

# Programme Update 2007



International Federation  
of Red Cross and Red Crescent Societies

## South America

Appeal No. MAA46001

This report covers the period of 01/06/2007 to 31/10/2007 of a two-year planning and appeal process.

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.



The August earthquake in Peru affected thousands of people. The Peruvian Red Cross and the Federation have responded to the immediate needs of vulnerable communities and are now working towards helping them recover. **Source: International Federation.**

## In brief

### Programme Summary:

Major advances have been made by areas as the two-year regional plan is reaching its close. Scale up in key areas such as HIV and AIDS, voluntary blood donation and community risk reduction, strategic organisational development support and important progress in humanitarian principles and values has characterized this period. The integrated development of the regional plan for 2008-2009 also took place during the past months, within the framework of the new Inter-American Plan 2007-2011, the Global Agenda and in line with regional plans across the continent.

Political and social tensions in the region have been present during this period particularly in Bolivia, Ecuador and Venezuela. High levels of poverty and inequity remain a major challenge for these countries and the whole region as the needs of vulnerable communities and groups still need to be met.

Natural disasters have continued to manifest in South America, showing an increase in events in 2007 and at the same time an increase in National Society capacity to respond effectively, thanks in part to the timely support of the Federation through the Regional Representation and the Pan American Disaster Response Unit (PADRU). A major earthquake hit the southwestern coast of Peru in August, devastating homes and livelihoods. Crucial support is being provided to the Peruvian Red Cross to respond to the emergency, assist those affected and support their recovery. An Emergency Appeal was launched and has since been fully covered and revised to support the National Society operation. The 18 month operation underway has responded to the immediate needs of the population and will now focus on the rehabilitation of their livelihoods, promoting the link between these two important phases.

The XVIII Inter-American Conference held in Guayaquil in June was a major event during this period, as the Regional Representation focused attention on supporting the host National Society in Ecuador and promoting the reflection of South American National Societies' interests in the new Inter-American Plan 2007-2011. Increased National Society ownership of the new and more strategic plan is expected to be a driving force behind Red Cross work in the coming years. Linking national and regional planning processes in the fulfilment of the Global Agenda goals is an important step to come.

The full consolidation of the Zone technical team has not taken place as expected due to the diminution of financial resources. The new Head and Deputy Head of Zone, with the Zone senior management team, have been in ongoing contact with membership and National Societies cooperating in the continent in order to define innovative approaches to face the challenge of putting the new operating model into action.

Due to the significant reduction of core funding for 2008 and the potential decrease in financial support from traditional donors in light of changing priorities, new and improved working methods are already being explored by the regional team in Lima through integrated programming, identification of new funding sources and strengthened partnerships and alliances in the region.

**Needs:** Total 2006-2007 budget CHF 6,436,577 (USD 5,757,225 or EUR 3,900,956) out of which 79% covered. Outstanding needs are CHF 1,350,800 (USD 1,208,229 or EUR 816,667). **Click here to go directly to the attached financial report.**

For more information on the progress and current figures current figures progress of the Peru Earthquake Emergency Appeal, click here: <http://www.ifrc.org/docs/appeals/07/MDRPE00306rev.pdf>

**Our Partners:** The Lima Regional Representation continues to work with the following partners: the Economic Commission for Latin America and the Caribbean (CEPAL/ECLAC), the Pan American Health Organization (PAHO), the ProVention Consortium, the Organization of American States (OAS), the Latin American School of Social Sciences (Facultad Latinoamericana de Ciencias Sociales – FLACSO), European Commission's Humanitarian Aid department (ECHO), the Andean Committee for the prevention of and attention to disasters (Comité Andino para la prevención y atención ante desastres – CAPRADE), International Strategy for Disaster Reduction (ISDR), MERCOSUR, Iberoamerican Federation of Ombudsmen, Oxfam and Save the Children Foundation. During the Peru earthquake operation, partnerships with other actors have also been formed, see below for details.

In addition, Movement coordination continues with the International Committee of the Red Cross (ICRC), three Regional Representations (Caribbean, Central America, South America) and the Federation Representation for Cuba, Dominican Republic and Haiti, and Partner National Societies (PNS) that cooperate, bilaterally or multilaterally, with the 10 National Societies of our region, such as American Red Cross, Chinese Red Cross, Finnish Red Cross, French Red Cross, German Red Cross, Italian Red Cross, Netherlands Red Cross, Spanish Red Cross, Swedish Red Cross and Swiss Red Cross.

## Progress towards objectives-by sector

### Health and Care

**Programme Objective:** The National Societies are increasing health-related activities and are mobilizing volunteers, civil society and governments in order to achieve greater equity in health and have a greater impact on public health issues.

**Objectives:** The overall objective for the Health programme has not significantly changed in 2007. With the scale up of actions - particularly in the areas of HIV and AIDS, voluntary blood donation, maternal and child health, promotion of hygiene, water and sanitation in integrated community programmes and the incorporation of

psychosocial support within health activities - specific objectives were extended for 2007 to reflect this.

**Achievements:** Based on the need identified in 2006 by National Societies to develop their capacities in health in emergencies, the Health programme has supported the ongoing participation of four National Societies in the online course on Health Policies and Disasters developed in partnership with FLACSO and PAHO. At the end of the course, National Societies said that this provided the opportunity to gain new skills, and get to know Federation and WHO emergency response tools, focus on the management of health risks, and to strengthen their own institutions.

