

Revised Plan 2011



International Federation
of Red Cross and Red Crescent Societies

Philippines

Executive summary

The Philippines is one of the most disaster-prone countries in the world, its geographic location being the biggest contributing factor. Disasters and their resulting impact 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. Diseases such as tuberculosis, malaria, dengue, HIV and AIDS continue to pose significant challenges.

It is in this context that Philippine Red Cross (PRC), the nation's largest humanitarian organization, provides assistance to the most vulnerable people. PRC works through 96 chapters covering all administrative districts and major metropolitan cities. The backbone of activities implemented by the chapters is a network of trained and experienced volunteers, drawn from the various facets of the community. It is worth noting that in early 2010, the National Society changed its name from Philippine National Red Cross to Philippine Red Cross, as per 'Republic Act No. 10072', also known as 'Philippine Red Cross Act of 2009'. The Act recognizes PRC as an independent, autonomous organization auxiliary to the authorities in the humanitarian field.

In 2011, PRC will continue to fulfill its redefined mandate by delivering timely assistance in disaster management, health and care, and humanitarian values. At the same time, through organizational development activities, the National Society will strive to enhance the capacity of its national headquarters and chapters to deliver services. The steering framework will be 'Philippine Red Cross Strategy 2020', which is awaiting approval by the board. The new strategic development plan – expected to steer the national society for the next five to ten years (i.e. 2010 onwards) – is consistent with Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies (IFRC).

The disaster management programme focuses on strengthening disaster response and preparedness capacities of PRC at the institutional level as well as on disaster preparedness, mitigation and risk reduction at the community level; this is in line with IFRC's first strategic aim – save lives, protect livelihoods, and strengthen recovery from disaster and crises. The health and care programme targets contributing to healthy and safe living by addressing issues relating to HIV and AIDS, emergency health, and community health. The organizational



Philippine Red Cross (PRC) emergency response unit assisted casualties of a deadly bus siege in Manila on 23 August 2010. In 2011, PRC will continue to strengthen its capacity to deliver timely assistance during disasters and other situations of emergency. Photo: Romulo Godinez/PRC

development programme aims at increasing the capacity of PRC to address situations of vulnerability, including at the chapter and local community [barangay¹] levels; this will be attained through 'Project 143' – an initiative that reinforces the presence of PRC in all 42,000 barangays across the country. Finally, the principles and values programme will promote the principles and values of the International Red Cross and Red Crescent Movement. An integrated approach will be maintained at both the planning and implementation stages.

In addition to IFRC support, PRC will implement programmes in close collaboration with authorities, partners within the Movement and other actors, including concerned UN agencies. For instance, as regards disaster management, the National Society will maintain a close working relationship with the national disaster risk reduction and management council (NDRRMC).

The total budget for this plan in 2011 is CHF 786,385.

[<Go directly to the attached budget summary>](#)

Country context

The Philippines is considered a middle-income country, ranked at 105 out of 182 in the human development report 2009³, and with a human development index value of 0.751 [2007 data]. The country is constrained by deficit spending and challenged with increasing demands for better public service. Wide disparities exist in income distribution and between provinces. Poverty is predominant in rural areas as well as informal urban settlements. Urbanization has accelerated, and has thrown in some challenges; the capital, Metro Manila, is estimated to have at least 11 million inhabitants, a substantial number of them living in slums or near-slums.

The 7,000-island nation is one of the most disaster-prone in the world, mostly because of its geographic location. Located along the typhoon belt in the Pacific Ocean, Philippines is hit by an average of 20 typhoons every year, roughly a third of which are destructive. The archipelago also occupies the western rim of Pacific Ocean, an active part of the earth characterized by an encircling belt of active volcanoes and fault lines, thus volcanic eruptions and earthquakes. Other natural disasters that the country is prone to are landslides and floods.

