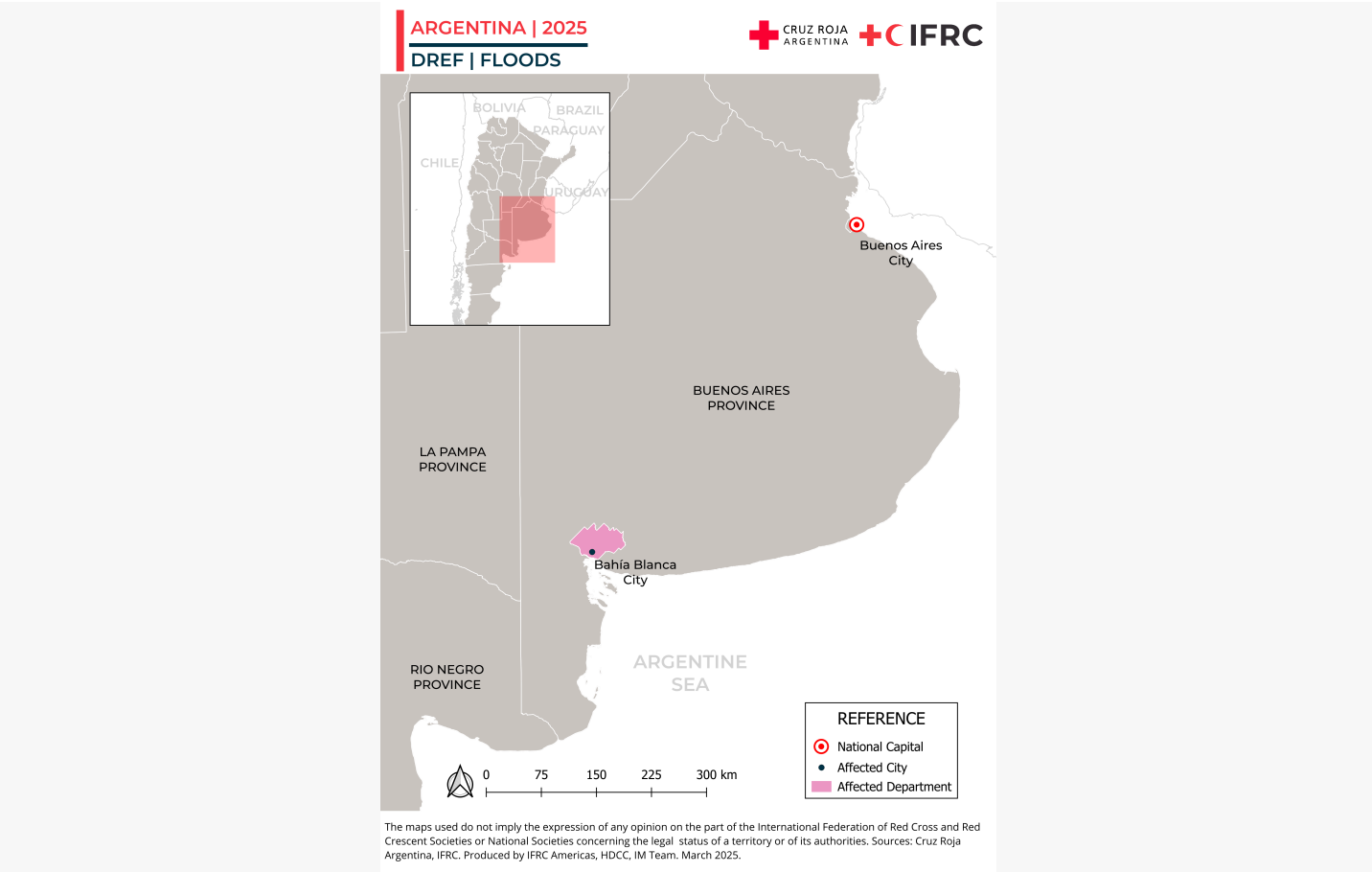




Volunteering in field evaluations. Location: Ingeniero White - Bahía Blanca - 8 May 2025. Source: Argentine Red Cross

Appeal: MDRAR023	Total DREF Allocation: CHF 499,921	Crisis Category: Yellow	Hazard: Flood
Glide Number: -	People Affected: 235,900 people	People Targeted: 5,000 people	
Event Onset: Sudden	Operation Start Date: 15-03-2025	New Operational End Date: -	Total Operating Timeframe: 5 months
Reporting Timeframe Start Date: 15-03-2025		Reporting Timeframe End Date: 15-05-2025	
Additional Allocation Requested: 0		Targeted Regions: Buenos Aires	

Description of the Event



Bahía Blanca District, Province of Buenos Aires.