Support has continued to National Societies in the development of initiatives to promote voluntary blood donation in Bolivia, Brazil, Chile, Ecuador and Paraguay. Club 25 projects have been implemented in these countries to promote voluntary blood donation and healthy lifestyles among young people thanks to diverse support (Finnish Red Cross, Italian-Swiss funds and Shoken funds). The aim is to ensure that uniform processes are made more sustainable within National Societies for them to become references in voluntary non-remunerated blood donation in their countries.

The Regional Representation contributed to the participation of the Colombian and Ecuadorian National Societies in the annual meeting of the Global Advisory Panel on Corporate Governance and Risk Management for the Red Cross and Red Crescent Societies with Blood Programmes (GAP), following the commitment made in 2006 to share knowledge and advise on the proper management of risks associated with blood programmes in the region.

The promotion of maternal and child health at the community level has been progressing with actions being carried out by the National Societies of Bolivia, Ecuador, Peru and Venezuela. The promotion of the community aspect of the Integrated Management of Childhood Illnesses (IMCI) strategy is central to this work, with an emphasis on complementary nutrition, hygiene promotion, and water and sanitation. The National Societies of Bolivia, Ecuador and Venezuela have been implementing the IMCI strategy successfully with rural and indigenous communities. Seven National Societies participated in the regional IMCI workshop in October, providing an excellent opportunity to share experiences and lessons learnt and to strengthen capacities and scale up the promotion of maternal and child health.

With the support of the health programme, in October the National Societies of Bolivia and Paraguay exchanged experiences in community health interventions being carried out with indigenous communities in El Chaco region. This region shared by Argentina, Bolivia and Paraguay is characterized by high levels of vulnerability and the work carried out by Red Cross branches in both countries has shown positive results within communities, strengthened branches and promoted a more integrated approach to health interventions. This initiative is being complemented by the Community Risk Reduction DIPECHO V project under implementation in El Chaco region.

The scale up of HIV and AIDS activities through the implementation of the Together We Can methodology continues in the National Societies of Chile, Colombia and Paraguay with the support of the Health programme. Young people are being reached through peer education and are increasingly more aware of prevention and the fight against stigma related to HIV and AIDS. Youth and health areas are working together effectively and the methodology is opening up some National Societies to getting more involved in HIV and AIDS initiatives. This internal change is a positive move for HIV and AIDS work. The adoption of the Code of Good Practices in two National Societies in the region is expected to improve the quality, coherence and insertion of ethics in National Society HIV plans and programmes thereby ensuring greater accountability.

The launching of the Global Alliance on HIV and AIDS in the Americas in September gave the green light for National Societies to develop plans on the national and continental levels. Nine National Societies from the Americas are participating in this initiative – from South America, Argentina, Colombia and Ecuador - to scale up actions in HIV and AIDS and ensure more articulated work to respond to the needs of the most vulnerable.

There has been considerable focus on health in emergencies during this period with the presence of medium to large scale disasters in the region. The Health programme continued to monitor the situation in the region and

provided timely support to National Societies in developing health promotion and prevention within Plan of Action to increase public awareness and reduce the spread of disease. Particular support has been given to Peruvian Red Cross (PRC) in its relief and rehabilitation operations after the August earthquake, particularly in psychosocial support. Experience from the Peru operation has demonstrated that the application of psychosocial support helps to improve the interventions carried out by volunteers who support communities in their recovery.

**Constraints or Challenges:** The challenge remains to ensure the sustainability of scaled up actions in National Societies. The long term future of HIV and AIDS actions in Chile, Colombia and Paraguay is a concern for the Health area, particularly as this initiative is showing positive results. The lack of sufficient funds will affect the progress achieved so far and the execution of critical activities.

Psychosocial support is considered a component that should be strengthened within National Societies and inserted more permanently into disaster management processes. The challenge is to ensure that future National Society operations include psychosocial support to ensure improved mental health for volunteers and communities that have been affected by disasters.

In order to ensure the effective scale-up and implementation of HIV and AIDS activities, National Society governing boards must internally recognize the importance of this area of work.

One challenge is to increase actions to reduce stigma and discrimination towards People with HIV and AIDS and to further prevent HIV infection. The inclusion of *harm reduction* in National Society agendas will be necessary in those countries with high prevalence of intravenous drug use.

## Disaster Management

**Objectives:** National Societies are implementing programmes which contribute to reducing the impact of disasters on the lives and livelihoods of vulnerable people.

The Disaster Management programme, which encompasses disaster response and community risk reduction, has been working in the following areas: <sup>1</sup>

- supporting all ten National Societies of South America in their disaster response activities, including the launch of one international appeal;
- drafting and implementation of disaster plans and contingency plans;
- innovative work in the development of community disaster preparedness indicators;
- promoting of common methodologies in community-based disaster preparedness, with an aim to further integrate programme focus at community level;
- strengthening human resources;
- creating of a common learning platform; and
- promoting strategic alliances and cooperation initiatives with relevant stakeholders.