In late September 2009, Typhoon Ketsana (local name Ondoy) lashed parts of Luzon, bringing rain in volumes not recorded in decades. Typhoon Parma (Pepeng) followed it shortly. The combined effects of the two typhoons – which resulted in widespread flooding, left a trail of destruction and killed a thousand people – caused substantial damage and losses, equivalent to about 2.7 per cent of the country's GDP. The typhoons hit regions that account for over 60 per cent of GDP – including the national capital region, which accounts for about 38 per cent of total GDP⁴. One year on, as the country recovered and implemented preparedness measures to be able to respond to future hazards of a similar, or larger, magnitude, the latest storm – Typhoon Megi – battered northern Luzon on 18 October 2010, with winds of more than 220km/h and heavy rains. The new typhoon killed 31 people, injured 42 and affected some 27,300 families (2 million persons). While the direct impact on lives was low [mainly due to pre-disaster procedures put in place disaster authorities] Typhoon Megi⁵ caused significant damage to houses, livelihoods and infrastructure. Around 149,000 houses were damaged – 31,000 completely and 118,000 partially. Some experts have predicted an increase in frequency and intensity of extreme weather and climatic events due to the effects of climate change.

As parts of the country recover from the effects of typhoons, others are recovering from El Niño conditions. The effects of the latter were severe to the extent that a reservoir that supplies water to the capital recorded low levels, making it necessary for water authorities to put in place temporary water-rationing measures. Meanwhile, in early October 2010, the Philippine atmospheric, geophysical, and astronomical services administration ([PAGASA](#)) issued an alert for the public to prepare for above normal rainfall in the last quarter of 2010, running into 2011, because of the onset of the La Niña phenomenon.

Linked to the extreme weather and climatic events are some health concerns. According to the department of health, the Philippines recorded close to 99,000 cases of dengue – and 640 deaths – between January and September 2010. The number of cases represented a 135 per cent increase for the same period in 2009. Health officials attributed the rise to the El Niño phenomenon and the onset of the rainy season. The predicted La Niña

¹ Barangay, also known by its former Spanish adopted name, the *barrio*, is the smallest administrative division in the Philippines and is the native Filipino term for a village, district or ward. Municipalities and cities are composed of barangays.

³ UNDP - http://hdrstats.undp.org/en/countries/country_fact_sheets/cty_fs_PHL.html

⁴ Post-disaster needs assessment (PDNA) – a joint initiative of the Government of the Republic of the Philippines, representatives of the private sector and civil society organizations, multilateral development partners and bilateral development partners

⁵ See Emergency Appeal MDRPH006, available at <http://www.ifrc.org/docs/appeals/10/MDRPH006EA.pdf>, for details

phenomenon is likely to come with its own health challenges, among them the possibility of leptospirosis, whose cases spiked in late 2009 following typhoon-induced flooding. In addition to these, 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.

Also on health, the incidence of HIV and AIDS is low but rising. According to the Philippine HIV and AIDS registry, 4,971 cases of people living with HIV (PLWH) were recorded from [1984 to 2010](#), with 547 cases reported in the first four months of 2010 alone. Sexual contact was the most common mode of HIV transmission, accounting for 93 per cent of all cases. More than half of sexual transmission was through heterosexual contact, followed by homosexual contact, then bisexual contact. Despite the increasing numbers, lack of knowledge about HIV among the Filipino population is 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 an infected person. Stigma also arises due to the association of HIV with sexual and drug-use behaviours. Failure to address stigma can deter individuals from being tested, further perpetuating the spread. However, 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.

On the socioeconomic front, there are high levels of inequality in the distribution of resources and labour in the Philippines. While the country has a literacy rate of 93.4 per cent, there is immense unemployment and millions of Filipinos work abroad as overseas Filipino workers (OFW). Nevertheless, their remittances are vital for their families back home. The human development report 2009 estimates that the country has an emigration rate of 4.0 per cent. The major destination for migrants from the Philippines is Northern America with 49.9 per cent of emigrants living there; 35.4 per cent live in Asia and 8.7 per cent in Europe.

Unemployment, poverty, the threat of natural disasters, diseases etc., collectively create a level of vulnerability that requires attention. Owing to this, the Philippine Red Cross (PRC) has, over time, developed adequate skills to respond to situations of vulnerabilities. In addition to disaster response – for which PRC is recognized and respected nationally – the National Society delivers a wide range of services, including safety services, welfare services, blood services and health services. The national society also continues to support those impacted by armed insurgencies in the country, mainly in Mindanao, located in the south.

