

# PROGRAMME UPDATE



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

## COMMUNICATING FOR THE VULNERABLE

15 October 2004

*The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in over 181 countries.*

For more information: [www.ifrc.org](http://www.ifrc.org)

### In Brief

Appeal No. 01.94/2004; Programme Update no. 1, Period covered: January – September, 2004; Appeal budget: CHF 483,503; Appeal coverage: 51%; Outstanding needs: 241,751

**Programme summary:** For national societies and delegations to effectively promote the International Red Cross and Red Crescent Movement's Fundamental Principles and Humanitarian Values, and the goals of *Strategy 2010*, national society headquarters and branch communications staff need to be given basic communications and advocacy training. Currently, most communications and advocacy training is done on an *ad hoc* basis using various methods. The advocacy and communications capability at the national society level has direct impact on how the national society is viewed by its own public as well by donors. While efforts have been made to address these issues in line with the plans established in this appeal, human resource and funding constraints have impacted implementation.

*For further information specifically related to this operation please contact: In Geneva: Media & Public Relations Unit, Sian Bowen, Head of Media & PR, email: [sian.bowen@ifrc.org](mailto:sian.bowen@ifrc.org) phone: + 41 22 730 4428*

*This Programme Update reflects activities to be implemented over a one-year period. This forms part of, and is based on, longer-term, multi-year planning (refer below to access the detailed logframe documents). All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response](#) in delivering assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>*

### Distance learning and capacity building

**Goal:** To develop a more professional and usable training tool that can be used by all national societies and translated into French, Arabic, English, Russian and Chinese. To roll out the revised distance learning programme to at least 10 National Societies using already planned training sessions in 2004.

**Objective:** To improve the capacity and professionalism of communications by national societies with opinion leaders, donors and media; and provide them with the tools needed to do this work.

### Progress/Achievements (activities implemented within this objective)

This initiative is being followed up in November 2004 with a global workshop for all country and regional information officers and communications staff from some national societies. This will be a structured opportunity to

strengthen the information skills of participants to increase their capacity to communicate effectively within their countries or regions. This will be followed up by the development of a communications learning area on the internal FedNet

**Impact:** Shared learning will lead to a greater knowledge pool which will create a solid foundation for information and advocacy capacity within the Federation.

**Constraints:** The restructure that took place at the Secretariat and at regional level, has delayed the workshop until the second half of the year. Some information officers cannot afford to budget for the entire workshop, so funds from this appeal budget are being utilised to assist, this will ensure an equitable approach to the workshop, allowing both small and large delegations and national societies to participate which will lead to greater sharing and learning from peers.

## Media monitoring

### Background and achievements/lessons to date

In 2003, the project started the process of identifying and benchmarking the Federation's media message delivery in 13 key countries that have a history of assisting opinion leaders form their views on the organization's activities. Two quarterly reports have shown that while the Federation's image is perceived in a positive manner, there is still a level of confusion about the type of work done by national societies. In addition, the reports have shown that media coverage of negative organizational issues overshadow the good work being done around the world.

By continuing this review and analysis process, the Federation has started to gain a better understanding of how its work is perceived. This, in turn, will help the Federation make better decisions; more frequently and cogently engage opinion leaders in dialogue create a higher awareness of its work and increase the impact of international representation.

**Goal: to identify trends and issues that have a direct impact on the International Federation's actions at the international, regional and national levels, so as to guide its international and regional advocacy and communications activities carried out for the benefit of national societies and promote the policies as determined from the General Assembly's discussion and recommendations about the "Federation of the Future".**

**Objective: monitor print media coverage to set benchmarks to evaluate advocacy and communication activities on an ongoing basis.**

### Planned activities

Working with an external third party monitoring and trend analysis reporting firm to monitor and analyze opinion leading print media, and provide a quarterly report that will be shared with all national societies, delegations and the Federation's Secretariat staff as a means of determining the perception and image of the work done by the Federation.

