas of finance, logistics, blood management and human resources. This system is also expected to be rolled out at chapter-level once training and familiarization at headquarters level are sufficient for adequate skills transfer.

### **b) Potential risks and challenges**

Any type of disaster or political instability will hamper the progress of ongoing activities. On challenges, the commitment of the governance and management to treat organizational development and legal base issues as a priority, is of great importance. The proper and smooth cooperation and coordination among the different programmes to ensure the successful integration of organizational development-related activities as a cross-cutting issue will be a challenge as well. Getting the cooperation of external agencies and civil society for widespread dissemination of the concept of humanitarian values will be another major challenge.

## Principles and values

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

<b>Programme purpose</b>
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Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity
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The principles and values programme budget is CHF 38,290 for 2010 and CHF 38,290 for 2011 as well.

<b>Programme component</b>
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<b>Component outcome:</b> Community-based Red Cross youth activities on health, welfare and environment
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All activities under this programme component seek to raise the awareness of both communities and school-going youth to the Red Cross Red Crescent humanitarian values concerning health, welfare and environment, and to initiate a positive change in everyday behaviour. The cultivation and encouragement of these principles will take place through various Red Cross youth activities related to health, welfare and the environment.

### **Health and welfare**

Two programmes provide the mainstay of these activities:

- Drug abuse prevention education (DAPE)
- HIV/AIDS prevention education (HAPE)

#### *Information dissemination tools*

Under both programmes, the national society seeks to create a reader-friendly information dissemination tool that is sufficient in that it can also be used in other drug/substance abuse prevention education activities, or other HIV/AIDS prevention education activities. Among activities to be carried out to create such a tool are concept-engineering workshops on information, education and communication materials and their development. These allow participants, particularly youth, to collectively discuss and exchange ideas and information on the form or type which may be most effective in this respect. Also included will be the printing and distribution of related IEC materials.

Under both the DAPE and HAPE programmes, 100,000 copies of regional dialect-based IEC materials for each programme will be developed and distributed to ten selected chapters. An estimated 100,000 youth and children are expected to be reached through the use of these new materials.

#### *Support system*

Both DAPE and HAPE programmes will seek to create and institutionalize a linking support system with relevant pioneering and/or advocating agencies at a national level. Such a system will help both programmes gauge the availability of support in-country for these causes and help direct the steps which are required to achieve success. Also in the plan is the signing of a memorandum of partnership with respective relevant organizations/agencies.

#### *Technical capacity of volunteers at chapter level*

The PNRC seeks to enhance the technical capacity of volunteers in youth peer education at chapter level both in drug/substance abuse prevention education and HIV/AIDS prevention education. This will be done using the regional youth peer educators' training course (YITC) on both DAPE and HAPE at designated chapters, and will see the active involvement of 756,000 empowered youth in drug/substance abuse awareness and HIV/AIDS awareness as peer educators. Other related humanitarian work of the Red Cross Red Crescent will also be highlighted.

#### *Cultivation and maintenance of behavioural change*

In order to ensure the maintenance of positive behavioural change, youth and children will be encouraged to experience intensive DAPE and HAPE training through peer approaches. The goal of this intensive training is to allow personal awakening to empower youth and children to stay healthy and serve as role models for their schools and communities. It is expected that up to 72,000 youth and children will be served through the DAPE and HAPE approach methods, resulting in a significant increase in awareness of dangerous drugs and substance abuse, and HIV/AIDS. It is also expected that there will be a decrease in the reported cases of youth involvement in dangerous drug and substance abuse-related cases and those of HIV/AIDS among youth and children.

#### *Annual review*

An annual review will be conducted as well a study of the tangible results of both the DAPE and HAPE programmes. Evaluation of the impact, successes and areas for improvement of each implementing chapter will also be carried out with the re-assessment of verifiable indicators if required.