National Society priorities and current work with partners

PRC marked its 63rd anniversary in 2010, reflecting on its gradual growth to become – what it is now – the premier provider of humanitarian services to the Filipino community in times of emergency and disaster. However, while the National Society has grown from strength to strength, there are still areas in which it needs to develop better efficiency and effectiveness.

Focus areas for 2011 include:

- Improving and expanding service delivery through Project 143
- Increasing the capability to provide up to 100 per cent of national blood requirements
- Improving fund-generating capacity at national headquarters and chapter levels
- Expanding human resource capacities
- Modernizing and applying new technology to improve operations

In addition, several other areas will require long-term attention as PRC strives to enhance its capacity to deliver services to the most vulnerable. These include chapter development and intensified capacity building support, in view of the 20 new chapters and leadership/management development (including governance and leadership management training and a management development programme). The National Society will strive to scale up programme implementation at the chapter level.

The different services (service delivery units) of PRC will continue to make further improvements while working through an integrated approach:

- National blood services will aim at ensuring that the country's requirements for safe blood are fully covered. Blood centres, blood facilities and services will be upgraded while the number of voluntary blood donors will be increased, alongside maintaining existing blood donors.
- Disaster management services will focus on disaster risk reduction, enhancing disaster reporting capacity through an operations centre that works 24/7, and disaster response integrating health, psychosocial support, relief, recovery, and water and sanitation.
- Community health and nursing services will scale up areas such as community-based health and first aid, emergency health, HIV and AIDS, water and sanitation, and hygiene promotion.

- Social services will improve in providing assistance, including guidance and counselling, psychosocial support, tracing and restoring family links.
- Safety services will promote nationwide awareness to ensure the safety of communities through training on first aid in every home as well as rendering first aid, ambulance, and basic rescue services such as cardiopulmonary resuscitation (CPR), water safety and accident prevention.
- Red Cross youth will promote the Movement's Fundamental Principles and humanitarian values. It will also continue to educate and empower young people through constructive training and effective leadership, and provide opportunities for harnessing and directing their energy and idealism into worthwhile humanitarian activities, including volunteering.

In delivering services and addressing situations of vulnerability, PRC's real strength is its volunteers – at the national headquarters, chapter and local community [barangay] levels. As such, a particular focus will be put on 'Project 143' – an initiative that aims to reinforce PRC's presence in all 42,000 barangays across the country. Under this project, 44 volunteers (comprising a team leader and 43 members) will be recruited, trained and mobilized from each barangay. They will be the eyes and ears of PRC in their respective communities and will play a major role in delivering services.

There are also behind-the-scene support areas that need to be constantly improved upon. These include human resource management, finance and administration, communications, resource mobilization and information technology. PRC will improve on resource mobilization and fundraising capacities to achieve optimum levels of fund generation and to attract more members. Human resource management capacity, including staff development and job reviews, will be strengthened. Communications capacity will also be built to support enhancing PRC's public image, both nationally and internationally. PRC will also build its planning, monitoring, evaluation and reporting (PMER) capacity to improve on strategic and operation planning as well as accountability. Improvement will also be made in finance management and logistics systems as well as the organizational structure and policies.

PRC maintains a strong partnership with various components of the International Red Cross Red Crescent Movement who have some presence in the Philippines. IFRC is one such partner, and maintains a country office based in Manila. In 2011, the National Society will continue working with its various Movement and non-Movement partners.

In disaster management, PRC will benefit from continued support of IFRC and ICRC as well as bilateral arrangements with German Red Cross and Spanish Red Cross. Outside the Movement, the National Society will work with entities such as the Asian Disaster Preparedness Centre (ADPC), AusAID, DIPECHO-ICDPP (integrated community disaster preparedness programme), IBM and USAID. Authorities and government partners include the department of health, department of social welfare and development, NDRRMC, national food authority, and local government units. The National Society will also work with hospitals, medical centres, foundations and civil society organizations.

For health and care, PRC will be supported by IFRC (HIV and AIDS, community-based health and first aid, and emergency health) ICRC (water and sanitation activities in conflict areas, and international humanitarian law) as well as bilateral arrangements with Japanese Red Cross Society and Spanish Red Cross. The National Society also works with the department of health and the World Health Organization (WHO). Support for the National Society in other areas is also provided by International Social Services (ISS), local government agencies, non-governmental organizations, hospitals, foundations, medical centres and civil society organizations.

