



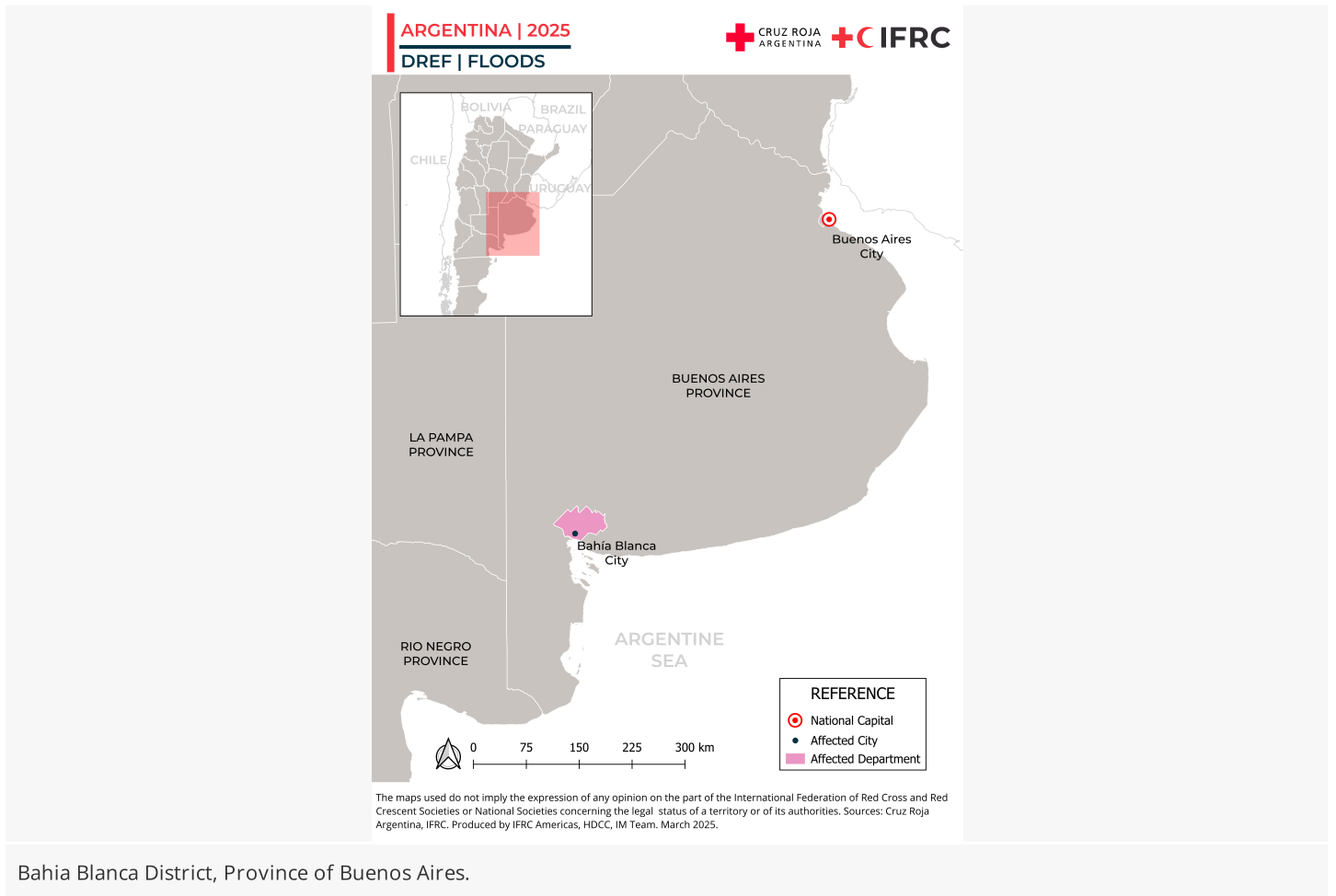
Aerial view of Bahia Blanca. Source: Agencia EFE. March 2025.

Appeal: <b>MDRAR023</b>	Country: <b>Argentina</b>	Hazard: <b>Flood</b>	Type of DREF: <b>Response</b>
Crisis Category: <b>Yellow</b>	Event Onset: <b>Sudden</b>	DREF Allocation: <b>CHF 499,921</b>	
Glide Number: <b>-</b>	People Affected: <b>235,900 people</b>	People Targeted: <b>5,000 people</b>	
Operation Start Date: <b>15-03-2025</b>	Operation Timeframe: <b>5 months</b>	Operation End Date: <b>31-08-2025</b>	DREF Published: <b>18-03-2025</b>
Targeted Areas: <b>Buenos Aires</b>			

# Description of the Event

## Date of event

07-03-2025



## What happened, where and when?

On 6 March, the National Meteorological Service, through its Early Warning System, established the Orange Alert Level for storms for the southern region of the Province of Buenos Aires. Given that this represented a dangerous phenomenon for society, life, property and the environment, both the municipal authorities and different community institutions took preventive measures such as the suspension of classes, cancellation of outdoor activities and reinforcements in risk communication.

In the early hours of the morning of 7 March, the Bahía Blanca District, located on the southern coast of the province, experienced intense and prolonged rains, reaching a total of more than 300 mm in a sustained period of six hours. During the morning, the official agency raised the Alert Level to Red, in view of the short-term forecasts that foresaw the continuity of rainfall, with an expected accumulation of an additional 100 mm. The course of the Napostá stream, which crosses the city, did not have enough capacity to guarantee adequate rainfall runoff, which caused an overflow that generated significant impacts in 70% of the area.

In terms of its impact, the flood caused partial and total damage to the infrastructure of homes and businesses, light poles, walls, trees and signs, causing extensive material losses and interruptions in essential services such as medical care, transportation, electricity, gas, fuel, telecommunications, and water supply.