**Achievements:** Emergencies continued to hit the region between June and October: a cold wave in Peru, ongoing activity of the Tungurahua volcano in Ecuador, floods in Colombia, forest fires in Paraguay and a major earthquake in Peru for which an international Emergency Appeal was launched for CHF 5,605,000 (since revised and expanded) in support of the Peruvian Red Cross to assist 7,500 families (37,500 people).

During this period, a total of CHF 730,000 from the Federation's Disaster Relief Emergency Fund (DREF) was mobilized to support National Society plans of action of Colombia, Paraguay and Peru in direct support of 9,370 families (46,850 people). In addition, 15 Regional Intervention Team (RIT) members were mobilized from across the region to provide technical support to sister National Societies in Colombia, Paraguay and Peru (11 RITs

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<sup>1</sup> Regional disaster response and disaster preparedness activities link directly to Pan American Disaster Response Unit (PADRU) plans.

were displaced to Peru).

The earthquake that hit Peru in August caused major destruction, loss of life and affected thousands of people. The Peruvian Red Cross (PRC) responded quickly to the emergency with the close support of the Regional Representation and from Partner National Societies (PNS), Operating National Societies (ONS) and the International Committee of the Red Cross (ICRC). By October, two months into the operation (18 months in total), the PRC had reached 18,903 families (94,515 people) in its actions in emergency relief. The next phase will now involve the integral support to communities affected in the rehabilitation and reconstruction of their lives.

At the onset of the emergency, the operation itself demanded much attention and support from all technical areas within the Regional Representation, ultimately contributing to greater impact in the actions carried out. Lessons learnt at this stage are valuable, achievements considering the particular situation of the National Society, the inclusion of recovery in an emergency response operation and coordination with Movement and other actors.

Developing National Society capacities in disaster and contingency plans has continued. Within the framework of DFID support, a workshop was held to build National Society capacities in response plans using the common methodology Guide for the Preparation of Response and Contingency Plans, approved by 18 National Societies from the Americas in 2006. Participants from the National Societies of Argentina, Bolivia, Chile, Colombia, Paraguay, Panama and El Salvador attended. This allowed for the promotion of the harmonization of instruments to improve the Red Cross capacities to be prepared and better respond to emergencies and increased intraregional coordination.

Innovative work has been achieved in the development of community disaster preparedness indicators. After a process of consultation and theoretical-conceptual analysis, with broad participation of over 150 multi-institutional actors from international NGOs, international organizations from the Inter-American and United Nations system and functionaries from National Societies from South America, the Regional Representation prepared a set of indicators for the preparation of disasters and risk reduction at the local level, within the framework of the DIPECHO IV Plan of Action. These indicators will respond to two crucial questions, which after decades of investment in local preparation projects, have still not been answered: What criteria is used to determine the level of vulnerability of a community, which prioritizes it over others? How to determine that a community is well-prepared to manage disaster and emergency situations?

The organization of the indicators themselves has been widely accepted by actors in the DIPECHO programme and as a result of successful advocacy, the ECHO office in the Americas proposed ECHO in Brussels a reorganization of the DIPECHO lines of support and financing on this basis, which was accepted.

Two initiatives have ensured the promotion of common methodologies in community-based disaster preparedness. First, the community preparedness and risk reduction toolkit (prepared within the DIPECHO IV project) was finalized with over 350 tools, including Red Cross and other guides, to be applied by actors working at the community level. Over 2,000 interactive CD-ROM were produced and backpacks with printed materials have been disseminated and shared with National Societies and other actors working at the community level. Second, the promotion of the Red Cross Vulnerability and Capacity Assessment (VCA) has taken place with capacity building for National Society coordinators in Costa Rica and Panama, the

launch and presentation of the ProVention initiative in Brazil and Chile which includes the promotion of VCA. Preparation has also been underway for the next VCA



The Brazilian Red Cross' Barra Mansa branch, carrying out VCA training with communities. **Source: International Federation**

training in Argentina in November, as part of the global European Commission's Humanitarian Aid department's Thematic programme.

Strengthening National Society human resources in risk reduction has continued with National Intervention Team (NIT) trainings in Bolivia and Chile (with support from the Salvadorian Red Cross Regional Disaster Preparedness Reference Centre) and in Uruguay (with support from the Ecuadorian Red Cross). In the cases of Chile and Uruguay, this is the first time that NIT teams have been trained. These teams strengthen the national capacity to respond to emergencies and disasters autonomously.

The virtual learning platform DesAprender ([www.desaprender.org](http://www.desaprender.org)), supported by the Finnish Red Cross, has been set up to facilitate work in disaster preparedness and risk reduction. The platform provides a space to exchange experiences, access up to date information on preparedness and risk reduction issues, learn through experiences/modules online and access resources (including the toolkit mentioned above). The first exchange and debate with other actors and practitioners in the virtual forum in support of the campaign for the International Day of Disaster Risk Reduction in October was positive. The comparative advantages offered by the platform motivated the regional European Commission's Humanitarian Aid department's (ECHO) office in Quito and partners in the DIPECHO fifth plan of action to adopt the platform as a common space for exchange, information and hosting their projects and initiatives.

