

Plan 2009-2010



International Federation
of Red Cross and Red Crescent Societies

China

Executive summary

The People's Republic of China, with a population of 1.3 billion people, is by far the most populous country in the world, and has both one of the most dynamic and fastest growing economies, while at the same time very marked disparities in income distribution, health status and other vulnerability indicators. While many view China's hosting of the 2008 Olympics as a sign of its emergence onto the international scene, the people of China still continue to face many economic, environmental and health challenges that threaten their well-being. Extreme poverty remains an ever-present reality in some parts of the country, regardless of the country's rapid economic progress.

One of the main causes of this continuing significant level of poverty is the effect of large-scale, natural disasters, such as the annual occurrence of severe widespread flooding and frequent earthquakes in many parts of the country. At the same time, many of China's people find themselves unable to afford medical care as the country faces a growing threat from the spread of infectious disease, such as HIV/AIDS and avian influenza.

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

In 2009-2010, the RCSC will continue to strengthen its capacity to respond to disasters, reduce risks caused by the spread of disease, and increase the number of people who are trained in first aid skills throughout the country. Recognizing the strength of the RCSC's volunteer base, the national society will continue to focus on volunteer management and strengthening its organisational capacities at the grassroots level. The RCSC partners with key government agencies, grassroots organizations, communities and the private sector to carry out its plans each year. Partnerships will continue to expand, especially related to the earthquake relief efforts as well as the HIV alliance strategy.

The International Federation's support will focus on several key areas in this two-year plan - disaster management, health and care, and organizational development – all supporting the principles and values of the Red Cross. The plan is based on experience built up through a strong collaboration



Just days after the massive earthquake in Sichuan province, RCSC medical teams provide emergency assistance to those affected by the disaster. International Federation

between the International Federation and the RCSC over the past years. It also takes into account the programmes that are being implemented bilaterally by RCSC's partners in the Red Cross Red Crescent Movement, with whom the International Federation's regional office cooperates closely.

Beneficiaries of these programmes are wide ranging and include those most vulnerable and in need of support, such as people living with HIV and communities at high risk of being affected by disasters. These programmes will contribute to all four of the Global Agenda goals and will move China closer to meeting Millennium Development Goals over the next two years.

The total 2009 budget is CHF 3,802,362 (USD 3,475,651 or EUR 2,421,887) and for 2010 is CHF 6,810,705 (USD 6,225,507 or EUR 4,338,029). [Click here for the budget summary.](#)

Country context

The People's Republic of China comprises 23 provinces, four municipalities, five autonomous regions and two special administrative regions. With a population of 1.3 billion people, China is by far the most populous country in the world. The rapid pace of development has been evidenced in China's consistently high annual GDP growth rate, averaged around 10.4 percent from 2003 to 2006, which was 5.5 percent higher than the world average and accounts for China's fastest and longest period of economic development. However, approaches that analyze China only in terms of averages and aggregate numbers inevitably mask some key realities, as there are very marked disparities in income distribution, health status and other vulnerability indicators between the prosperous eastern seaboard provinces and the rural areas in the western and south-western parts of the country, and even at a micro-level within the provinces.

At the same time that China has tremendous growth, there are risks of inflation and the country's producer price index rose sharply in May 2008 to 8.4, the highest in four years. The effect of this, along with the rising cost of oil, translates directly into higher costs of living for the people, many of whom are finding the cost of food and medical care gradually out of reach. While China has been very successful in reducing poverty, with the number of people living on less than USD 1 a day having declined by some 400 million over the past 20 years, extreme poverty still remains an ever-present reality in some parts of the country. Many of China's poor are living in rural areas, and in the western regions far from economic hubs, with little or no access to the benefits brought about through the country's new economic opportunities. More and more people from these areas are migrating to the cities, where they can find higher wages and entrepreneurial opportunities. Yet, this population is vulnerable to discrimination and socio-economic inequities and is thus considered a high risk group, especially in the area of health care.