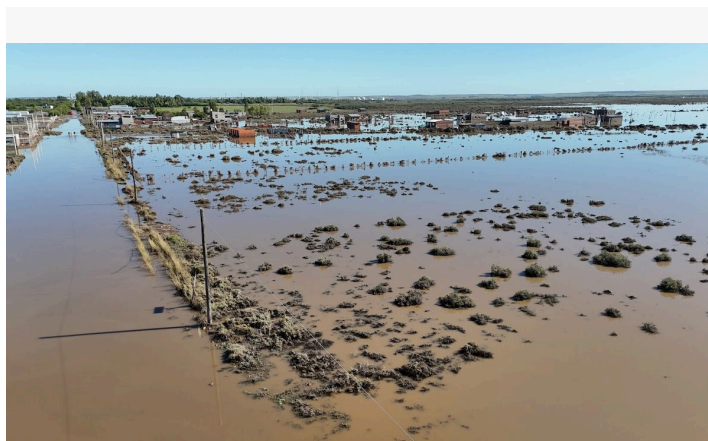
The flood affected the vast majority of the community, both in urban and peri-urban areas, with the most affected areas being those in the east and southeast of the district. Many households experienced water inflow that has reached heights of two meters in some regions, including in the urban centre. Although approximately 50% of the affected areas have been drained, the recovery process is expected to take several weeks in some cases. Thus, particularly vulnerable areas such as the towns of General Cerri and Ingeniero White continue to face flooding challenges due to their geographical location, pre-existing drainage problems and high levels of vulnerability.

In the initial days of the event, emergency response agencies encountered difficulties in accessing affected areas due to the severity of the flooding. However, rescue efforts intensified over the weekend, mobilizing more than 3,000 people, including municipal staff, provincial Civil Defense teams, federal forces, civil society organizations, and with the support of the Argentine Red Cross. A Crisis Committee has been established that brings together local, provincial and national bodies, including the Argentine Red Cross, to coordinate response actions.

The emergency has achieved visibility internationally, being replicated in international media. A National Declaration of Emergency was requested to the Congress that, by the time of this DREF, has received unanimous approval from the Senate.



Affected urban areas. Source: Press office PBA. March 2025.



Rural areas affected. Source: Press Office PBA. March 2025.

## Scope and Scale

The city of Bahía Blanca is the capital of the district of the same name and is geographically located in the southwest of the province of Buenos Aires, with coordinates 38° 44' south latitude and 62° 16' west longitude. 650 km away for the Capital District.

The district of Bahía Blanca has a total population of 336,674 people. In addition to the capital city, it is also made up of the main towns of Cabildo (2,305 inhabitants), General Daniel Cerri (8,716 inhabitants) and Ingeniero White (10,486 inhabitants).

Due to its population size, Bahía Blanca reaches the fourth most populated place in the province of Buenos Aires.

The water has significantly affected homes, businesses, streets and critical infrastructure throughout the Bahía Blanca District, flooding 80% of the city (more than 100,000 homes, of which 88,000 suffered medium to severe damage). In some cases, residents have had to seek shelter on the roofs of their homes due to rapidly rising water levels for more than 20 hours (especially in the town of General Cerri). In other cases, many people were isolated in their homes. This situation reflects the severity of the flooding and the imminent danger faced by affected communities.

It is estimated that 70% of the district's population (about 235,900 people) will be directly affected, with 16 people dead and 109 people whose whereabouts are unknown because many rural and urban areas of the district are currently inaccessible. Of the total number of people who died, 50% were over 80 years old. As the crisis evolves, the death toll is estimated to increase 10 times. Of the total number of cases affected, severe cases have been detected in the semi-urban area.

Among the evacuated population, some 1,300 people are currently in at least 16 Evacuation Centers, mainly informal and self-managed, initially located in the center of the city and then in General Cerri and Ingeniero White.

A large number of self-evacuated population was identified, with more than 1,400 people displaced in the homes of relatives, neighbors or relatives, or who for a few hours had to leave their homes and remain in nearby, but higher, areas. Official data regarding the number of homes that suffered damage has not yet been released.

It is estimated that 337,000 people were indirectly affected .

Basic services were almost completely restricted for the first 48 hours. At the time of the development of this action plan:

- 55% of users do not have electricity.
- There was a reduction in the supply of natural gas, with guaranteed service for homes, hospitals, schools, businesses.
- Waste collection was interrupted.
- Communication and internet services were partially affected.
- Access to safe water and the sewer network were severely affected.

The health infrastructure has been severely affected, especially in the first 48 hours, including the entire pre-hospital care system. The Dr. Penna Interzonal Provincial Hospital for Acute Care, one of the main health centers in the region, has suffered serious damage. Heavy rains have flooded several areas of the hospital, including the birthing room and neonatology service, partially disrupting its ability to care for patients. As part of the health network, 10 Health Centers are already partially providing services and assistance has been reinforced from Field Hospitals and Mobile Health Units.

In terms of educational services, out of 261 establishments, the Municipality evaluated the conditions and accessibility of 232, resulting in 56 with serious damage, 75 with medium or low damage and 101 without damage. The survey process will continue to begin with the relevant tasks. The estimated date of return of educational activity is unknown.

In terms of road infrastructure, access continues with many limitations, including routes 3 and 252, which have been interrupted in several sections due to the accumulation of water, which makes assistance and rehabilitation tasks even more difficult.

In relation to operational capacity at the municipal level, 70% of it was affected (mobiles, infrastructure, communications and personnel of the different municipal forces and areas).