Date of event

07-03-2025

What happened, where and when?

On 6 March 2025, the National Meteorological Service of Argentina issued an Orange Alert for storms for the southern region of the Province of Buenos Aires, warning of a dangerous event for society, life, property and the environment. Municipal authorities and community institutions took preventive measures, such as the temporary suspension of classes, the cancellation of outdoor activities and the reinforcement of risk communication.

During the early morning of 7/3/2025, the district of Bahía Blanca, on the southern coast of the province, experienced intense and continuous rains that accumulated between 300 and 350 mm of water, an event that exceeded the 100-year recurrence period. In view of the worsening forecast, the National Meteorological Service raised the alert to Red Level. This caused the Napostá stream, which crosses the city, to overflow, affecting approximately 70% of the area. Other local watercourses, such as the Maldonado stream, also overflowed, exacerbating the situation and leaving the city in a state of emergency.

The flooding caused significant damage to residential, commercial, and utility infrastructure, affecting homes, light poles, walls, trees, and signs. In addition, essential services were disrupted, including medical care, transportation, electricity, gas, fuel, telecommunications, and water supply.

The urban and peri-urban areas of Bahía Blanca were the most affected, especially the towns of General Cerri and Ingeniero White, where pre-existing drainage conditions and high levels of vulnerability aggravated the situation. In General Cerri, material losses severely impacted families dependent on informal work, horticultural and rural production, generating a significant social impact.

In this context, the emergency gained international visibility and was reported in the international media. Following this situation, on



12/3/2025, the Senate declared the province of Buenos Aires, especially the municipalities of Bahía Blanca and Coronel Rosales, an emergency zone and a disaster situation for a period of 180 days due to the floods.



Cash distribution and queries. Bahía Blanca, 6 April 2025. Source: Argentinean Red Cross



Community engagement activities, Bahía Blanca, 5 April 2025. Source: Argentinean Red Cross

Scope and Scale

The floods severely affected the entire district of Bahía Blanca, flooding 80% of the city and damaging more than 88,000 of its 100,000 homes. Total estimated losses amounted to US\$400 million. Approximately 235,900 people (70% of the population) were directly affected, with 18 confirmed fatalities, half of them over 80 years of age. Some residents had to take refuge on rooftops for more than 20 hours due to rapidly rising waters, especially in General Cerri. A total of 1,450 people were displaced, of whom 1,296 took refuge in 16 evacuation centers. Another 337,000 people were indirectly impacted.

Critical infrastructure was severely damaged. Electricity, water, gas, transportation, telecommunications and health services were interrupted. Hospitals and health centers -especially the Hospital Interzonal Dr. Penna- suffered significant damage from the floods. Garbage collection resumed on 11 March 2025 and water quality monitoring began the following day. Educational services were also disrupted: 156 of the 261 schools resumed activities on 20 March 2025, returning to normal by early April.

Road infrastructure, including Routes 3 and 252, remained heavily affected well into May, hampering access and recovery efforts. The municipality's operational capacity was reduced by 70% during the first few weeks and gradually restored.

Vulnerable populations-including the elderly, families dependent on informal labor, and peri-urban communities with poor drainage-were the hardest hit. In particular, neighborhoods such as General Cerri and Ingeniero White faced aggravated vulnerabilities.

Historically, events of this magnitude are extremely rare in the region. Rainfall recorded during this event exceeded levels seen in more than a century, underscoring the exceptional severity and lasting impact of the floods.