Strategic alliances for the implementation of community risk reduction initiatives continued, such as the alliance with CAPRADE and MERCOSUR to develop the regional focus in risk reduction. The regional Risk Reduction DIPECHO V project was approved and launched in September, a major element of it being close cooperation with regional actors. The project is the only regional initiative approved that includes countries from the Southern Cone for the first time in DIPECHO history. The coordination of this project will be led by a Risk Reduction delegate from Finnish Red Cross, based in the implementation zone for the local activities, and by the Community Risk Reduction area in Lima for the regional activities, and will involve close coordination with the National Societies of Argentina, Bolivia and Paraguay. Internal coordination has taken place with all programme areas in the Regional Representation, particularly health, to define roles and actions during the project.

Finally the programme was instrumental in supporting the community risk reduction thematic group of the Inter-American Conference in June. With the support of the DIPECHO IV project, a meeting of the group in Colombia was held in July and the final version of the thematic document Risk Reduction at the Community Level was agreed on, by participants from the three regions. The Regional Representation also initiated the planning process for 2008-2009 based on the structure of the Inter American Plan and the thematic documents.

**Constraints or challenges:** The following constraints were identified during this period:

- The five month delay to the start of the DFID initiative, delayed the implementation of national and regional activities.
- Internal changes within National Societies (staff and organizational) affected continuity of processes and implementation of activities.

Challenges identified include:

- Ensuring the understanding of the regional dimension of the DIPECHO V project at national and regional levels.
- Strengthening coordination with PADRU with the departure of the Disaster Management delegate from the Regional Representation.
- Accompanying National Societies in harmonizing disaster management plans to the Inter-American Plan.

## Organizational Development

**Objectives:** The ten National Societies in the region are increasingly adhering to the criteria of a 'Well Functioning National Society', and are improving their capacity to work with vulnerable communities.

The main areas of work for 2007 follow those already underway in 2006, as part of the two year plan and the tailor made support to National Societies in the region. The focus of this work: implementation of planning processes, improved National Society integrity and accountability, resource mobilization and development, focused and independent approaches to youth and volunteering, promotion of knowledge management, and increased links with the private sector.

**Achievements:** The situational analysis of the organizational capacities of the ten National Societies in the region, developed by the programme at the beginning of the year, continues to serve as a support tool for this area. This analysis covers areas such as planning, statutes/integrity, volunteering, and resource mobilization and development, inspired by tools such as Well Functioning National Societies. Internally, the analysis is updated every three months and the content is shared with National Societies through the ongoing support to them in key areas of work.

The Regional Representation and particularly the OD programme have continued to provide close support to the Peruvian Red Cross (PRC) and its integrity case. While the judicial intervention is still in place, the new Judicial Administrator is committed to the rehabilitation of the National Society. An institutional reconstruction plan was developed by the PRC, with support from the Federation and other Movement actors (International Committee of the Red Cross – ICRC, and Partner National Societies – PNS). The three-year plan was presented in August and includes five main areas of work to be developed:

1. Commitment of PRC members to the reconstruction process of the National Society.
2. Adequate organizational structure in place for the National Society to function.
3. Implementation of programmes and projects to improve the lives of vulnerable people.
4. Democratized and strengthened legal foundations.
5. Re-established institutional relationships and improved public image.

The implementation of this plan is underway, thanks to initial financial contributions submitted, including those from Italian and Spanish Red Cross, the ICRC and the Federation. More support is needed for the plan to be implemented and for the proper integral strengthening of the National Society to take place.

The earthquake that hit Peru in August proved to be a major challenge to the PRC at this institutionally difficult time. At the same time, the PRC showed its capacity to respond to an emergency of this scale, with the support of the Federation, and has responded to the needs of thousands of families affected by the earthquake. The operation itself is being led by the PRC, with close support from the Federation and a team of especially recruited professionals, and will continue until the end of 2008.

Internally, the operation has provided opportunities to strengthen the PRC and one of the components of the emergency Plan of Action is institutional strengthening to develop response mechanisms and institutional structures, linking directly to the PRC reconstruction plan mentioned above. The continued support in the implementation of the reconstruction plan remains a priority for the Regional Representation.

During this period, the OD team developed an integrity risk management tool, based on the situational analysis, for National Societies in South America. The tool, based on integrity policy of the Federation and the implementation guidelines for the integrity policy, was presented to all ten National Societies at the Meeting of Presidents in October for their feedback. It is expected that this practical tool will be used by National Societies to manage early signs of integrity risk themselves involving all members from governance, to management and to volunteers.

The accompaniment to National Societies in the revision of statutes and participatory planning processes has been ongoing throughout 2007. The added value of technical support at the regional level has been recognized by National Societies who are perceived as more open to the revision of statutes. Linking this revision to planning processes is the next step. A continental meeting was held in Panama to develop the guidelines for implementation, monitoring and evaluation of the Inter American Plan, to be presented in November to the Inter American Regional Committee (CORI) for approval. These guidelines will be instrumental in integrating and

harmonizing the continental plan to National Society planning processes.

Strengthening volunteering in the National Societies of Uruguay and Venezuela has continued with the Capacity Building Fund (CBF) supported initiative. The results of the systematization carried out in the project allowed for National Societies to identify best practices to share with the rest of their National Societies and at the regional level. Recommendations include the effective incorporation of new volunteers and increased capacity building for all volunteers, which will need to be developed within volunteer management systems of both National Societies. The systematization also allowed for the OD team to measure the results of the project, which have not shown the advances expected and will be taken into consideration in future actions.