Secretariat-supported programmes in 2011

Currently, IFRC is supporting PRC in implementing an emergency appeal operation in response to typhoons Ketsana and Parma (refer to the [one-year consolidated report](#)). In addition to financial support, there is technical expertise. For 2011, planned IFRC support to PRC's long-term programmes will be a continuation of ongoing activities in community-based disaster risk management, HIV and AIDS, community-based health and first aid, and emergency health. IFRC will also work closely with ICRC and Spanish Red Cross in providing water and sanitation training for PRC. The support in 2011 will also build on the ongoing emergency appeal operation.

Disaster management

a) The purpose and components of the programme

Programme purpose
Save lives, protect livelihoods, and strengthen recovery from disaster and crises.

The disaster management programme budget for 2011 is CHF 197,165.

Programme component	Component outcomes
Community-based disaster preparedness and risk reduction	1. Capacity of communities in 6 provinces to cope with the effects of natural and man-made disasters enhanced.
	2. Communities in 6 provinces assisted in translating technical hazard maps produced by early warning institutions in the country.
	3. Number and quality of Red Cross volunteers in 6 chapters to carry out disaster preparedness and response activities increased.
	4. Community volunteers in 6 chapters equipped and trained.
	5. Mitigation mechanisms established and improved at communities in 6 provinces.
Organizational preparedness	1. Case studies on previous community-based disaster risk management programmes produced and the lessons learnt extracted.
	2. Community training manual revised, to incorporate modules on emergency health, climate change adaptation and early warning system.
	3. Number and quality of Red Cross trainers at chapter level increased.
	4. Stock of essential non-food items increased.
Recovery	1. Advocacy paper on safe access to land, as an approach to risk reduction, produced.
	2. Techniques for building safer integrated in community-based disaster activities through production of training manuals for volunteers.

The primary target group of these programme components are six of the 12 most hazardous provinces in the country. The selection of the target areas is 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. PRC was identified by the READY project team – through the NDRRMC – as the most suitable partner to translate the hazard maps into community-level context. The National Society signed a memorandum of agreement with early warning institutions, through NDRRMC, to support implementation of the READY project at the grassroots. The provinces identified in the READY project are those most vulnerable to multiple hazards. Activities will target the most vulnerable barangays in selected provinces. Barangay disaster action teams (BDATs) will be formed and trained. They will be linked to local disaster risk reduction and management office structures to ensure sustainability of the project.

The secondary target group of the programme is National Society staff and volunteers. They will be trained to ensure an enhanced capacity of the society in disaster management. Existing training manuals will be reviewed to ensure that they are attuned to the emerging trends in disaster management. In addition, case studies of previous community-based disaster risk reduction (CBDRR) programmes will be produced to extract lessons learned which in turn will influence future approaches to CBDRR.

There is also a move to integrate activities under community-based disaster risk reduction with the following: community-based early warning systems and national early warning systems; emergency health, and; climate change adaptation in disaster risk reduction. An integrated approach will be maintained in programming and disaster response. Integration will allow an increase in response capacity of the National Society by pooling the skills and resources required to ensure a more effective, efficient and precise response.

b) Potential risks and challenges

The magnitude and impact of disasters have been increasing due to the changing hazards, increasing disempowerment of individuals, families and communities and reducing their capacity to cope in the aftermath of disasters. These factors can be addressed positively with a long-term approach to reducing poverty and building the capacity of communities to adapt and cope with 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

Programme purpose
Enable healthy and safe living.

The health and care programme budget for 2011 is CHF 205,350.

Programme component	Component outcomes
Community health and care	1. Ability of communities in seven provinces to cope with common health challenges increased.
	2. 18,000 households in 30 chapters have at least one member able to provide first aid.
	3. Capacity of 95 chapters to provide psychosocial support during disasters or other situations of vulnerabilities increased.
HIV and AIDS	4. Spread and impact of HIV as well as stigma and discrimination associated with it reduced among youth in seven chapters.

Component 1 encompasses community health education, psychosocial support and community-based first aid. Through the community health education project, PRC aims to provide health education, in coordination with local health units, to communities in 35 barangays across seven provinces.