Source Information

Source Name	Source Link
1. INDEC	https://www.indec.gob.ar/indec/web/Nivel4-Tema-2-41-165
2. National Meteorological Service	https://www.smn.gob.ar/sites/default/files/Informe_Bahia%20Blanca_SMN_marzo_2025.pdf
3. BA Times	https://www.batimes.com.ar/news/argentina/report-climate-change-partly-behind-deadly-bahia-blanca-deluge.phtml



4. La Nueva	https://www.lanueva.com/nota/2025-5-12-8-42-0-el-adn-confirmando-que-los-restos-encontrados-son-de-delfina-hecker
5. DataClave	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

Summary of Changes

Are you changing the timeframe of the operation	No
Are you changing the operational strategy	No
Are you changing the target population of the operation	No
Are you changing the geographical location	No
Are you making changes to the budget	No
Are you requesting an additional allocation?	No

Please explain the summary of changes and justification:

Through this operation update no. 1, the Argentine Red Cross aims to inform about the progress in the implementation of this DREF Operation. No changes are being requested in relation to the original approved plan of action.

Current National Society Actions

Start date of National Society actions

07-03-2025

Shelter, Housing And Settlements	<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, pre-positioned at the Ezeiza Humanitarian Hub, to facilitate the safe return of families to their homes after water runoff</p>
Livelihoods And Basic Needs	<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>
Health	<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 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>
Water, Sanitation And Hygiene	<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>
Coordination	<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>
National Society Readiness	<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>
Assessment	<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</p>

	<p>provincial authorities, led to the identification of the town of General Cerri as a priority 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>
Resource Mobilization	<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"> • 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. • Cruz del Sur: is in contact with the Logistics teams of the National Society and has provided transport of humanitarian aid free of charge. • Calm: they will donate mattresses, pillows and sheets, with direct shipment to the affected area at the donor's expense. • Pedidos Ya: A button will be enabled in the delivery app to receive individual donations. • National television: Saturday Night on prime-time Big Brother show the National Society launched a fundraising campaign • Solidaire ORG has shipped the first plane with 4 tons of Not Food Items to support the ARC operation that arrived on 12 March.
Activation Of Contingency Plans	<p>Day 1 – Friday 7 March 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. 2:00 p.m.: The emergency was raised to Category 1.</p> <p>Day 2 - Saturday, March 8 The emergency was raised to Category 2.</p> <p>Day 4- Monday 10 March The emergency category was raised again to 3, all in compliance with the indicators set out in the National Emergency Response Plan</p>
National Society EOC	<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

Secretariat	<p>The International Federation of Red Cross and Red Crescent Societies (IFRC) has a Southern Cone Delegation based in Buenos Aires - Argentina, which provides assistance and support to the National Societies of Argentina, Uruguay, Chile, Brazil and Paraguay. This Delegation acts as technical and operational liaison to facilitate emergency preparedness, response and recovery, as well as to strengthen institutional capacities of member National Societies in its region.</p> <p>During this emergency, the IFRC provided remote and on-site support through the Southern Cone Delegation and the Disasters and Crises Department of the IFRC's regional office for the Americas based in Panama, offering technical assistance for resource mobilization, information management, design of the DREF operation and its remote and on-site monitoring.</p> <p>In addition, through the Surge mechanism, IFRC has mobilized staff from the National</p>
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	Societies of Spain and Bolivia to support the operation in the positions of Cash Transfer Officer and Operations Manager, respectively.
Participating National Societies	There were no Participating National Societies (PNSs) providing support for this operation.

ICRC Actions Related To The Current Event

The International Committee of the Red Cross (ICRC) has a mission in Buenos Aires. It works to promote the dissemination and adoption of international humanitarian law (IHL) among the armed forces and in academic environments. It also provides support to Argentina's Commission on the Application of International Humanitarian Law.

The ICRC focuses on improving the capabilities of the Argentine Red Cross to respond to emergency situations in the midst of violence and crises. In addition, it offers Restoring Family Links (RFL) services.

During the reporting period, this organization has not provided specific support for the emergency situation.