Over the past years, China has seen an increase in the frequency of natural disasters caused by intensified severe weather patterns in the region. Furthermore, the impact on populations is often compounded as they face multiple disasters at the same time and often cannot afford to rebuild or replenish what they have lost. In 2008, China was hit with a series of extreme disasters that affected the entire nation. First, around Chinese New Year, rail and road transportation routes were frozen through much of the country when massive snow and ice storms blanketed the central and southern regions of China.



The RCSC launched its HIV Global Alliance plan of action in March of 2008 and is expecting to scale up its activities in HIV prevention, care and support over the next three years. Nicolle LaFleur/International Federation.

Then on 12 May, an 8.0 magnitude earthquake hit Sichuan province, causing massive damage and the deaths of more than 70,000 across multiple provinces. The earthquake and subsequent landslides and aftershocks left more than 15 million displaced, five million of whom were homeless.

Following the earthquake, during the summer months, the southern and central regions of China were again hit by torrential rains and typhoons. Rain threatened the stability and safety in the earthquake zone, but also brought hardship on a nation already reeling from two major disasters. Resources were already tapped and depleted. Attention was still on the recovery in the earthquake areas and on the upcoming Olympics, which put greater pressure on relief workers and the communities in those areas to manage the disasters with limited support from the public.

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

Avian influenza (H5N1) remains a constant public health threat to China, with sporadic transmissions to humans, resulting in a case fatality rate of 67 percent. The recent outbreak of hand, foot and mouth disease which killed 40 children and infected 176,321 people as of the end of June 2008, according to the ministry of health, is a sober reminder about the possibility of other outbreak-prone infectious diseases. This is why hygiene education and promotion is critical, especially for children in China.

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

National Society priorities and current work with partners

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

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



Leadership of the RCSC headquarters visited snow disaster affected people in Hunan after the devastating disaster hit in January and February, 2008. RCSC

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

The RCSC is currently a valuable auxiliary partner to the government in times of disaster and aligns its programmes and activities to those

of the overall Red Cross Red Crescent Movement. The RCSC is a first respondent to communities affected by disasters, providing relief supplies and support. Due to the massive scope of recent disasters, especially the 12 May earthquake, disaster preparedness stocks were depleted and RCSC volunteer and staff capacities were maximized. The support from partners and the International Federation enabled the RCSC to provide much needed relief to those affected. (See Emergency appeal and updates.)

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

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

In 2009-2010, the RCSC's strategy will focus on building upon the achievements gained in the previous two years in both volunteer development and management, and in intensified capacity building at the grassroots level. The RCSC's three-year grassroots organization development initiative, supported by an intensified capacity building grant from the International Federation, has enabled the national society to scale up services while building capacity at all levels and promoting programme integration with cross-cutting issues. The RCSC has placed this initiative at the highest priority, piloting it in HIV programming.

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

Secretariat supported programmes in 2009-2010

Logical frameworks are available on FedNet¹ or [upon request](#).

Disaster Management

a) The purpose and components of the programme

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

Through technical support and capacity building activities to improve Red Cross Society of China competency in disaster response and prevention, on both institutional level and implementing practice, especially aiming to reduce damage by big scale, multi-hazard and complex disasters such as earthquake, regional floods, cyclones etc.
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The disaster management programme budget for 2009 is CHF 369,743 and for 2010 is CHF 369,743.

Programme component 1: Disaster management planning
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Outcome: Improved ability to plan for disasters to mitigate their impact on vulnerable communities, and improved ability to respond to and effectively cope with disasters' consequences.
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¹ FedNet is an intranet and available to Movement members only.

With support of the International Federation, RCSC will develop its disaster response contingency planning and standard operating procedures to enhance preparedness for disasters such as floods and earthquakes. Given China's size and the diversity of its disasters, this includes setting up coherent disaster response strategies, identifying effective operational models, linking up disaster response stakeholders on different levels, and defining management responsibilities of each stakeholder. The linkage between disaster preparedness and disaster response will also be strengthened in contingency plans and standardized operating procedures. On the provincial level, the International Federation will support targeted provincial Red Cross branches to upgrade their hazard specific contingency plans as well. In flood prone provinces, provincial Red Cross branches have developed primary contingency plans which need to be more specific on particular aspects, such as with the early warning system to develop 24 hour, 48 hour and one-week response actions etc. Through the process of upgrading branch plans, provincial Red Cross branches are expected to grasp the skills and concepts of developing contingency plans, so they could guide grassroots Red Cross branches to elaborate on their plans as well. Due to the frequency of natural disasters, developed contingency plans will be tested through real-life situational practice. There will be a review workshop in 2010 to examine these results. Other key activities under this component include training workshops for related decision makers, and the upgrading and simulation of disaster contingency plans and response plans.