Prior to holding health education sessions, participatory assessments will be undertaken to identify five major diseases/illnesses in the barangays. Twenty community health volunteers (CHVs) will be recruited and trained – in community-based health and first aid – in each province. Working closely with local health units, the 140 CHVs will then guide members of the community in 35 barangays [five barangays per province] to undertake participatory assessments with the view of identifying five major diseases/illnesses in the community/barangay.

Information, education and communication (IEC) materials – training manual, toolkits, posters and leaflets – with information on the five major diseases/illnesses will be produced. Subsequently, health education sessions will be organized, focusing on the identified diseases/illnesses. IEC materials will be distributed to complement health education sessions. In all, 17,500 households (3,500 per province) in high-risk areas are targeted.

Community-based first aid will be delivered through the first aid in the home (FAITH) project. FAITH seeks to contribute towards enabling healthy and safe living by providing first aid training at the community level. It targets 30 chapters. Implementation will be done by 720 Red Cross volunteers (24 per chapter, to pair in teams of two) who will receive training as community-based first aid instructors. Some 18,000 households in 30 chapters (50 per chapter) provided with first aid in the home training.

With regard to psychosocial support (PSS), PRC will strive to ensure psychosocial well-being of communities affected by disasters or other situations of vulnerabilities. The social services unit of the National Society will provide PSS. Activities will span the national headquarters and 95 chapters, with each chapter expected to have persons [staff or volunteers] able to provide PSS, critical incident stress debriefing (CISD) and referral for follow-up therapy. The chapters will be provided with PSS training and dissemination materials. This will ensure that PSS providers at PRC's national headquarters and chapters have sufficient materials, manuals and toolkits.

Component 2 focuses on HIV and AIDS. PRC will conduct youth peer education targeting high-risk groups, such as out-of-school youth and young commercial sex workers, in seven chapters. Activities will be implemented in conjunction with the HIV and AIDS prevention education (HAPE) project of the Red Cross youth. This is because youth are more likely to gain better access to other youth, especially those in the sex industry, and in turn, gain easier acceptance in creating awareness on HIV. Another target group is overseas Filipino workers (OFWs) and their families. The National Society will organize HIV and AIDS awareness sessions – including preventive measures – for OFWs prior to their departure from the Philippines. Activities in 2011 will incorporate lessons learnt from the project initiated in 2009 and will focus on seven chapters. Targeted beneficiaries in seven chapters will be reached with peer education as well as referral for voluntary counselling and testing (VCT).

Before peer education is provided to targeted community members, 28 CHVs [four per chapter] will receive youth peer education training for trainers. The trainers will in turn impart their skills to 350 youth peer educators [50 per province]. The youth peer education will organize HIV and AIDS awareness sessions in their respective

communities. IEC materials such as brochures, toolkits and posters, will be produced/distributed to complement peer education sessions. In total, 14,000 beneficiaries are targeted.

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 implementation timeframe.

Organizational development/capacity building

a) The purpose and components of the programme

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

The organizational development/capacity building programme budget for 2011 is CHF 345,741.

Programme components	Component outcomes
Organizational development process	1. PRC governance and management work together for the Strategy 2020 planning process and achievement of results.
	2. PRC has maintained effective coordination and cooperation with external partners, nurturing support for programmes and projects.
	3. Capacity of new chapters to plan and implement integrated services increased.
	4. PRC's financial management capacity improved.
	5. PRC's logistics capacity improved.
Leadership development	1. A feasible resourcing plan, which ensures diversification of funding sources using up-to-date fundraising strategies, developed.
	2. PRC leadership and governance better understand their roles in the development process and management support.
Volunteer management	1. Capacity of PRC to mobilize and to manage volunteers improved.

The focus of this programme is developing the capacity of PRC to meet organizational requirements needed for it to deliver services. Such support is in line with Enabling Action 1 of IFRC's Strategy 2020: Build strong National Red Cross and Red Crescent Societies. Specifically, IFRC support will span the areas outlined below.

Orientation and training of governance and management

Orientation of the board of governors and management was held in early 2010 with the support of IFRC. Chapter-level leadership orientation will be carried out in batches of four. In 2011, IFRC will also support participation of PRC's leadership and management in specific, appropriate and relevant training.