## Source Information

Source Name	Source Link
1. International Media	<a href="https://www.msn.com/en-gb/public-safety-and-emergencies/natural-disasters/argentina-declares-three-day-mourning-as-flood-death-toll-rises-to-16/ar-AA1AA9VL?ocid=BingNewsSerp">https://www.msn.com/en-gb/public-safety-and-emergencies/natural-disasters/argentina-declares-three-day-mourning-as-flood-death-toll-rises-to-16/ar-AA1AA9VL?ocid=BingNewsSerp</a>
2. International Media	<a href="https://www.msn.com/en-us/news/world/argentina-floods-kill-at-least-10-in-bahia-blanca-port-city/ar-AA1AzDCT?ocid=BingNewsVerp">https://www.msn.com/en-us/news/world/argentina-floods-kill-at-least-10-in-bahia-blanca-port-city/ar-AA1AzDCT?ocid=BingNewsVerp</a>
3. National Media/Affected population	<a href="https://www.infobae.com/sociedad/2025/03/10/temporal-en-bahia-blanca-en-vivo-tras-las-consecuencias-de-la-inundacion-como-estara-el-clima-en-la-ciudad-este-lunes/">https://www.infobae.com/sociedad/2025/03/10/temporal-en-bahia-blanca-en-vivo-tras-las-consecuencias-de-la-inundacion-como-estara-el-clima-en-la-ciudad-este-lunes/</a>
4. National Media/ Evacuated and Self Evacuated	<a href="https://www.dataclave.com.ar/en-general/bahia-blanca--la-cifra-de-muertes-sube-a-16-y-mas-de-1400-personas-tuvieron-que-ser-evacuados_a67cc89fa6a0fe4d2f11a3225">https://www.dataclave.com.ar/en-general/bahia-blanca--la-cifra-de-muertes-sube-a-16-y-mas-de-1400-personas-tuvieron-que-ser-evacuados_a67cc89fa6a0fe4d2f11a3225</a>
5. National Institute of Statistics and Census	<a href="https://www.indec.gob.ar/indec/web/Nivel4-Tema-2-41-165">https://www.indec.gob.ar/indec/web/Nivel4-Tema-2-41-165</a>
6. Servicio Meteorologico Nacional	<a href="https://www.smn.gob.ar/alertas">https://www.smn.gob.ar/alertas</a>
7. International Media	<a href="https://apnews.com/article/argentina-floods-killed-missing-rain-e1a643e52b382b3c77192c0b6b572ee9">https://apnews.com/article/argentina-floods-killed-missing-rain-e1a643e52b382b3c77192c0b6b572ee9</a>

## Previous Operations

Has a similar event affected the same area(s) in the last 3 years?	Yes
Did it affect the same population group?	No



Did the National Society respond?	-
Did the National Society request funding form DREF for that event(s)	-
If yes, please specify which operation	-

**If you have answered yes to all questions above, justify why the use of DREF for a recurrent event, or how this event should not be considered recurrent:**

-

#### Lessons learned:

Although it is the same city and the same type of phenomenon, the population groups affected were different and the scale of the event has been greater, affecting 70% of the population on this occasion. In recent years, national government mechanisms for risk management and emergency response have been defunded, resulting in reduced local response capacity as well as greater misinformation on the part of the affected population.

The implementation of first response measures, such as the suspension of classes, prevented a greater number of children from dying and disappearing. The prepositioning of humanitarian aid in the humanitarian HUB located in Ezeiza allowed a response to be given in the first hours. The deployment of local teams favored the rapid assessment of immediate needs, coordination with agencies and organizations, as well as centralized monitoring of activities, resources, and results during the first hours of the emergency. The current emergency appeal (MDRAR022) includes job skills training, and therefore, the current DREF will complement the actions through multipurpose cash assistance.

## Current National Society Actions

### Start date of National Society actions

07-03-2025

<b>Shelter, Housing And Settlements</b>	<p>Since 7 March, the National Society has been supporting the evacuations together with Firefighters and Security Forces.</p> <p>Support was provided to the Evacuation Centers in General Cerri (many of them self-managed by the affected people themselves). 1000 cleaning kits were distributed, prepositioned at the Ezeiza Humanitarian Hub, to facilitate the safe return of families to their homes after water runoff</p>
<b>Livelihoods And Basic Needs</b>	<p>Among the basic needs, food shortages stand out, while in terms of livelihoods, people dedicated to services (commerce, health, education, professional services) have been affected. This has happened not only due to the flooding phenomenon, but also because of the interruption of water, electricity and gas services.</p> <p>To cope with the needs of the affected population, the National Society has supported the food distribution efforts carried out by other organizations.</p>
<b>Health</b>	<p>Since 7 March, the National Society has mobilized supplies for the provision of First Aid and provides health care, including support in medical transfers, both in the Center and in General Cerri and Ingeniero White, complemented with Psychosocial Support (especially for evacuees and those who were reunited with their families). Support was also provided in primary health care at the Field Hospital administered by the Province of Buenos Aires. Volunteer technicians have been mobilized to provide mental health and psychosocial support accompaniment to alleviate the emotional impact on the affected population. First aid supplies lost by primary care centers, as well as those of the National Society that were damaged due to use during the initial response, will be replenished. As mentioned before 10 community health centers have been affected by the floods as well as the main provincial hospital.</p> <p>Argentine Red Cross will distribute the First Aid kits to these community-based health</p>