Programme component 2: Organizational preparedness

Outcome: Improved capacity in skilled human resources, and financial and material capacity for effective disaster management.

Through the recent earthquake operation, the RCSC has gained certain knowledge, skills and understanding of the International Federation's global emergency response tools such as the emergency response units. This has led to discussion and agreement on developing similar emergency response teams in China based on RCSC's human resources and other inputs. The International Federation will support RCSC to develop several national disaster response teams with a focus on emergency health, water sanitation, relief and logistics in 2009-10. These teams will be composed of personnel from RCSC and its associated organizations such as hospitals. The International Federation will help train these teams. The goal is that within two years, these teams can provide effective and efficient emergency response to domestic disasters. These teams will also provide human resources for RCSC's international emergency support.

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

Programme component 3: Community preparedness/disaster risk reduction

Outcome: Improved self-reliance of individuals and communities to reduce their vulnerabilities to public health emergencies and disasters.

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

Based on the past three years' experience, the RCSC headquarters and several provincial branches have strengthened their capacity to facilitate and manage community-based disaster preparedness projects without technical support and guidance. The concept of the Red Cross supporting local communities to conduct vulnerability and capacity assessment, deciding on their own mitigation

measures and investing in labour costs has been generally accepted by project staff. Another two provinces will be introduced to this model for selected communities. Tasks include identifying disaster risks, developing disaster preparedness plans, training village volunteers in disaster preparedness, and implementing mitigation measures, etc. Through all of these activities, the local Red Cross branch's capacity in community-based disaster preparedness will be strengthened, especially in areas such as managing and monitoring programme activities, and improving communication facilities at the county and village level.

Opportunities for cross-sharing and exchanges among all project sites will be facilitated and strengthened. A pool of vulnerability and capacity assessment trainers will be consolidated through refresher trainings and practice supported by the International Federation. First aid, water sanitation, and hygiene promotion are planned to be more closely integrated into community-based disaster preparedness projects, with emphasis on raising awareness and changing behaviours. Furthermore, women, the elderly and children will be encouraged to participate in the community-based disaster preparedness local community self management, especially as they are often the ones most affected when disaster strikes, considering trends of labour migration of men to the cities.



Through support of the RCSC and Hong Kong Red Cross branch, this rural community in Jiangxi province is able to bring safe drinking water into the village and directly to homes so as to avoid long treks to clean water sources. RCSC.

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

Programme component 4: Disaster response

Outcome: Improved disaster response assistance to meet the needs of people affected by disasters.

The International Federation has supported the RCSC's response capacity by launching emergency appeals to meet the immediate and mid-term needs of populations affected by disasters each year. In addition, the International Federation supports the RCSC headquarters to build up and improve the disaster planning and disaster response capacity of provincial branches. In 2009-10, the International Federation will focus on an additional five Red Cross branches; training managers and key staff of Red Cross branches at provincial, prefecture and county levels. Training will be in line with international standards on disaster planning and disaster response, and be given jointly by the International Federation and RCSC. International Federation guidelines and standards will be distributed in the form of a Chinese version disaster management manual, which is a natural product of this activity area, and distributed to disaster management personnel at all levels in RCSC. All disaster management personnel will increase their knowledge and understanding of disaster management and on the international standards donors expect in these areas. These activities will increase their confidence in international engagement, and improve their efficiency and effectiveness in disaster management operations and management, including assessment, monitoring and evaluation, coordination, providing support on logistics, regional relief supplies, warehouse maintenance and management, etc.

Furthermore, International Federation support for the RCSC's emergency medical team will increase the RCSC's capacity in responding to emergency needs through standardized training in line with International Federation criteria. This newly established team will work nationally and internationally to represent the RCSC.

b) Profile of target beneficiaries

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

c) Potential risks and challenges

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

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

Health and Care

a) The purpose and components of the programme

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

The health and care programme budget for 2009 is CHF 3,237,753 and for 2010 is CHF 6,246,096.