Volunteering in emergencies has been identified as an important area to be developed further jointly by the Disaster Management and OD areas. The decision was made to join the annual meetings of the volunteer and disaster relief networks in November in order to strengthen exchanges in this area and promote future initiatives.

The first Red Cross Inter-American Youth Meeting was held in June before the Inter American Conference, in which 36 youth representatives from the Americas participated. This meeting provided an excellent opportunity to share experiences and prioritize key issues for Red Cross youth in the Americas including youth leadership and volunteer management amongst others. A commitment was made to ensure that youth participate more actively in all areas of work and organization in National Societies and final recommendations have been included in the Inter-American Plan 2007-2011. The South Youth Plan was also evaluated and recommendations were made during the South American Youth Meeting held shortly after the Conference.

Building the capacities of youth leaders in National Societies has continued through the long distance learning course. Three out of four modules have been completed covering issues such as violence, discrimination, low employment levels and education, sexual and reproductive health, and youth public policy. The high pass rate until now shows the commitment of youth leaders to this learning experience and paves the way towards new initiatives in this important area.

During this period, efforts focused on the development of National Society resource mobilization capacities, through the preparation of the second Resource Mobilization and Development (RMD) Forum to take place with National Societies from South America in November. The objectives of this year's forum are to exchange experiences in RMD, to improve the understanding of RMD within National Societies and to pave the way for regional and country strategies to strengthen RMD capacities. Highlighting the importance of linking MDR to planning processes is another important step in developing capacities.

At the Inter American Conference in June, systematizations of good practices and lessons learned in the region in institutional strengthening and organizational development were presented and distributed to all participants, with the aim that these will be further explored. The application of knowledge management is the next step, in this sense the OD area is working to de-stigmatize the concept of knowledge management amongst National Societies and to promote the incorporation of this learning component at all levels of action.

### Colombia

Despite the successful accomplishment of a number of milestones in Colombia including the commencement of the long awaited and sorely needed Cooperation Agreement Strategy (CAS) process for the National Society the Federation's Representation office in Colombia will be closed as of January 1 2008 due to lack of financial support. The decision to close the office will impact on the concrete preliminary work on organizational cohesion and priority setting with the Colombian Red Cross Society (CRCS), which has been conducted by the Federation Representative alongside the Cooperation Coordinator of the ICRC.

Some of the most significant accomplishments to date have been the support for core aspects of organizational development within the CRCS which include the determination of risk areas and needs to ensure greater focus and subsequently generate greater efficiencies in the delivery of humanitarian activities. Statutory Review was completed in early October which saw the adoption of a new programmatic structure for the CRCS which has brought the organization into alignment with the rest of the Movement and which will serve to guide the activities



for the coming years, furthermore it is deemed that through this process a restructuring of the society would be possible and would consolidate the many areas of strength that the CRCS has and may lead to their further involvement within the region.

The high level support provided in relation to organizational management, organizational risk management and corporate governance has established solid foundations for the CRCS to build on in the forthcoming years.

### Brazil

In Brazil, the accompaniment of the Federation to the National Society has focused on the resolution of the current financial crisis faced by the institution and at the same time on building internal capacities.

Despite considerable efforts made, the Brazilian Red Cross has not resolved its serious financial crisis and the initiatives energetically put forward by the National Society's authorities have not shown results. The situation has now worsened, which is negatively affecting the development of other initiatives to revive the institution. The vicious circle caused by this crisis is making efforts increasingly unsustainable, which is why it is now urgent to activate other mechanisms, particularly international ones, as those proposed by the National Society itself and recognized in the report of the Special Envoy of the Secretary General of the Federation (Programme Update 1). The prolonging and worsening of the crisis will make things all the more difficult for the recuperation of the National Society and the fulfilment of its humanitarian mission.

The support given by the Federation has increased capacities of the National Society in key areas such as work in community health and risk reduction. A number of projects in branches have also received international support for their implementation. The Communication Department has been reactivated, which opens up the possibility of providing internal and external visibility of the work being carried out by branches and across the country.

**Constraints or challenges:** Challenges highlighted in the previous period remain for the OD area.

- A prioritized challenge in the region is the development of improved leadership capacities in National Societies.
- In order for volunteering to be strengthened, National Societies need to have integrated volunteer development programmes accompanied by efficient volunteer management. Financial support will be needed for this area for this crucial change to take place.
- Support for the institutional reconstruction plan of the Peruvian Red Cross will be essential in the coming period to guarantee the future of the National Society.
- In Brazil, the solution to the financial crisis is the biggest challenge for the National Society. At the same time, the failure to resolve the financial crisis is putting the management of some projects at risk and even obtaining support for some initiatives, such as Club 25, which are of particular interest and importance for the country and the National Society. Another important challenge is the modernization and professionalization of the National Society Central and branch management structures.
- The lack of financial support for the presence of the Federation in Colombia has led to the forced withdrawal from this country after years of valuable work. The Regional Representation will continue to support the National Society from Lima.

## Humanitarian Principles and Values

**Objective:** National Societies are promoting the Fundamental Principles and Humanitarian Values of the Movement both internally and externally.