Strategic planning

A draft of Philippine Red Cross Strategy 2020 – the strategic development plan that will guide the National Society deliverables over the next five to ten years – was produced in early 2010. A presentation was made to the board and their feedback is being awaited before the plan can be finalized.

Once finalized, the 'Philippine Red Cross Strategy 2020' will be presented for approval and/or adaptation at the biennial assembly. After approval, sufficient copies will be printed and distributed to all chapters.

Resource mobilization

Through IFRC support, training in resource mobilization will be held at national headquarters and chapter levels. The National Society will also be supported in consolidating a resource mobilization plan, which will undergo monitoring and evaluation throughout its timeframe. The plan will guide subsequent resource mobilization efforts of the National Society.

Chapter development

Capacity building support in chapter development will be intensive and integrated, and will include coordination and consultation meetings as well as leadership and planning training for the new chapters. Training support will also be given to the Project 143 organizing committee, with specialized service training of selected volunteers. Community support will be garnered for the activities of Red Cross volunteers. Monitoring and evaluation will be carried out to inform adaptation or adjustments that may be required.

Finance management

PRC has already put in place an enterprise resource planning (ERP) system. The National Society settled on NAVISION; a vendor was contracted and the system has since been customized. 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. With the ERP now in place, training and familiarization started in the last quarter of 2010, mainly targeting staff at the national headquarters, specifically those in finance, logistics, blood management and human resources. In the medium- to long-term, the system will be rolled out to the chapters. However, rollout will follow in a few years after the national headquarters has developed capacity for adequate skills transfer.

Logistics

When Typhoon Ketsana struck the Philippines in late 2009, PRC mounted a significant emergency, relief and recovery operation. While the response provided evidence of the National Society's strengths, it also revealed some areas where capacity building efforts are needed. Logistics is one such area. So far, IFRC support in this regard has already started as part of the ongoing IFRC emergency appeal operation. However, these efforts have focused on select components at the headquarters and chapters covered by the operation, thus limited in scope. In 2011, IFRC will facilitate efforts aimed at building the logistics capacity of PRC, starting at the national headquarters. This support will extend to modernization, linked to the new ERP, whose features include inventory and warehouse management.

b) Potential risks and challenges

The potential of an emergency, which would prompt the national headquarters and targeted chapters to re-focus their efforts towards response rather than capacity building, is a great risk. However, the primary tactic to manage risks is to ensure strong collaboration, cooperation and integration across programmes as well as between the national headquarter and chapters. Trainings, meetings and workshops will be organized to ensure an across-board understanding and enthusiasm to support attainment of outcomes.

Principles and values

a) The purpose and components of the programme

Programme purpose
Promote social inclusion and a culture of non-violence and peace.

The principles and values programme budget for 2011 is CHF 38,128.

Programme components	Component outcomes
Community-based Red Cross youth activities on health and welfare	1. Reader-friendly information dissemination tools for drug abuse prevention education (HAPE), and HIV and AIDS prevention education (DAPE) developed.
	2. The technical capacity of volunteers to provide DAPE and HAPE enhanced.
	3. Positive behavioural change among 15,000 young people reached with drug abuse and HIV prevention peer education.
Youth advocacy for the protection of the environment (YAPE)	1. Some 14,000 youth trained in environmental care and protection measures.
	2. Some 1,410 youth environmental protection advocates appointed in 94 chapters.

Activities under this programme seek to raise awareness of the Movement's Fundamental Principles and humanitarian values among youth in communities and schools, with a view of imparting positive change in behaviour. An understanding of the principles and values will be nurtured through various Red Cross youth activities related to health, welfare and the environment. The programme comprises two components: community-based youth activities on health and welfare, and youth advocacy for protection of the environment.

Component 1, community-based Red Cross youth activities on health and welfare, has two projects. The first is drug abuse prevention education (DAPE) and the second is HIV and AIDS prevention education (HAPE). The latter is part of the HIV and AIDS component of the health and care programme. Under DAPE and HAPE projects, PRC will produce a reader-friendly information dissemination toolkit for substance abuse prevention education as well as HIV prevention education.