	<p>centers in order to support the resumption of their roles and services at the very local level. These community health centers are a core part of the health system in the country providing first aid and primary care and leaving bigger facilities to address referrals, medical practices and serious emergencies.</p>
<b>Water, Sanitation And Hygiene</b>	<p>1,000 cleaning kits were distributed in General Cerri, pre-positioned at the Ezeiza Humanitarian Hub, to facilitate the safe return of families to their homes after water runoff</p>
<b>Coordination</b>	<p>On the ground, the National Society has been integrating the Emergency Operations Center (EOC) since Friday 7 March, in coordination with the different public entities (National, Provincial and Municipal) and in close coordination with the Municipal EOC. To this end, both awareness raising activities and water distribution is coordinated with the municipality via the EOC.</p> <p>The Argentine Red Cross, because of the latest DREF operation for Severe Storms (Strong Winds), has established a solid link with the local authorities.</p>
<b>National Society Readiness</b>	<p>The Argentine Red Cross has an updated law (2021) that recognizes its auxiliary role to the State in the context of emergencies, among other aspects. It is also a member of the National System of Comprehensive Risk Management and Civil Protection (SINAGIR). Its Headquarters have a structure that include a specific area to ensure the comprehensive management of emergencies, crises and disasters, and the National Society has a disaster response strategy (National Response Plan ) that allows the necessary efforts to be made for the development of any response and/or early recovery operation.</p> <p>The National Society follows the premise of providing relevant humanitarian services in accordance with its auxiliary role and mandate, and is currently a key partner in Argentina.</p> <p>In addition, the Argentine Red Cross has a Humanitarian HUB located at the Ezeiza International Airport, which maintains its own stock and a minimum of IFRC pre-positioning. This HUB is active and available for the emergency, with immediate capacity for the most needed distributions. In the region of the affected area there are 3 branches with volunteers who have been trained in the last 4 years to respond to emergencies, and have various logistical resources available.</p> <p>The Bahía Blanca branch of the Argentine Red Cross has a team of 15 volunteers recently trained in basic aspects of disaster response processes and with recent experience in operations. In the region there are nearby branches, with mobile and operational capacity, including Tandil, Necochea and Mar del Plata, in addition to the AMBA ones, located approximately 650 km away.</p> <p>To respond to the emergency, 100% of the National Society's resources are on standby. Some 70 volunteers from different branches are in the field, while 20 volunteers are carrying out activities in the humanitarian HUB, Headquarters and support in other branches. In addition, about 5 people from Headquarters are in the field, including the President, working directly and about 20 people at Headquarters (finance, logistics, etc.). 50 more volunteers are expected to be mobilized in the coming days.</p>
<b>Assessment</b>	<p>Attentive to the weather alerts for the region, and based on the permanent monitoring of the National Risk, Emergency and Disaster Monitoring Team (ENMO by its initials in Spanish) of the National Society, the corresponding formal monitoring was activated, initiating the processing of secondary information for decision-making. In coordination with the volunteers of the Bahía Blanca branch, on Friday 7 March, a team from the Central Headquarters and nearby subsidiaries, led by the Undersecretary of Emergencies, was mobilized to the area, initiating rapid evaluations and coordination and first response.</p> <p>These first evaluations, together with the analysis of the very limited humanitarian information available and the inter-institutional articulations with the municipal and provincial authorities, led to the identification of the town of General Cerri as a priority</p>



	<p>area to deepen the evaluations through family surveys planned for the next few hours.</p> <p>The Argentine Red Cross conducted the initial assessments and is providing assistance primarily in the city center, but needs have also been identified in General Cerri and Ingeniero White.</p>
<b>Resource Mobilization</b>	<p>The National Society, through its National Directorate for Cooperation and Strategic Alliances, is in contact with various strategic partners for complementary support for the planned response actions:</p> <ul style="list-style-type: none"> <li>• Financial Institutions: initial dialogues have been held with Zurich, Santander and Galicia. In all cases they will donate funds and collaborate with the dissemination to collect individual donations.</li> <li>• Cruz del Sur: is in contact with the Logistics teams of the National Society and has provided transport of humanitarian aid free of charge.</li> <li>• Calm: they will donate mattresses, pillows and sheets, with direct shipment to the affected area at the donor's expense.</li> <li>• Pedidos Ya: A button will be enabled in the delivery app to receive individual donations.</li> <li>• National television: Saturday Night on prime-time Big Brother show the National Society launched a fundraising campaign</li> <li>• Solidaire ORG has shipped the first plane with 4 tons of Not Food Items to support the ARC operation that arrived on 12 March.</li> </ul>
<b>Activation Of Contingency Plans</b>	<p>Day 1 – Friday 7 March</p> <p>9:00 a.m.: The Red Alert was established and the corresponding report was uploaded through the Risk Management Information System (SIGRID) in accordance with the provisions of the Argentine Red Cross National Response Plan.</p> <p>2:00 p.m.: The emergency was raised to Category 1.</p> <p>Day 2 - Saturday, March 8</p> <p>The emergency was raised to Category 2.</p> <p>Day 4- Monday 10 March</p> <p>The emergency category was raised again to 3, all in compliance with the indicators set out in the National Emergency Response Plan</p>
<b>National Society EOC</b>	<p>Through the Emergency Secretariat of the National Society, special monitoring was activated through the ENMO. At least 1 daily briefing is held with all areas of the Headquarters to update the operational context of the technical areas. Likewise, internal communication is maintained to all its members through SIGRID.</p>

## IFRC Network Actions Related To The Current Event

<b>Secretariat</b>	<p>The International Federation of Red Cross and Red Crescent Societies (IFRC) has a Country Cluster Delegation (CCD) in Argentina, which provides assistance and support to the countries of the Southern Cone. This Delegation coordinates with both the Argentine Red Cross and the IFRC's Regional Office Disaster and Crisis Unit based in Panama. Throughout the emergency situation, permanent communication and technical assistance has been maintained through the Southern Cone CCD, supporting the development of the DREF Application</p>
<b>Participating National Societies</b>	<p>There are no Participating National Societies (PNSs) providing support for this operation.</p>

## ICRC Actions Related To The Current Event

The International Committee of the Red Cross and Red Crescent (ICRC) maintains offices in Brazil. Beyond fulfilling its mandate, which involves working with authorities to integrate, implement and promote international humanitarian law and rules on the use of force,



the ICRC focuses on improving the National Society's capacities to respond to emergencies in the midst of violence and crises. In addition, it offers Restoring Family Links (RFL) services. It has not yet provided specific support for the current emergency.