Programme component : HIV Alliance
Component outcome 1: Reduced vulnerability to HIV and its impact in China through the following four outputs: preventing further HIV infection; expanding HIV care and support; reducing HIV stigma and discrimination, and strengthening RCSC capacities to deliver and sustain scaled-up HIV programmes.

The RCSC has fully engaged in the International Federation's Global Alliance on HIV for the next two years, with activities planned to enable the national society to scale up their HIV related work to be implemented in all 31 provinces, autonomous regions and major municipalities. The four standard outputs set forth by the global alliance strategy to achieve this outcome are inclusive, and together they will contribute to the nationwide HIV response target. The HIV prevention activities, including messages on stigma and discrimination, will be carried out across the country with a special focus on high prevalence groups. The capacity building of the RCSC's staff and volunteers will be the key priority in 2009-2010, along with creating an enabling environment for its nationwide HIV response. Besides this, a range of activities will be undertaken to expand and improve the care and support programme, and to mobilize community/stakeholders at various levels.

The total budget for RCSC's HIV alliance for 2009-2010 is CHF 20,427,876. This budget is part of the RCSC's three year plan that started in 2008. The budget was carefully devised based on needs and activities and those all lead to the achievement of the overall outputs of the nationwide HIV programme. Many partners, including Chinese government agencies and many partner national societies, have committed portions towards this amount. For 2009 the RCSC has identified a funding gap of CHF 4.96 million. This plan and budget is seeking an initial CHF 2.96 million to assist the RCSC in filling this gap, with the intention to raise this figure as funds are secured. These funds would enable the RCSC to fully scale up to meet important goals over the coming two years.

Information, education and communication, behaviour change communication, targeted peer education for youth and high prevalence groups, condom promotion, and promotion of voluntary counselling and testing and prevention of mother to child transmission will be the main prevention strategies of the RCSC's HIV programme. In care and support, the RCSC will concentrate on expanding its programming from the current eight provinces to include 28 out of 31 provinces.

A lot of work needs to be done in relation to stigma and discrimination, both in and outside the RCSC, to create an enabling environment for HIV work. In addition, the network of positive people will be strengthened and integration of the greater involvement of people living with AIDS principles will be adopted to fight stigma and discrimination at all levels. Red Cross branches in all 31 provinces/municipalities will undertake anti-stigma/discrimination work. Under the support of further capacity building, a total of 16,700 staff and volunteers will be trained at headquarters, provincial, prefecture and grassroots levels. Prior to that, a capacity building needs assessment will be conducted to identify the specific needs of the project or individual staff and volunteers.

Volunteer trainings on HIV issues are of high priority and have continued around the country. In time for the Olympic Games in 2008, the RCSC trained 7,500 Olympic volunteers on HIV, many of whom will continue their HIV work as peer support volunteers in the coming years.

To sensitize RCSC senior management, staff and stakeholders on HIV, a series of meetings, advocacy dialogues and in-house trainings will be conducted at headquarters and provincial levels. Further media advocacy and advocacy with the community gate-keepers, including local authorities, and both corporate and community leaders, will be conducted to get their support on RCSC's HIV work.

In order for the HIV programme to significantly scale up, as proposed in the RCSC's HIV alliance plan, grassroots capacity building and overall organisational development have to be done in parallel with programme implementation at an accelerated rate. The piloting of such initiatives through the support of the International Federation's three-year intensified capacity building grant will enable the RCSC to develop good models of capacity building, branch development, integrated programming, and volunteer development at all levels, using the HIV programme as a vehicle. This pilot, first done in Henan province, will provide a unique opportunity for the RCSC to explore potential synergies while tackling important HIV work.

Much can be built upon from the many years of RCSC experience, especially through its programme development supported by the International Federation and partner national societies, such as the Netherlands Red Cross, Australian Red Cross and others. Long-term impact will be assessed, and opportunities for knowledge sharing and lessons learned have been built into the HIV alliance strategy in the coming years.