Other Actors Actions Related To The Current Event

Government has requested international assistance	No
National authorities	<p>The national government sent troops from the Security Forces and the Armed Forces to collaborate in the tasks of security, rescue, evacuation, lodging, field health care, logistics and transportation (including heavy vehicles, boats and aircrafts).</p> <p>To improve the circulation and connectivity that was lost due to the destruction of several bridges, the 10th Mechanized Engineer Company of the Argentine Army built two Bailey bridges over the Maldonado canal.</p> <p>In addition, the Ministry of National Security coordinated the deployment of SINAGIR and the Federal Emergency Agency (AFE), 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 Ministry of Health sent a mobile hospital equipped with 40 beds, respirators, infusion pumps, multiparametric monitors, ultrasound scanners, sterilization system, pharmacy and ambulances, and sanitary equipment to the city. In addition, it sent emergency kits with medicines for cardiovascular diseases, diabetes, anti-inflammatory drugs, analgesics, antibiotics, corticoids and bronchodilators, totaling about 20 thousand extra treatments. It also sent vaccines to prevent hepatitis A and rabies.</p> <p>On 31 March 2025, the national authorities issued Decree 238/2025 which established the creation of a Special Fund for Direct Assistance with an amount of up to \$200,000,000,000,000 to grant subsidies to affected residents. In addition, the “ Unique Supplement for Reconstruction (S.U.R.)”, a non-contributory monetary benefit of up to \$3,000,000,000 to compensate for material losses by Argentine citizens or legal residents of Bahía Blanca over 18 years of age and residents of Bahía Blanca, has been implemented.</p> <p>The provincial government, through Decree 316/2025 , declared a state of emergency for 30 days in the districts of Bahía Blanca, Coronel Rosales, Villarino, Puán, Coronel Suarez, Adolfo Alsina and Guaminí. The purpose of this measure was to provide urgent assistance to the victims, to carry out necessary works and to avoid humanitarian damages.</p>



	<p>Due to the fact that there is still great affectation, the state of emergency was extended by means of decree 874/2025.</p> <p>In coordination with the Municipality of Bahía Blanca, it led the emergency response, mobilizing the Ministry of Security and counting on the support of the Superintendence of Firefighters and the Secretariat of Government. The Integrated Health Emergency System (SIES) provided medical care in the affected areas, while the Provincial Fire Department managed resources for search and rescue tasks, including units from Necochea, Quequén and Azul. The provincial Civil Defense assumed the general coordination, with two helicopters ready to be deployed according to weather conditions.</p> <p>By means of Decree No. 373/2025 , the provincial government established the “Program of Direct Aid to the Victims of the Flood of March 7, 2025” in Bahía Blanca. The purpose of this program was to grant subsidies of \$800,000 to households affected by the flood, prioritizing those in conditions of greater socioeconomic vulnerability. The eligibility criteria were geographic location, the damage suffered and the socioeconomic situation of the applicants.</p> <p>At the municipal level, all resources were devoted to evacuations, medical care and rescues, complemented by risk communication measures through different mass media channels, preventive power cuts in the most affected areas, suspension of school activities and public transportation until further notice, prioritizing the safety of the population.</p> <p>On March 10, municipal teams began cleaning, clearing and tidying up tasks, especially in the center of the city, and together with the provincial government, the Armed Forces and the Security Forces, they continue working to assist the population.</p> <p>The municipality implemented health teams that made home visits to the areas most affected by the flooding in order to check health records and apply vaccines to those adults and children who did not have their vaccination schedules completed at the time of the emergency. It also carried out home fumigations to avoid an increase in the mosquito population.</p> <p>In coordination with different entities, it established points where the following items were delivered to the population: bottled water, food, cleaning kits, mattresses and blankets, community closets, food. At the same time, a reinforcement of \$30,000 was delivered in the month of March in the form of social cards.</p> <p>In the course of the first 15 days after the flooding, activities in education and health centers were gradually reestablished, and garbage collection and public transportation services were reestablished.</p>
UN or other actors	<p>Local and national civil society organizations were involved in assisting those affected. Among them the following can be highlighted:</p> <p>Scouts of Argentina launched a national solidarity movement under the name #ScoutsxBahía. Local Scouts received, sorted, and distributed donations, set up community kitchens to provide hot meals to affected families, and helped in the cleanup of damaged homes. Nationwide, Scout troops launched collection drives, sending food, clothing, and essential supplies.</p> <p>Different fire departments sent members to assist in the recovery of homes and institutions. In total, 36 firefighters from towns such as Alberdi, Bayauca, Carabelas, Chacabuco, Colón, El Dorado, Granada, Salto, Lincoln, Vedia and Roberts went to Bahía Blanca.</p> <p>Fundación Sí, supported people affected by floods by delivering food, hygiene and cleaning supplies, water and mattresses. Since April, they distributed construction materials, work tools and household appliances.</p>
Are there major coordination mechanism in place?	