## Other Actors Actions Related To The Current Event

<p><b>Government has requested international assistance</b></p>	<p>No</p>
<p><b>National authorities</b></p>	<p>The 3 jurisdictional levels are intervening in the response (municipal, provincial and national), primarily in the urban area of Bahía Blanca.</p> <p>The national government sent members of the Security Forces and Armed Forces to collaborate in the tasks of security, rescue, evacuation, accommodation, field health care, logistics and transportation (including boats and aircrafts).</p> <p>In addition, the Ministry of National Security coordinated the deployment of SINAGIR, mobilizing resources and specialized personnel. Rescue teams, basic supplies and amphibious vehicles were also sent to access the most compromised areas.</p> <p>The National Executive Branch confirmed the allocation of \$10,000 million (USD 10 million) for the reconstruction of Bahía Blanca and a special fund of \$200,000 million (USD 200 million) for assistance to affected people. To frame these actions, a national emergency declaration has been passed to Congress with possible actions such as tax reductions and low interest loans, but its approval by the National Congress is pending.</p> <p>The provincial government is working together with the municipality of Bahía Blanca to coordinate the response to the emergency through the mobilization of the Ministry of Security of the Province to the field. Support was also received from the Province's Firefighters Directorate and the Government Secretariat of Tornquist (75 km from Bahía Blanca). The Integrated Health Emergency System of the Province (SIES by its acronym in Spanish), in charge of providing medical care and health services in the affected areas (mobile shock room, mobile EOC and ambulances), also participated in this response. The Provincial Firefighting Department manages and mobilizes its resources for search and rescue tasks, at the provincial level, including the Firefighters of the towns of Necochea, Quequén and Azul.</p> <p>To cope with the impact of the event on educational infrastructure, the provincial ministry of education reported that schools are resuming activity, contemplating the damage caused in their teachers' homes and accompanying the return to their workplaces, with many teaching teams collaborating with the disinfection of classrooms and playgrounds. An educational board was formed to evaluate the building conditions in four aspects: infrastructure and furniture, conditions of the teaching and auxiliary staff, disinfection and accessibility conditions (transportation and mobility), with respect to the normalization of classes.</p> <p>To support the stabilization of the health sector, the provincial Ministry of Health, together with national staff, is providing medicine kits and has set up a mobile hospital with 5 modules distributed for 24-hour care, including an adult and pediatric ward, a shock room, a hospitalization room and medical staff, surgeons and nurses. Likewise, the authorities have made available ambulances for intensive transfers, with medical equipment.</p> <p>The Civil Defense of the Province coordinates the response, and has two helicopters ready to be deployed when weather conditions allow.</p> <p>At the municipal level, all resources are dedicated to evacuations, medical care and rescues, complemented by risk communication measures through different mass dissemination channels, preventive power cuts in the most affected areas, suspension of school activities and public transport until further notice, prioritizing the safety of the</p>





	<p>population.</p> <p>On March 10th, the municipal teams began cleaning, removal and ordering tasks, especially in the downtown area of the city, and together with the provincial government, the Armed and Security Forces continue to work on assisting the population.</p> <p>As part of the protection actions, the government is distributing school kits to prepare families for the resumption of school activities.</p>
<b>UN or other actors</b>	To date, a large number of local and national civil society organizations have been involved in the assistance. Some specialized in search and rescue tasks, although the vast majority are activating campaigns for in-kind and monetary donations, with a focus on immediate assistance supplies (clothing, mattresses, non-perishable food, bottled water, cleaning supplies, among others)
<b>Are there major coordination mechanism in place?</b>	
A Crisis Committee made up of all the above-mentioned agencies led by the provincial authorities is active. It also includes Army, Navy, federal security forces, Firefighters of the Province and the Secretariat of Government of Tornquist.	

## Needs (Gaps) Identified



### Shelter Housing And Settlements

The recent flooding has left many homes uninhabitable, forcing many families to seek shelter in evacuation centers; however, the capacity of these spaces is insufficient to house all the evacuated families. So far, approximately 1,300 people have been reported evacuated, and this number continues to rise as response teams manage to access the affected towns.

The impact has been especially severe in the most vulnerable homes, where light constructions have suffered significant damage to their structure. Sectors of the middle and upper middle class have also been affected, which highlights the magnitude of the crisis. It is noteworthy that in the context of the flood, rental prices have increased, as well as the punitive interests for damages to those who rent.

At the closure of this document, approximately 1,300 people remain in these facilities, and it is estimated that they will continue in this situation for the next few days. These centers have basic services, ensuring that all needs are covered and complying with the minimum Sphere standards.



### Multi purpose cash grants

Implementing a multipurpose cash transfer program is a vital complementary strategy. This program will empower families to acquire the necessary materials to rebuild their homes and address any other specific needs, granting them significant autonomy and flexibility in selecting the most appropriate supplies for their particular circumstances.

Protection criteria will be applied to identify the target population, prioritizing those in situations of greater vulnerability, such as women with children, households with individuals with disabilities, those over 60 years of age, and people with chronic illnesses.



### Health

The accumulation of standing water significantly increases the risk of outbreaks of vector-borne diseases, such as dengue, zika and chikungunya. Diseases such as leptospirosis and gastroenteritis see their incidence high during the summer season.

First aid equipment is crucial during response and recover work after the storm. Given the precarious environment and lack of safety measures, having trained personnel to provide first aid can prevent or mitigate injuries and accidents during the reconstruction process.

It is recommended to implement first aid training programs aimed at community members to guarantee immediate attention in



emergency situations, as well as to protect the physical integrity of affected families.

Health services in Bahía Blanca are facing a partial collapse due to the high number of people affected by the floods. Penna Hospital has suffered flooding in its facilities, which has compromised its ability to provide adequate medical care. The 10 local health centers that are partially operating require the replenishment of consumable supplies and equipment to recover their capacity of Primary Health Care.