**Achievements:** Focal points have been identified in each of the National Societies in the region to coordinate and develop actions to fulfil the programme objective; they will also facilitate the implementation, follow up and monitoring of the activities planned for 2008-2009.

Peru's earthquake in August provided an opportunity to advocate for quality support to vulnerable groups such as children, disabled, elderly, pregnant women, and women responsible for infants, African descendants, placing

attention on non-discrimination and special needs and capacities. Early recovery projects include these groups as key beneficiaries.



Vulnerable groups have been prioritized during the Peru earthquake operation. **Source: International Federation**

The Humanitarian Principles and Values Officer of the Regional Representation in Lima also participated in the monitoring of the psychosocial support provided to women and children affected by the earthquake, promoting links between the Peruvian Red Cross and the Ministry of Women and Social Development, raising awareness on the needs of the elderly and people with disabilities in emergencies.

These months have been crucial for building internal awareness of humanitarian principles and values, and the promotion of actions to incorporate non discriminatory initiatives in key areas such as risk reduction, volunteering, youth, community health, and HIV and AIDS related stigma. Joint meetings and workshops with different areas have been very useful and are intended to continue in order to promote crosscutting initiatives and manage human and economic resources in a more

effective way.

The Inter American Conference in Guayaquil addressed the need to increase National Society resources and capacities to implement non discrimination and respect for diversity initiatives in a more holistic way. The capacity building kit on humanitarian principles and values, currently being developed, will respond to this need and is meant to be a useful tool for National Societies containing information on regional laws, policies, projects, campaigns, advocacy, awareness and strategic alliances.

The kit is expected to be used as a training tool for the humanitarian principles and values network in the region, for the focal points in headquarters to train branch members to promote attitude changes both within National Societies and the community, and to facilitate participative analysis and consensus regarding concepts such as discrimination, diversity, tolerance, social violence and respect for diversity. This will contribute to the development of strategic planning on these issues and the fundamental change that is needed in the region. Finally, the kit will contribute to the sharing of knowledge in the region, and the development of regional instruments to enhance humanitarian principles and values not as an isolated issue but as a pivot to guarantee quality services to communities.

A module on humanitarian principles and values is being considered for the learning platform DesAprender, with an emphasis on risk reduction and humanitarian assistance provided to particularly vulnerable people. This module will be built on the humanitarian principles and values capacity building kit and is expected to be ready in March 2008.

**Constraints or Challenges:** The lack of financial support for this area has been a constraint up until now, with at least 80 percent of the programme budget still needing coverage. Creative solutions have been sought by working jointly with programme areas and other regions on initiatives with National Societies. In addition, strategic alliances have been sought with regional actors in order to find new ways of working and to strengthen National Societies in this area. The major challenge at this point is how to ensure sustainability to this strategically important area.

# Communications

**Objective:** National Societies' communications areas have been strengthened to scale up the work in favour of the most vulnerable and to promote the Movement's Fundamental Principles and Values.

**Achievements:** Support during this period has focused on two levels to programme areas in the promotion of regional initiatives and to National Society communication departments through specific actions and support to the network.

In June, specific support was provided by the communications area to the Ecuadorian Red Cross in successfully carrying out planned communications actions during the XVIII Inter-American Conference held in Guayaquil, Ecuador.

The earthquake in Peru required immediate response from the communication team in the Regional Representation, as the Peruvian Red Cross (PRC) did not have human resources in this area when the emergency hit. Overwhelming media interest was responded to during the first few days and technical support was provided to the newly recruited PRC communications team.

The dissemination of the community risk reduction toolkit and indicators prepared within the DIPECHO IV regional project, took place at several capacity building events across the region. Over 300 communicators from National Societies and regional and national actors participated at regional and national meetings held in countries across the region. Communicators are considered key agents in the promotion of risk reduction at the community level, and strengthening capacities in this area through raising awareness and advocacy is considered essential in the promotion of this culture.

**Constraints or Challenges:** The communications officer of the Regional Representation left her post at the end of October and this could have a significant impact on work being carried out, as it is not possible to replace this person due to the lack of financial support so far for this important area.

This presently limits the direct technical support to National Societies in South America and the communications network and that provided to programme areas in the Regional office.

It is recognized that support in communications for programme areas is needed. The challenge at this stage is to define what support is needed in communications at the National Society in their work with communities and how to ensure the strengthening of communication and scale up in advocacy to increase the impact of programmes, mobilize support and influence stakeholders in the region.

## Working in partnership

During this period partnerships have continued to strengthen initiatives and pave the way for the development of innovative opportunities

- The existing partnership with PAHO has strengthened collaborations including those in maternal and child health interventions using the IMCI strategy, the health policies and disasters online course for members of National Societies, and the promotion of voluntary blood donation.
- The working relationship with the ProVention Consortium and the Organization of American States (OAS) has ensured the fulfilment of common objectives in favour of strengthening communities in the area of community risk reduction.
- In 2007, the ongoing partnership with the Facultad Latinoamericana de Ciencias Sociales - Latin American School of Social Sciences (FLACSO) has led to the successful implementation of two leadership courses, in health and in youth.