### Progress/Achievements (activities implemented within this objective)

A contract was set up with a 3<sup>rd</sup> party, however it proved too expensive to use a company to monitor media globally. Therefore the contract was terminated, and the international media is now being monitored using web technology in house.

**Impact:** The results of the 3<sup>rd</sup> party monitoring was patchy and it was not possible for them to monitor all media in a meaningful way. Therefore the decision was made to only monitor international media in house and update national societies and delegations weekly

**Constraints:** Monitoring international media is manageable, but trying to record all coverage is too wide a task, so we liaise with national societies to provide updates on national media coverage.

## The International Federation on the Internet

### Context

The Internet is an essential tool in the Federation's communication strategy for sharing information with its stakeholders – national societies, donors, partner organisations and the public. Significant progress has been made in developing its public web site ([www.ifrc.org](http://www.ifrc.org)) in English, French and Spanish. The Internet and new technology offer many growing opportunities for increasing transparency and awareness, and sharing knowledge, and the Federation is keen to maximize the potential of this. This Global Programme supports strengthening national societies and the Federation's Constitution Article 3 (increase the quality and quantity of service delivery and advocacy).

**Goal: the Federation seeks to maximize the opportunities offered by web technology to assist its stakeholders in being able to share information with all their target audiences by developing the public website in the Federation's fourth language (Arabic) and developing regional zones of the web site to meet a growing need for regional information sharing.**

### Objectives:

- develop [www.ifrc.org](http://www.ifrc.org) in Arabic to meet the information needs of Arabic-speaking national societies and target audiences. This is the only official language the site does not yet exist in.
- develop regional zones of [www.ifrc.org](http://www.ifrc.org) that can be fed from delegations and Geneva. This will allow the Federation to present more varied news, events and operations/programme information from national societies grouped by region. These will replace the need for delegations to have their own separate web sites, thus reducing costs, time and duplication and ensure the Federation can present a more effective and consistent message to the public.
- Development of specialist sections to illustrate our strategy 2010 priorities
- establish a forum of webmasters from all national societies to advise on development of all Federation web-based tools - [www.ifrc.org](http://www.ifrc.org), FedNet and national society web sites.

**Expected programme result:** increased coverage of the Federation's activities by reaching constituencies in all four official languages.

### Progress/Achievements (activities implemented within this objective):

- Key documents are now being translated into Arabic. The next step is to develop an Arabic section.
- The development of the regional zones is awaiting development later this year.
- Specialist areas are being developed to illustrate our strategy 2010 priorities (Disaster preparedness, disaster response, HIV/Aids and our principles & Values
- The webmaster network is being set up to share best practice.

**Impact:** The website is kept up to date daily in all four languages and provides key information to both external and internal audiences. The website is recognised as a key resource for journalists, donors, academics, development specialists as well as the general public.

**Constraints:** The Senior Web Officer position has been vacant since July 2004. This has slowed down progress, however recruitment is underway and a new Senior Officer should be in post shortly. In the meantime an interim solution has been found. But this has impacted on the progress of objectives.

# Communicating For The Vulnerable

ANNEX 1

APPEAL No. 01.94/2004

## PLEDGES RECEIVED

15/10/2004

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
-------	----------	----------	------	-----------	------	---------

### CASH

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
REQUESTED IN APPEAL CHF ----->				<b>438,503</b>		<b>TOTAL COVERAGE 51.0%</b>
	CASH CARRIED FORWARD			50,458		
	BRITISH - GOVT/DIFD GRANT 2004			100,000	29.01.04	
SUB/TOTAL RECEIVED IN CASH				150,458	CHF	34.3%

### KIND AND SERVICES (INCLUDING PERSONNEL)

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SPAIN	DELEGATES			73,200		
Note: due to systems upgrades in process, contributions in kind and services may be incomplete.						
SUB/TOTAL RECEIVED IN KIND/SERVICES				73,200	CHF	16.7%

### ADDITIONAL TO APPEAL BUDGET

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED				0	CHF	