## Water, Sanitation And Hygiene

The drinking water service in various sectors of Bahía Blanca has been seriously affected, leaving thousands of people without access to this essential resource.

Given the high impact in rural areas -General Cerri and Ingeniero White-, where the water used by the population comes from underground aquifers, it has been found that, despite the availability of water, there is no confirmation regarding its quality for human use.

It is key to ensure access to safe water, as well as to provide hygiene supplies and establish emergency sanitation systems. The National Society requires supplies for its water treatment plant.

The collapse of the sewer system further aggravates the situation, increasing the exposure of the population to contaminated water. The population, especially in rural areas, does not have the knowledge and information to access safe water, awareness and training actions are required in parallel with sanitation operations.



## Protection, Gender And Inclusion

The population aged 60 and above has been particularly affected, facing significant restrictions in their ability to evacuate hence 50% of the deceased are elderly.

Pregnant women experienced interruptions in available health services for pregnancy and childbirth care. Additionally, 15 newborns had to be evacuated from the Neonatology Service at the Zona Hospital, highlighting the disruption of specialized services for this vulnerable group.



## Education

The suspension of classes has been decreed to protect children. The timeline for the resumption of educational activities is unknown due to the structural affectation, but it is expected that this will create a need psychosocial support for this population.



## Community Engagement And Accountability

The lack of funding for risk management and emergency response programs at the national level has resulted in limited risk communication and access to accurate information for the population. There is a recognized need for awareness-raising actions to support decision-making during response and recovery.

# Operational Strategy

## Overall objective of the operation

Through this Action Plan, the Argentine Red Cross aims to deliver comprehensive humanitarian assistance to vulnerable families affected by the floods in Bahía Blanca, particularly in the areas of General Cerri and Ingeniero White. The plan targets 1000 families (approximately 5,000 people) through Multipurpose Cash Transfers, as well as Health and Water, Sanitation, and Hygiene interventions.

## Operation strategy rationale

The information used for the development of this Action Plan is the result of rapid assessments carried out within the framework of the Emergency Needs Assessments (ENA) process, carried out by the National Society. This process was executed by field teams led by the Emergency Secretariat of the Central Headquarters, in coordination with the Bahía Blanca Branch, and with the support of the branches of Almirante Brown, La Plata, Lomas de Zamora, Lujan, Mar del Plata, Necochea, San Andrés, Santos Lugares, Tandil and Vicente López. The information was complemented with the analysis of data produced by the ENMO. This strategy aims to address the immediate needs of families affected by the flood, providing both immediate assistance and long-term accompaniment in the process of returning to their homes, prioritizing their safety and health.

The development of actions is planned mainly in four sectors:

**Multipurpose Cash Transfers:** This program will enable families have the resources to flexibly solve their most urgent needs. A detailed census of affected families will be conducted, along with market and feasibility studies. The cash transfer program will allocate USD 376 per family to 1,000 families, based on previous estimations by the National Society, although this amount may be adjusted upon completion of the feasibility studies. Both the National Society and the affected communities have prior experience in implementing cash transfers or voucher distributions, notably during the last DREF operations for Storms in Bahía Blanca and Floods in Neuquén during 2023, and Floods in Corrientes during 2024. The distribution strategy will be finalized once the market and feasibility studies have been completed

The stipulated amount was determined based on the value of the Alimentar social program for a family with two or more children (USD 186). This amount corresponds to the equivalent needed to cover a typical urban family's food expenses for three months. Additionally, the stipulated amount also considered: 1) the value of the minimum wage (USD 286, as of January 2025), and 2) the amount required for a typical urban family to avoid poverty (USD 1,000) and extreme poverty (USD 453) and 3) the lowest commerce employee salary stipulated by the union for January 2025 (USD 842). All of this will confirmed upon feasibility analysis.

**Health:** health team will be deployed to provide assistance in essential health and first aid services during the recovery phase. This will enhance community capacity and promote the resilience of affected families as they return to their homes. Community first aid kits will also be distributed to further strengthen local capacities and extend the reach of assistance across a wide geographical area. Regarding health, all National Society volunteers and staff involved in response activities are trained in community first aid. As such, all assessments, distributions, satisfaction surveys, talks, and workshops will be conducted by trained personnel. Preventing vector-borne diseases is crucial due to the increased breeding sites for mosquitoes and other disease vectors created by standing water. These conditions heighten the risk of diseases such as dengue, chikungunya, and Zika. Immediate action to control vectors and raise awareness within the population can help reduce the spread of these diseases, protect public health, and prevent further strain on the already overwhelmed healthcare system. By focusing on prevention, we can safeguard the well-being of affected communities and support a more effective recovery.

**Water, Sanitation and Hygiene:** hygiene promotion and water access activities will be conducted with families whose homes were affected by the flood in the most vulnerable areas. Efforts will focus on raising awareness and promoting hygiene practices within the affected communities.

**Community Engagement and Community Accountability (CEA):** The approach will be integrated across all actions implemented. Communities will be actively invited to participate in interviews during rapid assessments, and their feedback will be consistently sought throughout the operation.

## Targeting Strategy

### Who will be targeted through this operation?

The operation will focus on providing assistance to 1000 families (equivalent to 5,000 people) , primarily in General Cerri and Ingeniero White. Priority will be given to families directly affected by the flood who have experienced total or partial damage to their homes .

### Explain the selection criteria for the targeted population

The needs of all population groups will be considered, taking into account age, sex, gender, and individuals with disabilities or special needs.

- Families whose homes have experienced significant damage or total/partial destruction due to the disaster.
- Families with members who are children, elderly individuals (over 60 years of age), pregnant women, and/or persons with disabilities.



- Families not receiving direct assistance from other organizations, to avoid duplication of efforts and ensure that aid reaches as many affected populations as possible.