A Crisis Committee made up of the following agencies led by the provincial authorities was active:

- Army
- Navy
- Federal Security Forces
- Superintendence of Firefighters of the Province
- Secretariat of Government of the city of Tornquist.

Needs (Gaps) Identified



Shelter Housing And Settlements

The flood left many homes uninhabitable, forcing numerous families to seek refuge in evacuation centers; however, the capacity of these spaces was insufficient to house all the evacuated families. According to data from the municipality of Bahía Blanca, approximately 1296 people were in these centers. As the days passed, families gradually abandoned these places until the last center was closed on 18/03/2025.

The impact has been especially severe in the most vulnerable houses, where light constructions have suffered significant damage to their structure and contents. Middle and upper middle class sectors have also been affected, highlighting the magnitude of the crisis.

Based on a needs assessment, it was identified that most of the houses in the affected area were built with stable materials, such as brick and concrete (97.10%), while only a small percentage used light materials (2.40%) or “other” materials (0.50%). However, the impact of the flooding was significant, since 89.2% of the dwellings showed damage of varying degrees, affecting the daily lives of their inhabitants. In addition, 58.51% of the people surveyed reported having had to temporarily leave their homes, most of them opting to self-evacuate to the homes of relatives or friends (52.60%) or to be transferred to evacuation centers (25.30%). Other alternatives included staying on the same land (8.40%) or in the street or private vehicles (2.60%). Some 11% were evacuated to alternative locations, such as neighbors' houses, fire stations, clubs, schools, religious centers, vehicles or roofs of homes. Of the total, 87.80% of people were able to return to their homes, while 12% were still displaced.



Multi purpose cash grants

As a result of the needs assessment conducted by the Humanitarian Observatory, it was identified that more than half of the people surveyed (54.90%) adopted adaptation strategies to cope with the loss of income, which evidences the direct economic impact of the emergency. In this context, 19.70% lost their source of work and 16.40% reported the loss of work tools, affecting their ability to generate income. To alleviate this situation, the main support strategies identified were family support (48.20%) and the help of neighbors and friends (41.70%), highlighting the reliance on informal networks to cope with the crisis. Regarding material losses, 92.6% of the people surveyed reported having lost essential goods, the most affected being clothing and bedding (78.30%), mattresses (75.60%) and kitchen items (57.30%). In addition, 43% reported the loss of refrigerators, affecting the preservation of food and medicines. A total of 37.30% lost work tools, which directly affected informal workers and self-employed workers. Finally, 15% mentioned the loss of large furniture, household appliances and vehicles, reflecting the structural damage to homes and the magnitude of the flooding suffered.

The implementation of a multipurpose cash transfer program represents a fundamental complementary strategy. This program will allow families to acquire, in the near future, the priority materials for the reconstruction of their homes, providing them with a significant degree of autonomy and choice in the acquisition of the most appropriate supplies for their specific needs.



Health

Drinking water service in several sectors of Bahía Blanca was severely affected, leaving thousands of people without access to this essential resource. This situation increased the risk of waterborne diseases such as leptospirosis, hepatitis A and gastrointestinal diseases.