- The new MoU with the Economic Commission for Latin America and the Caribbean (CEPAL/ECLAC) will be signed shortly which will open opportunities to develop areas of common interest identified earlier this year.
- As strategic partners of the inter-governmental Andean Committee for the prevention of and attention to disasters (CAPRADE) coordination has taken place, for example in implementing community risk reduction indicators in the DIPECHO IV project on which positive feedback was given.
- Strategic coordination has continued with the European Commission's Humanitarian Aid department's (ECHO) office in Quito. Cooperation with ECHO and DIPECHO partners took place for joint activity on the International Day of Disaster Risk Reduction with national radio networks in Peru.
- Permanent close coordination has been maintained with the International Strategy for Disaster Reduction (ISDR) basing all actions within the Hyogo Framework for Action.
- Steps have been made towards developing a strategic alliance with the Ibero-American Federation of Ombudsmen, active in humanitarian principles and values, to open up possibilities for regional initiatives with National Societies. This alliance is seen as an opportunity for National Societies to increase knowledge and understanding on human rights and place the issue of discrimination and respect for diversity on the public agenda.

In the cases of Brazil, Colombia and the integrity case in Peru, coordination with the ICRC has been essential and contributed to effective ways of working.

The emergency in Peru generated opportunities for new coordination between the Red Cross and government institutions, inter-governmental agencies, international cooperation agencies, and international and national non governmental organizations (NGOs).

- Coordination with Movement partners took place from the onset of the earthquake operation. A huge number of National Societies<sup>2</sup> have supported the Peruvian Red Cross response operation and the Regional Representation has promoted effective coordination mechanisms. The ICRC also coordinated and supported during the early phases.
- Within the framework of the operation, coordination took place with the following government institutions: National Institute of Civil Defence (INDECI), Ministry of Health (MINSA), the Ministry of Education, Ministry of Women and Social Development, Fund for Reconstruction of the South (FORSUR), local water companies (SEDAPAL and EMPAPISCO), and regional authorities in the affected regions.
- Providing integral attention during the emergency phase, coordination took place with inter-governmental agencies: International Organization for Migration (IOM), Pan American Health Organization (PAHO), United Nations Children's Fund (UNICEF), United Nations Disaster Assessment and Coordination (UNDAC), World Food Programme (WFP), and the World Health Organisation (WHO) and the European Commission's Humanitarian Aid department (ECHO).
- Coordination with numerous international and national NGOs and cooperation agencies such as: Action Against Hunger, Adventist Development and Relief Agency (ADRA), Agua Assistance France, Bomberos sin Fronteras, Care, Caritas, CHF International, Médécins Sans Frontières, Oxfam and Terre des Hommes.

Likewise the overwhelming interest shown by non-traditional donors (such as those from the private sector) in contributing to the operation and working with the Red Cross has opened up new possibilities for future collaboration.

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<sup>2</sup> American Red Cross, Andorra Red Cross, Argentinean Red Cross, Australian Red Cross, Belgian Red Cross, Bolivian Red Cross, Canadian Red Cross, Colombian Red Cross, Croatian Red Cross, Cyprus Red Cross, Ecuadorian Red Cross, Finnish Red Cross, French Red Cross, German Red Cross, Irish Red Cross, Italian Red Cross, Japanese Red Cross Society, Luxembourg Red Cross, Monaco Red Cross, Netherlands Red Cross, Norwegian Red Cross, Singapore Red Cross, Spanish Red Cross, Swedish Red Cross, Swiss Red Cross, Turkish Red Crescent and Uruguayan Red Cross.

## Contributing to longer-term impact

Early integrity management is considered essential in guaranteeing the proper functioning of National Societies in working towards the Global Agenda. The development of the regional integrity risk management tool by the Organizational Development team, offers practical solutions to National Societies within the framework of the Federations global Integrity Policy.

The adoption of the set of community risk reduction indicators, developed within the DIPECHO IV project, by Red Cross National Societies and ECHO as a key partner will strengthen capacities in measuring the level of preparation and progress in risk reduction at the community level. This innovative product will be available to all actors working in community risk reduction.

The increased commitment to promote the harmonization of plans at the national, regional and continental level will contribute towards working towards common goals aligned with the Federation's Global Agenda. The new Inter-American Plan defines the strategic areas of work for the next four years as approved by the 35 National Societies of the Americas at the Guayaquil Conference. The guide for National Societies to monitor progress made, in line with the Federation-wide Performance and Accountability Framework, in the coming years will help monitor advances made and measure the contribution towards longer term impact.

## Looking Ahead

Important progress has been made during this period with the proximity of the end of the implementation of the 2006-2007 regional plan. With this progress in mind, in August the Regional Representation developed the regional plan for coming two-years - 2008-2009. This new plan, in alignment with those prepared by two other regions in the Americas and the Zone office based in Panama, focuses programme work within the framework of the Global Agenda and responds the strategic priorities laid out in the new Inter-American Plan. The approach adopted during this planning process shows the increased integration of programme areas, complimenting and strengthening work in support of National Societies.

The regional office in Lima will continue within the new Americas Zone structure, and the Federation Representative in Brazil will remain in place. After valuable years supporting the National Society in this diverse and complex country, the Federation Representative in Colombia will no longer continue due to the major lack of financial support for this position.