## Total Targeted Population

Women	3,000	Rural	33%
Girls (under 18)	-	Urban	66%
Men	2,000	People with disabilities (estimated)	15%
Boys (under 18)	-		
Total targeted population	5,000		

## Risk and Security Considerations

Please indicate about potential operation risk for this operations and mitigation actions

Risk	Mitigation action
Volunteers exposed to the risk of vector-borne diseases.	Provision of the necessary protective equipment for activity execution, continuous monitoring of the health of field personnel, and direct coordination with local health authorities. Additionally, self-care and debriefing activities will be implemented.
Delays in receiving required humanitarian aid items.	Compliance with the logistical procedures and standards outlined in the procurement/transfer strategy for inputs to meet the established operational deadlines.
Inflation and market instability	Strategies will be implemented focusing on economic stability and access to essential goods and services. This will include continuous monitoring of the prices of basic goods and strengthening coordination with key public and private sector actors to ensure the continuous availability of essential goods. Additionally, mechanisms through which individuals can receive multipurpose assistance, as well as the amount granted, will be thoroughly assessed to ensure that market fluctuations are being considered, thus protecting the purchasing power of recipient families.
Misinformation and rumors regarding the multipurpose cash assistances. This could potentially lead to tensions between targeted and not targeted population	A clear and transparent communication strategy will be implemented. This will include the dissemination of accurate information through community meetings, social media, and local media outlets, to ensure that all affected populations are informed about the criteria, process, and distribution of aid. Additionally, community engagement will be prioritized to address concerns directly and foster trust, while ensuring that all parties involved are aware of the eligibility criteria to prevent tensions between targeted and non-targeted populations.
Limited capacity of the Red Cross to assist the entire population in vulnerable situations who do not receive support from other sources	Coordination with other organizations and government agencies to complement efforts and maximize the reach of available resources to benefit the largest possible population.
Staff and volunteer attrition and fatigue.	Implement a personnel rotation system and provide psychosocial support for the well-being of the teams.



Coordination Challenges / Duplication of efforts among humanitarian actors	Through the EOC, the aim will be to ensure regular meetings and real-time information exchange among the involved actors and organizations, to ensure a swift and effective response. Focal points will be designated by sector to enhance the response capacity and avoid duplication of efforts, ensuring that resources are distributed efficiently
New rains or storms that hinder operational logistics.	Monitoring of activities by the Emergency Secretariat through its National Monitoring Team, with ongoing communication with the National Meteorological Service, including consideration of potential immediate actions to be taken.

### Please indicate any security and safety concerns for this operation

The primary security concerns in the context of this operation include the risk of theft, taking into account both the local context and previous experience in similar operations. As part of our strategy, a safety protocol will be developed to regulate mobilizations in the field, aiming to mitigate risks and ensure the safety of all involved.

Additionally, continuous communication will be maintained with local police authorities and municipal officials to secure potential support if needed. There is also significant concern about the possibility of injury to Argentine Red Cross volunteers and staff during mobilizations in the affected areas. To address this, all personnel will be provided with appropriate insurance coverage and the necessary safety equipment to conduct activities safely and efficiently.

Has the child safeguarding risk analysis assessment been completed?
No

## Planned Intervention



### Multi Purpose Cash

**Budget:** CHF 362,134

**Targeted Persons:** 5,000

### Indicators

Title	Target
# of families reached with Multipurpose Cash Assistance	1,000
# volunteers trained on CVA	30

### Priority Actions

- Conducting a feasibility and market study, with definition of: amount to be distributed, distribution mechanisms, registration procedures and selection criteria.
- Survey of the target families.
- Induction for Volunteers and Staff on CVA program development.
- Design and implementation of the CVA
- Monitoring and evaluation of the CVA.



**Budget:** CHF 29,990  
**Targeted Persons:** 5,000

### Indicators

Title	Target
# of people reached with first aid and pre-hospital care	2,500
# of people reached by the National Society's Community Health Promotion	4,000
# of community first aid kits distributed to local health facilities	40
	-

### Priority Actions

- Provision of First Aid assistance in all operational activities.
- Health promotion and primary care activities, with a focus on the prevention of vector-borne diseases.
- Distribution of community first aid kits.


**Water, Sanitation And Hygiene**

**Budget:** CHF 3,280  
**Targeted Persons:** 5,000

### Indicators

Title	Target
# of people reached with hygiene promotion activities	5,000

### Priority Actions

- Activities and campaign to promote hygiene practices and improve access to clean water.


**Protection, Gender And Inclusion**

**Budget:** CHF 0  
**Targeted Persons:** 250

### Indicators

Title	Target
# of staff and volunteers that completed the sessions	30
# of people reached by protection, gender, and inclusion messages	250

# of RCRC staff and volunteers trained on prevention and protection of sexual exploitation and abuse, and child safeguarding	30
Needs assessment on protection, gender, and inclusion	1

## Priority Actions

- Dissemination of violence prevention messages through social media.
- PSEA (Protection from Sexual Exploitation and Abuse) training for staff and volunteers.
- Needs assessment to identify the target population for the prevention campaign



## Community Engagement And Accountability

**Budget:** CHF 4,686

**Targeted Persons:** 5,000

## Indicators

Title	Target
% of respondents who feel that National Society support/services meet their most critical needs and provide valuable assistance.	80

## Priority Actions

- Implementation of feedback mechanisms.
- Post-distribution monitoring surveys.
- Dissemination of key information and messaging.
- Ongoing situation assessment through focus groups and in-depth interviews.
- Design and printing of informational materials.



## Secretariat Services

**Budget:** CHF 9,953

**Targeted Persons:** 0

## Indicators

Title	Target
Field monitoring missions	5
Session on PMER	1

## Priority Actions

- PMER Planning and implementation of field monitoring, evaluation and reporting on time.
- Support to PMER capacity building.
- Technical support in CVA, WASH, Health, and CEA.