#### *Environment*

This component of the principles and values programme is addressed through the Youth Advocacy for the Protection of the Environment (YAPE). YAPE intends to

- Create and institutionalize a training programme primarily focusing on the protection of the environment in aid of the global response towards climate change, and,
- Develop positive and productive practices among youth pertaining to environmental protection measures

Seminars, workshops, training sessions and dissemination of information on environmental protection will be held among youth. Sensitization to environmental issues will also be promoted through the printing and distribution of environmental information, education and communication (IEC) materials such as flyers, posters, and neckerchiefs.

Expected results include:

- A PNRC Red Cross youth programme that will be run by youth actively promoting environmental protection measures
- Up to 100,000 youth trained in proper waste management, environmental care and protection measures
- Up to 10,000 core groups of youth environmental protection advocates from 94 chapters who are actively involved in all YAPE activities

These activities aim to promote an in-depth understanding of the seven Fundamental Principles of the Red Cross Red Crescent Movement.

#### *International humanitarian law (IHL)*

The PNRC Red Cross youth will also promote international humanitarian law to the general public. This will be done through the Youth IHL Expo-Caravan which will be held province-wide throughout the country. Activities include themed events with the highlight of the Southeast Asia IHL youth regional summit.

One expected outcome is a PNRC Red Cross youth programme empowered with 47,000 youth who have learnt and actively promote awareness and understanding of international humanitarian law, humanitarian values and the Fundamental Principles among young people. Up to 77 regional youth leaders from 11 national societies convened and signed a pledge of support in the active participation of youth in the promotion of IHL and the Red Cross Red Crescent Fundamental Principles in their respective national societies.

### **b) Potential risks and challenges**

As with organizational development, any event of disaster or political instability has the potential to hamper the progress of ongoing activities. Committed governance and management towards these principles and values is of great importance when facing challenges. The seamless integration of humanitarian values across all programmes will also be a challenge as will the cooperation of external agencies and civil society in widely disseminating these principles and values.

## Role of the secretariat

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

The International Federation maintains a small country office in the Philippines headed by a head of country office, an administrative officer, a finance officer and a driver. Technical and operational assistance is provided by the Southeast Asia regional office in Bangkok and the Asia-Pacific zone office in Kuala Lumpur as and when needed.

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

The national society and International Federation maintain a good working relationship on a daily basis which is facilitated by the presence of the Federation in the premises of the PNRC itself. Despite the lack of funding for the previous year's appeal, the Federation has worked closely with PNRC under various emergency operations such as the Typhoon Fengshen appeal in different areas in the country in response and recovery, such as the construction of 1,350 houses in Iloilo and Aklan on Panay Island and technical livelihoods assistance in ecological sanitation and market gardening techniques. While there are no technical support delegates situated in-country at present, these will be called upon with the aid of the regional and zone offices when required.

The Federation also attends coordination meetings with the PNRC and other partners and organizations in-country when these take place. Recognition by the PNRC board of governors of International Federation presence in the Philippines was also recently made by the welcoming of the new head of Federation country office at their monthly meeting.

### **c) Representation and advocacy**

The International Federation representative/head of country office in the Philippines participates in the monthly meetings of the inter-agency standing committee (IASC) together with the various heads of UN agencies, and

maintains good contact with the national disaster coordinating council (NDCC) and various government departments. During the series of disasters that hit Philippines in 2006-2008, the country office played a major role in sharing the relief efforts of the PNRC with various international media. Red Cross Red Crescent Movement members were also encouraged to work together in supporting PNRC.

#### **d) Other areas**

The International Federation facilitates the participation of PNRC staff and volunteers in training/workshops that are conducted within and outside the region by Movement partners and other humanitarian agencies. It also constantly updates PNRC on new developments in disaster management, health and organizational development by sharing relevant technical materials published by the International Federation or by other humanitarian agencies.

## Promoting gender equity and diversity

Gender inequity is not perceived as a major issue in the Philippines where many women occupy key positions in the government and civil society. The same applies in PNRC where the secretary-general and many key staff are women. 'Gender sensitization' as a cross-cutting issue is highlighted in all programmes. Under the organizational development programme, it is reflected through the continuation of the gender-diverse membership drive and through setting gender action plans at all levels through gender sensitization workshops. In the principles and values programme, the integration of humanitarian values issues (such as non-discrimination, gender equity, tolerance and social harmony), into other core programme areas of health, disaster management and organizational development would mean wider coverage, both qualitatively and quantitatively, in terms of people reached.