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

MAA46001 - South America

Interim Financial Report

Selected Parameters	
Reporting Timeframe	2006/1-2007/10
Budget Timeframe	2006/1-2007/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

**II. Balance of Funds**

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
B. Opening Balance	98,423	62,680	20,259	289,074	10,210	480,646
C. Income	1,116,462	1,162,543	72,016	1,949,664	304,444	4,605,130
E. Expenditure	-993,618	-1,035,604	-63,281	-1,738,304	-481,114	-4,311,921
F. Closing Balance = (B + C + E)	221,267	189,620	28,995	500,434	-166,461	773,855

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### III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation		
	A	B					A - B	
<b>BUDGET (C)</b>		1,196,821	1,391,369	144,652	2,843,310	860,424	6,436,577	
<b>Supplies</b>								
Construction - Facilities/Infrastruc					6,697		6,697	-6,697
Construction Materials					4,578		4,578	-4,578
Clothing & textiles						35	35	-35
Water & Sanitation					3,764		3,764	-3,764
Medical & First Aid		3,843	5,012		340		9,194	-9,194
Utensils & Tools			944				944	-944
Other Supplies & Services		43	1,197		3,156		4,396	-4,396
<b>Total Supplies</b>		<b>3,885</b>	<b>7,153</b>		<b>18,535</b>	<b>35</b>	<b>29,608</b>	<b>-29,608</b>
<b>Land, vehicles &amp; equipment</b>								
Computers & Telecom	6,250	3,531	1,977		13,896	2,194	21,598	-15,348
<b>Total Land, vehicles &amp; equipment</b>	<b>6,250</b>	<b>3,531</b>	<b>1,977</b>		<b>13,896</b>	<b>2,194</b>	<b>21,598</b>	<b>-15,348</b>
<b>Transport &amp; Storage</b>								
Storage		1,236	13		259	96	1,604	-1,604
Distribution & Monitoring		1,480			458		1,938	-1,938
Transport & Vehicle Costs	27,780	892	1,659	16	1,682	294	4,542	23,238
<b>Total Transport &amp; Storage</b>	<b>27,780</b>	<b>3,608</b>	<b>1,671</b>	<b>16</b>	<b>2,399</b>	<b>390</b>	<b>8,084</b>	<b>19,696</b>
<b>Personnel</b>								
International Staff Payroll Benefits	856,073	109,422	109,728		447,757	360,814	1,027,721	-171,648
Delegate Benefits	303,400							303,400
Regionally Deployed Staff	84,904		11,769		3,284		15,053	69,851
National Staff	936,868	206,036	77,728	28,427	362,333		674,524	262,344
National Society Staff	97,500	32,317	8,921	3,322	89,445		134,005	-36,505
Consultants	431,982		71,972	4,217	125,547	193	201,928	230,054
<b>Total Personnel</b>	<b>2,710,727</b>	<b>347,775</b>	<b>280,118</b>	<b>35,966</b>	<b>1,028,366</b>	<b>361,006</b>	<b>2,053,231</b>	<b>657,496</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	2,002,098	304,045	158,751	1,108	221,094	21,241	706,240	1,295,857
<b>Total Workshops &amp; Training</b>	<b>2,002,098</b>	<b>304,045</b>	<b>158,751</b>	<b>1,108</b>	<b>221,094</b>	<b>21,241</b>	<b>706,240</b>	<b>1,295,857</b>
<b>General Expenditure</b>								
Travel	517,780	98,305	53,666	1,447	164,374	36,160	353,951	163,829
Information & Public Relation	169,949	39,226	121,146	530	37,080	4,003	201,986	-32,036
Office Costs	62,817	12,144	17,288	1,022	26,506	1,751	58,712	4,105
Communications	96,561	21,858	25,705	716	46,330	6,845	101,454	-4,893
Professional Fees	1,000	250	3	158	28,461	415	29,287	-28,287
Financial Charges	14,409	22,396	22,849	2,230	32,511	-978	79,007	-64,599
Other General Expenses	430,183	325	56		1,495	-3,457	-1,582	431,765
<b>Total General Expenditure</b>	<b>1,292,700</b>	<b>194,503</b>	<b>240,715</b>	<b>6,103</b>	<b>336,756</b>	<b>44,739</b>	<b>822,816</b>	<b>469,884</b>
<b>Programme Support</b>								
Program Support	397,023	64,589	67,287	4,113	111,673	30,115	277,778	119,245
<b>Total Programme Support</b>	<b>397,023</b>	<b>64,589</b>	<b>67,287</b>	<b>4,113</b>	<b>111,673</b>	<b>30,115</b>	<b>277,778</b>	<b>119,245</b>
<b>Operational Provisions</b>								
Operational Provisions		71,681	277,931	15,975	5,585	21,393	392,565	-392,565
<b>Total Operational Provisions</b>		<b>71,681</b>	<b>277,931</b>	<b>15,975</b>	<b>5,585</b>	<b>21,393</b>	<b>392,565</b>	<b>-392,565</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>6,436,577</b>	<b>993,618</b>	<b>1,035,604</b>	<b>63,281</b>	<b>1,738,304</b>	<b>481,114</b>	<b>4,311,921</b>	<b>2,124,656</b>
<b>VARIANCE (C - D)</b>		<b>203,203</b>	<b>355,766</b>	<b>81,371</b>	<b>1,105,006</b>	<b>379,310</b>	<b>2,124,656</b>	