Programme component : Voluntary non-remunerated blood donor recruitment
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Component outcome 1: Capacity of the Red Cross Society of China to manage nationwide non-remunerated, voluntary blood donor recruitment programme has increased.

In early 2008, the RCSC was given a new mandate by the government to register organ and tissue donors and oversee a databank to match donors with recipients. This new programme area will focus on supporting the RCSC blood donor recruitment staff to retain and consolidate impressive gains made in promoting voluntary, non-remunerated blood donor recruitment over the past years. This will be done through a series of activities such as compiling and sharing case studies of the RCSC-initiated "Medal

for Life” campaign to promote voluntary, non-remunerated blood donor recruitment in China; translating the updated edition of the International Federation’s manual on blood donor recruitment “Making a Difference” and the joint celebration of World Blood Donor Day every year on 14 June.

Programme component : Avian influenza prevention

Component outcome 1: Vulnerability to avian influenza outbreaks of at-risk communities is reduced through mainstreaming of avian influenza activities into existing RCSC health activities, increasing the level of knowledge on avian influenza prevention among the targeted communities and increasing RCSC capacity to carry out an avian influenza prevention programme.

For avian influenza, the key activities will aim at increasing the level of knowledge on avian influenza prevention among the farmers in five selected provinces. This will be achieved through targeted, door-to-door health education by trained Red Cross volunteers and general dissemination of avian influenza prevention messages in public places and at gatherings.

The programme will build upon experiences and lessons learned in previous years, as the programme has reached seven provinces and 21 counties in the past two years. While the first years were supported by the global appeal on avian influenza, new funding is being sought through this 2009-10 plan. The success of the programme has been evident in the eagerness of selected provinces to submit project proposals for avian influenza programme support. RCSC branches around the country recognize the importance of disseminating these messages and the community work that goes along with it to ensure behaviour change.



Participants at a Red Cross Society of China group discussion on HIV prevention, care and support. Wang Xuechang/RCSC.

b) Profile of target beneficiaries

The health and care programme is expected to reach out to some 1 million direct and 22 million indirect beneficiaries.

HIV:

In 2009-2010, as a part of the Global Alliance on HIV, the RCSC will expand its HIV work to all provinces and municipalities in China, targeting a total of 22 million people with messages on prevention and reducing stigma and discrimination. A total of 768,000 people including those in key vulnerable populations such as vulnerable youth, injecting drug users, people living with HIV and their families, sex workers, men who have sex with men and migrant labourers will be reached through peer education. Furthermore, the programme will provide services for 70,000 people living with HIV, and affected by HIV and AIDS.

The targeting of the RCSC’s HIV programme strives to include and reflect the diversity of at risk and affected groups. Many of the Red Cross volunteers of HIV programming in different communities are former injecting drug users, men who have sex with men, and people living with HIV. Although the RCSC volunteer base appears large, it is thin in comparison to the size of the country’s population. The International Federation will work closely with the RCSC to support the development of a unique volunteer base to meet the diverse needs of the HIV programme.

Voluntary non-remunerated blood donor recruitment:

This component will target the key managers in RCSC responsible for voluntary non-remunerated blood donor recruitment at national and provincial Red Cross levels. The total estimated number of beneficiaries will be approximately 200 individuals in 2009-2010.

Avian influenza:

Over the next two years, this component will benefit an estimated 70,000 individual farmers who own poultry backyard farms and live in poor communities in five selected provinces (Sichuan, Gansu and Xinjiang Uigur Autonomous Region in 2009 and Xinjiang and two other provinces in 2010). It will also benefit an estimated total of 460 Red Cross staff and volunteers in the selected provincial/county Red Cross branches and at national headquarters, by building their health education and general programme management skills.

c) Potential risks and challenges

The ongoing Sichuan earthquake operations and other potential large scale emergencies in China pose a risk of interrupting the routine work of the national society and the regional office. Similarly, the risk of major disease outbreaks and public health emergencies, such as hand, foot and mouth disease, pose a risk of redirecting the focus of the national society to meet the needs of affected and at risk populations.

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

Organisational Development/Capacity Building

a) The purpose and components of the programme

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

The organisational development/capacity building programme budget for 2009 is CHF 194,866 and for 2010 is CHF 194,866.