The assessment of the Humanitarian Observatory in Bahía Blanca revealed a significant change in the patterns of access, treatment and storage of water as a consequence of the flood. Of the people surveyed, 61.80% reported having changed their usual water source from tap water (87.7% before the event) to bottled water (94.2% after the event), an emergency strategy which, although it reduces the health risk, implies additional costs and dependence on external assistance. This change reveals a breakdown in the availability, accessibility and/or safety of water resources in the domestic environment, either due to contamination of the network, flooding of facilities, or loss



of storage infrastructure. In addition, only 27.60% of people (237 households) adopted new water treatment practices, which leaves a large sector of the population (72.40%) at risk of consuming water without the necessary guarantees of safety, especially in a context where 35% of the people affected have registered gastrointestinal diseases. In terms of storage, a decrease in capacity was observed at the household level: while 65.50% used a family tank before the flood, now only 36.70% maintain this practice, while those who use small reservoirs went from 18.30% to 39.30%, those who have access to a community tank went from 7.40% to 3.9% and those who do not have a storage place went from 11.8% to 8.30%. This reduction in storage capacity, coupled with limited access to safe sources and adequate treatment practices, increases the risk of waterborne diseases, highlighting the need to continue guaranteeing access to safe water.



Water, Sanitation And Hygiene

The emergency caused serious damage to the health system of Bahía Blanca, particularly at the Penna Hospital, the main referral center in the region, whose subsoil collapsed, forcing the evacuation of critical areas such as the emergency room and neonatology, which compromised its capacity to provide emergency medical care. In addition, the municipal health centers suffered damage to medical equipment, consumables and medicines, limiting their operational capacity and prioritizing only emergency care. Although outpatient consultations were reestablished on 13/03/2025 in all health facilities, at the Penna Hospital surgeries were rescheduled for April and academic activities were suspended until 31/03/2025, concentrating all resources on health care.

The accumulation of stagnant water has favored an increase in the mosquito population density. However, to date, local health authorities have not identified an increase in the incidence of mosquito-borne diseases.

As a result of the needs assessment of the Humanitarian Observatory, it was revealed that gastrointestinal diseases were the most prevalent among the affected population, reported by 35.30% of the people surveyed. This situation was directly related to the consumption of contaminated water, inadequate food handling and overcrowded conditions in evacuation centers and flooded houses, manifesting in symptoms such as diarrhea, vomiting and dehydration. Secondly, 19.20% of people reported dermatological diseases, such as rashes and fungi, caused by prolonged contact with stagnant water, mud and wet clothes, especially in contexts without access to showers or adequate hygiene conditions. Finally, respiratory diseases affected 11.20% of the population, favored by persistent humidity, polluted air, poor ventilation and the concentration of people in improvised shelters. These results show the health impact of the emergency and highlight the need to strengthen health prevention and response measures.

It should also be noted that the number of accidents involving both people affected by the flooding and first responders mobilized to rescue the victims increased. The flood damaged emergency ambulances, causing the temporary disarticulation of the pre-hospital systems, resulting in delays in the care of patients with medical emergencies and traumatic emergencies.

The repair and rehabilitation stage after the storm was also characterized by a precarious environment, where injuries and accidents were common, demonstrating that it is crucial to have first aid kits to adequately attend to injuries caused by accidents that occurred during the reconstruction process.

It is advisable to implement first aid training programs for community members in order to guarantee immediate and adequate attention to injuries in emergency situations in order to protect the physical integrity of the affected families.



Protection, Gender And Inclusion

After the needs assessment, it became evident that, in the initial stage of the flood, 25.30% of the people reported having been housed in evacuation centers. It should be noted that most of them were informal and self-managed spaces, without protocols or structures to ensure safety, hygiene, accessibility for people with specific needs, with no gender-differentiated spaces or specific resources for pregnant women and children under 5 years of age. Regarding the socio-labor situation, while 19.7% reported job loss, 16.40% lost labor tools. In many cases, this situation occurs among people with informal jobs, workers in private homes, heads of households or young people without social protection, which deepens pre-existing inequalities and makes it difficult for people in situations of exclusion to recover their livelihoods.

The emergency had a differentiated impact on the health of the population according to sex and age group. Cases of urinary and vaginal infections, anxiety, panic attacks and symptoms compatible with post-traumatic stress disorder were reported affecting women, adolescents and the elderly due to the conditions in the temporary shelters, exposure to contaminated water and the stress produced by the situation.