**Budget:** CHF 89,877

**Targeted Persons:** 0

## Indicators

Title	Target
% of volunteers provided with adequate protection, safety, and support equipment for the emergency.	100
# of lessons learned workshops conducted.	1

## Priority Actions

- Procurement and distribution of protective and visibility equipment for volunteers.
- Monitoring missions.
- Audiovisual documentation missions.
- Recruitment of 1 Field Coordinator.
- Recruitment of 1 Financial Officer.

## About Support Services

### How many staff and volunteers will be involved in this operation. Briefly describe their role.

The National Society has over 6,000 volunteers and 1,855 staff members, with a significant concentration in the Metropolitan Area of Buenos Aires (AMBA). Over the past three years, more than 500 volunteers in this region have received training in emergency response.

A Field Coordinator will be appointed to support the operation within the emergency team with special focus on CVA, a Financial Officer will be recruited to assist with the administrative and financial tasks associated with the operation.

At least 200 volunteers may be mobilized to the field for various activities, in addition to the Headquarters staff who will support the operations. Depending on operational needs and the evolving context, human resources deemed necessary for early recovery efforts will be mobilized. Priority will be given to mobilizing volunteers from nearby branches with the necessary logistical capacity and emergency training. Furthermore, based on prior experience in operations involving Water, Sanitation, and Hygiene, Health, CVA, and monitoring and evaluation, specialist volunteers will be mobilized from AMBA affiliates and other parts of the country, primarily by land.

For each field activity, relevant training will be provided, with an emphasis on community support and transparency in the planned actions. Volunteer rotations will be organized for mission periods of no longer than two weeks, as part of the volunteer care processes, covering all associated costs such as accommodation, meals, transportation, and insurance. The National Society has various support teams outlined in its Response Strategy, such as the National Emergency Team (NET) and ENMO. These teams have proven to be effective in recent operations, offering significant support to field teams, particularly in terms of security, administrative, and operational management, by mobilizing volunteers to both Headquarters and field locations. Both teams have members stationed across the country, so mobilizations by air and accommodation arrangements will be planned for areas near Headquarters and Bahía Blanca to support this operation. Moreover, NET will be deployed to assist the local branch with coordination tasks in the field and within the territorial network for integrated coordination. Likewise, ENMO will be mobilized to support information management, event monitoring, and contribute to risk analysis during the operation. Prepositioned debit cards in Panama will be requested for CVA

### Will surge personnel be deployed? Please provide the role profile needed.

Due to the magnitude of the event and operational needs, the deployment of rapid response personnel in the roles of Operations Manager and CVA coordinator is planned for a duration of three and two months respectively.



It is worth noting that these two profiles will be funded by the surge regional allocation and thus have not been budgeted for in the DREF.

## **If there is procurement, will it be done by National Society or IFRC?**

All purchases required for the operation, including clothing, supplies, and personal protective equipment, will be managed and executed directly by the Argentine Red Cross. The National Society has recently certified the OCAC assessment process and adheres to the IFRC's WWPP procedures.

The Argentine Red Cross has a Logistics and Systems Undersecretariat that oversees the procurement process, with the capacity to source locally available supplies. Additionally, it operates a Humanitarian Hub at Ezeiza International Airport (Buenos Aires).

The vehicles of the Branches and the entire fleet at the headquarters are pre-positioned, along with all logistical resources of the National Society, including:

- Over 15 4x4 vehicles.
- More than 25 single-wheel drive vehicles.
- two passenger transport units.
- three cargo transport vans.
- 11 trailers for various purposes (e.g., toilets, kitchens, etc).

## **How will this operation be monitored?**

The planning, monitoring, evaluation, and reporting of the operation will be managed by the Secretariat of Emergencies and Disasters of the National Society. A report will be submitted at the end of the second month of the operation, followed by a final report upon completion. Additionally, a lesson learned workshop will be conducted at the conclusion of the operation, which may take place either in person or remotely, with an invitation extended to the IFRC Secretariat to attend. The Secretariat will be responsible for overseeing the implementation of the actions outlined for this DREF operation.

## **Please briefly explain the National Societies communication strategy for this operation**

The National Society has extensive experience in communication within emergency contexts, including supporting several National Societies in the region. To this end, it has a National Communication Directorate that manages the National Society's social media and media relations. In this regard, to promote the humanitarian action of the National Society and strengthen community participation processes and accountability, various activities will be carried out, including:

- Audiovisual recording of key activities within the DREF operation.
- Production and editing of testimonial and accountability audiovisual pieces.
- Printing of multi-threat communication materials.
- Development of community consultation tools, maintaining continuous contact with the Red Cross.
- Design of a final accountability report to present to the community and strategic partners.
- Creation of a digital audiovisual record (online folder) of the operation.
- Review and development of key messages for field volunteers and guidelines for executing the response strategy.
- Press actions to accurately disseminate information to various audiences, followed by clipping of press coverage (subject to situational analysis)



# Budget Overview



## DREF OPERATION

### MDRAR023 - Argentine Red Cross Argentina: Floods

#### Operating Budget

<b>Planned Operations</b>	<b>400,091</b>
Shelter and Basic Household Items	0
Livelihoods	0
Multi-purpose Cash	362,134
Health	29,990
Water, Sanitation & Hygiene	3,280
Protection, Gender and Inclusion	0
Education	0
Migration	0
Risk Reduction, Climate Adaptation and Recovery	0
Community Engagement and Accountability	4,686
Environmental Sustainability	0
<b>Enabling Approaches</b>	<b>99,831</b>
Coordination and Partnerships	0
Secretariat Services	9,953
National Society Strengthening	89,877
<b>TOTAL BUDGET</b>	<b>499,921</b>

*all amounts in Swiss Francs (CHF)*



# Contact Information

For further information, specifically related to this operation please contact:

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[Click here for the reference](#)