The International Federation supports the organisational development and capacity building of the RCSC through all of its programmes in disaster management and health. Furthermore, the following activities are supported through technical support of the International Federation delegates and zone organisational development delegate in the Asia Pacific zone office. The RCSC was a recipient of the Intensified Capacity Building fund in 2008 for a three year programme to strengthen grassroots level capacities and programme integration. This has been strongly supported by the planning, monitoring, evaluation and reporting delegate in the regional office who will continue to work closely with the RCSC at both headquarters and provincial levels to carry out the objectives of that programme.

Programme component 1: National society capacity development and organisational development (branch and headquarters)
Component outcome: Selected RCSC provincial branches have strengthened capacity to support newly independent local (county level) branches in Red Cross organisational development and programme management issues.

Capacity building, in general, and organisational and resource development, in particular, are key areas for the future of the RCSC. The society's commitment to reinforcing the organisational independence of its branches was reaffirmed in its current five-year development plan. It aims to complete the internal restructuring process, which began in 1999, by ensuring all local prefecture and county branches are fully separated from the ministry of health by 2009. The International Federation will continue to support this in the next two years along with training and management support that will enable these newly independent branches to adapt to the subsequent changes they face.

Programme component 2: Financial management
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Component outcome: RCSC finance and programme staff at headquarters and branch levels have acquired increased knowledge and skills in project financial management.
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Another area in which the International Federation will support RCSC in the next two years is strengthening Red Cross branches in their financial management. With the technical support of the regional financial manager for the International Federation in Beijing, the RCSC headquarters will work with local branch managers and finance officers to improve financial systems and records to meet the standards of both national and international partners.

Programme component 3: Volunteer promotion and development

Component outcome: The RCSC volunteer base is strengthened.
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The RCSC also recognizes the need to improve and strengthen capacity at all levels in terms of volunteer recruitment and retention activities. With nearly 850,000 volunteers and a membership of over 25.85 million, there is great potential within the national society to recruit and retain high numbers of active volunteers. With the support of the International Federation, the volunteering development unit at the zone office has started working with the RCSC on developing a strategy that will enable the national society to strengthen its volunteer services. This concept will be further expanded to include a focus on volunteers in emergencies.

b) Profile of target beneficiaries

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

c) Potential risks and challenges

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

Principles and Values

a) The purpose and components of the programme

Programme purpose

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

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

Disaster management

The four components of the disaster management programme all encompass the shared values and principles of the Red Cross and Red Crescent Movement. The community preparedness and disaster risk reduction programme puts the people in their communities first, guiding them to work in solidarity to reduce the threats to their own well-being for a safer, better future. Our joint efforts to include the most vulnerable populations in each community builds tolerance for diversity and Red Cross leadership, as

government and community members recognize the principles and values behind Red Cross initiatives. Likewise, the development of contingency plans at all levels of the RCSC will create a stronger organisation, with strong leadership in the areas of disaster management, acting with integrity and transparency in the country's most urgent hours.

Health and care

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

Organisational development

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

b) Profile of target beneficiaries

The target of this programme is the RCSC management and governance initially, with cross cutting implications throughout all other programmes. Altogether, 2 million direct and 22 million indirect beneficiaries are expected to be reached.

c) Potential risks and challenges

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

Role of the secretariat

a) Technical programme support

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

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

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

b) Partnership development and coordination

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

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

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

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

c) Representation and advocacy

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

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

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

Promoting gender equity and diversity

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

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

Quality, accountability and learning

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

The International Federation's support on intensified capacity building to the RCSC in these three years will provide many opportunities for improving quality and accountability, while also giving many opportunities for sharing lessons learned.

Baseline surveys, questionnaires and surveys, as well as ongoing assessments of programmes are becoming standard in programme plans. Provinces report regularly to the headquarters on activities and an annual audit of all finances is conducted by the RCSC. Further improvements in quality of the organization and financial management are in process with the support of the International Federation.

[Click here for a map of China.](#)

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: <ul style="list-style-type: none">• 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	
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 - Please send pledges of funding to zonerm.asiapacific@ifrc.org