Through these projects, PRC will enhance the capacity of 350 youth volunteers at the chapter level to conduct peer education on substance abuse prevention and HIV prevention. Training will be delivered through the youth peer educators' course. Promotion of the principles and values of the Movement will be integrated to the course.

Targeted youths will be encouraged to stay healthy and serve as role models in their schools and communities, thereby developing positive behavioural change. The expectation is to contribute to the decrease in the reported cases of youth involved in dangerous drug and substance abuse-related cases as well as reduce new HIV infections among the youth [*for the latter, see also HIV and AIDS project under the health and care programme*]. The target is 14,000 people in seven chapters.

Component 2, youth advocacy for the protection of the environment (YAPE), intends to create and institutionalize a training programme primarily focusing on protecting the environment. It is part of the youth's support to the global response to climate change. The YAPE project also strives to inculcate positive and productive practices among 14,000 youth pertaining to environmental protection measures, including by empowering youth to serve as environmental advocates in their schools and communities.

The National Society will organize seminars, workshops, training sessions and information dissemination forums – on environmental protection – targeting the youth. Some 350 youth volunteers will receive advocacy for the protection of the environment educator training. In turn, they will reach 14,000 youth with sessions and messages on environmental care and protection. Some 1,410 youth environmental protection advocates will be appointed in 94 chapters of the PRC. Sensitization to environmental issues will also be promoted through developing, printing and distributing IEC materials such as flyers, posters and neckerchiefs. These activities also aim to promote an in-depth understanding of the Movement's Fundamental Principles and humanitarian values.

b) Potential risks and challenges

The potential of an emergency, which would prompt the national headquarters and targeted chapters to re-focus efforts towards response, is a great risk. However, strong collaboration and cooperation will be maintained with other programmes as well as between the national headquarter and chapters. Fundamental Principles and humanitarian values will be integrated in all programmes. One advantage is that there exists a considerable potential interest among youth and children to be involved in Red Cross activities.

Role of the secretariat

a) Technical programme support

IFRC maintains a country office in the Philippines, housed within PRC's national headquarters. The office is headed by a country representative and has support staff in administration, finance and reporting as well as drivers. Due to the ongoing typhoon emergency operation, the country office was bolstered in early 2010 to match the increased need by PRC for IFRC support. Delegates and additional staff engaged to support the ongoing typhoon emergency operation are also involved in National Society capacity building. These include a head of operations and delegates/staff specializing in the following areas: finance and administration; logistics; relief; reporting and information; shelter, and; water and sanitation. The Southeast Asia regional office in Bangkok and the Asia Pacific zone office in Kuala Lumpur also provide technical and operational assistance, when needed.

b) Partnership development and coordination

PRC and IFRC maintain a good day-to-day working relationship, with IFRC's country office hosted in the premises of the National Society. Cooperation extends from long-term programming to the ongoing emergency response to typhoons Ketsana and Parma of 2009. The emergency operation will continue into 2011.

The IFRC country office will encourage continued cooperation and coordination among Movement partners. Participation will span coordination and ad hoc meetings, including at the operational level. This will ensure collective effort and solidarity in pursuit of common goals. Through harmonized actions and resources, the Red Cross Red Crescent will efficiently and effectively support PRC in delivering services to vulnerable communities.

In addition, the National Society will benefit from links with partner national societies with in-country presence – German Red Cross, Japanese Red Cross Society and Spanish Red Cross – as well as with other national societies from the region, or beyond, for funding support or peer-to-peer learning. This is in pursuit of achieving the Enabling Action 3 of IFRC's Strategy 2020: Function effectively as the International Federation.

c) Representation and advocacy

The IFRC country representative participates in the monthly meetings of the inter-agency standing committee (IASC) together with the various heads of UN agencies. The representative also attends humanitarian country team (HCT) meetings and maintains good contact with NDRRMC and various government departments. IFRC also attends coordination meetings with PRC and other partners and organizations in-country when these take place. These include inter-agency cluster meetings, aimed at coordinating overall relief and recovery efforts.