## Quality, accountability and learning

Planning, monitoring, evaluation and reporting will be significant aspects in the management and implementation of all core programme areas of the national society. The country office has developed assessment, monitoring and reporting formats which are in use. Lessons learnt from events are shared and discussed among the country office team and with the national society.

The documentation of best practices will be an important tool for monitoring and measuring impact of programmes. Communities will be involved at various levels as required. The International Federation's country office will provide assistance in reviewing different monitoring tools to suit current needs for implementation of programme activities, in an effective and efficient manner. Where required, support will be obtained from the Southeast Asia regional office and the Asia Pacific zone office in this process.

The country office will facilitate the documentation of good practices of different programmes for replication or up-scaling in order to enhance resources that can help contribute towards the resilience of vulnerable communities to disasters. Training on the programme management cycle and finance management will be organized at regular intervals for relevant programme personnel. Exchange visits and sharing of experiences between programme personnel and volunteers from different districts will improve motivation and promote exchanges in learning. In addition, the capacity of Red Cross Red Crescent volunteers, staff and unit management will be strengthened through better understanding and knowledge in dealing with emergency response by maintaining the Code of Conduct for the International Red Cross Red Crescent Movement and non-governmental organizations in disaster response programmes. Internal and external assessments, reviews, and evaluations for various programmes will be carried out. Recommendations from these exercises will be taken into consideration to improve the programmes.

## 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:

- Philippine National Red Cross: Gwendolyn T Pang, secretary-general; email: [gwenpang@redcross.org.ph](mailto:gwenpang@redcross.org.ph); [pnrchnq@redcross.org.ph](mailto:pnrchnq@redcross.org.ph); phone: +632 525 5654; fax: +632 527 0857.
  - Federation country representative Philippines: Selvaratnam Sinnadurai, email: [selvaratnam.sinnadurai@ifrc.org](mailto:selvaratnam.sinnadurai@ifrc.org); phone: +632 309 8622; fax: +632 524 3151
  - Federation Southeast Asia regional office, Bangkok, ph: +662 661 8201; fax: +662 661 9322
    - Alan Bradbury, head of regional office; email: [alan.bradbury@ifrc.org](mailto:alan.bradbury@ifrc.org)
    - Andy McElroy, regional programme coordinator; email: [andy.mcelroy@ifrc.org](mailto:andy.mcelroy@ifrc.org)
  - Federation Asia-Pacific zone office, Kuala Lumpur, fax: +603 2161 0670
    - Jagan Chapagain, deputy head of zone office; email: [jagan.chapagain@ifrc.org](mailto:jagan.chapagain@ifrc.org); phone: +603 9207 5700
    - Penny Elghady, resource mobilization and PMER coordinator; email: [penny.elghady@ifrc.org](mailto:penny.elghady@ifrc.org); phone: +603 9207 5775
- Please send all pledges of funding to [zonerm.asiapacific@ifrc.org](mailto:zonerm.asiapacific@ifrc.org)

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

## MAAPH001 - Philippines

### 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	25,000	1,875				26,875
Land, vehicles & equipment			140,000			140,000
Transport & Storage	11,625	5,845	1,980	225		19,675
Personnel	49,133	62,353	87,230	9,563		208,279
Workshops & Training	71,645	49,589	48,633	11,025		180,892
General Expenditure	27,729	73,156	46,797	14,988		162,669
Depreciation						
Contributions & Transfers						
Programme Support	12,870	13,404	22,569	2,489		51,332
Services						
Contingency						
<b>Total Budget 2010</b>	<b>198,002</b>	<b>206,221</b>	<b>347,208</b>	<b>38,290</b>		<b>789,721</b>

#### Budget 2011

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