Based on lessons learnt from the typhoons that have struck the Philippines – with devastating effects – over the past couple of years, IFRC is supporting advocacy efforts of PRC by targeting the authorities and private entities as well as corporate organizations to provide safer land for displaced families to rebuild their new homes. The advocacy efforts will continue beyond the typhoon operation and will form the basis upon which the National Society can produce an advocacy paper on 'access to safer land as an approach to disaster risk reduction'.

d) Other areas

IFRC facilitates the participation of PRC staff and volunteers in training/workshops that are conducted within and outside the region by Movement partners and other humanitarian agencies. It also updates PRC and shares technical materials on developments in disaster management, health and care, and organizational development.

Promoting gender equity and diversity

Gender inequity is not perceived as a major issue in the Philippines. Both men and women occupy key positions in the government and civil society. The same applies in PRC; in fact, the secretary general and several directors are women. In general, there is an unquestionable gender balance within the governance, management, staff and volunteers of the National Society. '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.

The Movement's Fundamental Principles and humanitarian values (as well as non-discrimination, tolerance and social harmony) are integrated into health, disaster management and organizational development programmes. Selection of beneficiaries also takes into account gender balance as well as marginalized communities and groups that need a particular focus, such as orphans, child-headed households and people with disabilities.

Quality, accountability and learning

Planning, monitoring, evaluation and reporting will be significant aspects in the management and implementation of all core programme areas. The IFRC country office has supported PRC in developing assessment, monitoring and reporting formats, which have already been put to use by the National Society. The use of standardized approaches and appropriate tools such as vulnerability and capacity assessments (VCAs) and the better programming initiative (BPI) will ensure the quality and appropriateness of the programmes.

The country office will facilitate documentation of best practices across the different programmes. Replication of best practices by PRC will promote efficiency and ensure appropriate service delivery. Support will extend to reviewing different monitoring tools to suit current trends in programming. Internal and external assessments, reviews, and evaluations will also be carried out. Their recommendations will be taken into consideration to improve the programmes. Where required, support will be sought from the Southeast Asia regional office and the Asia Pacific zone office.

Furthermore, training sessions on the programme management cycle and finance management will be organized for relevant programme personnel. Exchange visits and sharing of experiences between programme staff and volunteers from different chapters will improve motivation and promote learning.

Finally, an understanding of the [Code of Conduct for the International Red Cross Red Crescent Movement and non-governmental organizations \(NGOs\) in disaster relief](#) as well as the [Humanitarian Charter and Minimum Standards in disaster response \(Sphere\)](#) will be created among staff and volunteers.

How we work	
<p>IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.</p>	<p>IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:</p> <ol style="list-style-type: none"> 1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises. 2. Enable healthy and safe living. 3. Promote social inclusion and a culture of non-violence and peace.
Contact information	
<p>For further information specifically related to this plan, please contact:</p> <p>In the Philippines</p> <ul style="list-style-type: none"> • Philippine Red Cross (phone: +63.2.525.5654, fax: +63.2.527.0857): <ul style="list-style-type: none"> ◦ Gwendolyn T. Pang, secretary-general; email: gwenpang@redcross.org.ph • IFRC country office (phone: +63.2.309.8622, fax +63.2.524.3151): <ul style="list-style-type: none"> ◦ Selvaratnam Sinnadurai, head of country office, email: selvaratnam.sinnadurai@ifrc.org; <p>IFRC Southeast Asia regional office, Bangkok (phone: +66.2.661.8201; fax: +66.2.661.9322)</p> <ul style="list-style-type: none"> • Anne Leclerc, head of regional office; email: anne.leclerc@ifrc.org • Andy McElroy, regional programme coordinator; email: andy.mcelroy@ifrc.org <p>IFRC Asia-Pacific zone office, Kuala Lumpur phone: +60.3.9207.5700, fax +60.3.2161.0670)</p> <ul style="list-style-type: none"> • Jagan Chapagain, head of operations; email: jagan.chapagain@ifrc.org • Alan Bradbury, head of resource mobilization and PMER; email: alan.bradbury@ifrc.org <p>Please send all pledges of funding to zonerm.asiapacific@ifrc.org</p>	

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

MAAPH001 - Philippines

Budget 2011

Budget 2011

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Social Services	National Society Development	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	12,034	12,533	21,102	2,327		47,995
Services						
Contingency						
Total Budget 2011	197,165	205,350	345,741	38,128		786,385