Education

The impact of the floods on the educational system of Bahía Blanca has been profound. Numerous educational establishments have suffered structural damage, having lost equipment, desk materials, teaching materials and other supplies.

Among the most urgent emerging needs are the replacement of school materials, the provision of safe spaces for learning and recreation, and measures to prevent and deal with accidents that may occur during the repair of school infrastructure.



Community Engagement And Accountability

Since the beginning of the emergency, the affected communities have expressed a strong need to be informed, to participate actively in decision making and to have accessible channels to express doubts, concerns or complaints about the assistance received.

During the first field surveys, it became evident that many people were unaware of the scope of humanitarian aid available from both the National Society and the plans of the National and Provincial Governments, the selection criteria for this aid and how to access it.

In this context, the need to strengthen community communication mechanisms, create spaces for active listening, and promote accountability instances that legitimize the humanitarian response and strengthen trust between organizations and communities are identified as priorities.

It is essential to ensure that affected people are not only passive recipients of assistance, but that they are able to influence, express their opinions and provide permanent feedback to the process, thus ensuring that the operation responds effectively to their real needs and changing priorities.

Any identified gaps/limitations in the assessment

During the reporting period, no gaps in the assessments have been identified.

Operational Strategy

Overall objective of the operation

Through this Action Plan, the Argentine Red Cross aimed to provide comprehensive humanitarian assistance to vulnerable families affected by the floods in Bahía Blanca, especially in the areas of General Cerri and Ingeniero White. At the end of the operation, 1,000 families (approximately 5,000 people) are expected to be reached through Multipurpose Cash Transfers, Health and Water, Hygiene and Sanitation actions.

Operation strategy rationale

The operation's strategy is based on protection criteria, prioritizing attention to the most vulnerable people, such as women with children, households with people with disabilities, people over 60 years of age and people with chronic diseases. This prioritization responded to the rapid field assessments and the analysis of the National Monitoring Team (ENMO), which identified these groups as the most affected by the floods.

The Action Plan has been structured in four key sectors:

1. Multipurpose Cash Transfers: providing direct financial support to affected families to restore their financial autonomy. This strategy was selected after a feasibility analysis and community consultations, prioritizing families with severe housing damage, loss of livelihoods and those who have not received support from other organizations.

Health: Implement first aid, distribution of community health kits and health promotion. These actions seek to reduce immediate health risks and strengthen community response capacity, especially in areas with limited access to health services.

3. Water, Sanitation and Hygiene (WASH): Distribute hygiene kits, filters and water purification tablets (under the National Society's Emergency Action Plan), in addition to promoting hygiene, water management and basic sanitation practices. This strategy focuses on



preventing waterborne diseases and ensuring access to safe water for the most affected families.

4. Community Engagement and Accountability (CEA): Ensure that communities actively participate in the design, implementation and monitoring of the operation, promoting transparency and continuous improvement through meetings, surveys and focus groups.

The choice of these strategies has responded to the needs identified in the rapid assessments and fits the context of the emergency, characterized by massive damage to homes, loss of livelihoods and health risk. In addition, the post-flood inflationary impact has been considered, ensuring that cash transfers are sufficient to cover the basic needs of affected families.

Targeting Strategy

Who will be targeted through this operation?

The operation focuses on providing assistance to 1,000 families (equivalent to 5,000 people) , primarily in General Cerri and Ingeniero White. Priority was 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 were 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 (including "management")

Does your National Society have anti-fraud and corruption policy?	No
Does your National Society have prevention of sexual exploitation and abuse policy?	No
Does your National Society have child protection/child safeguarding policy?	No
Does your National Society have whistleblower protection policy?	No
Does your National Society have anti-sexual harassment policy?	No

Please analyse and indicate potential risks for this operation, its root causes and mitigation actions.

Risk	Mitigation action
Staff and volunteer attrition and fatigue.	<p>A staff rotation system is implemented and psychosocial support is provided for the well-being of the teams.</p> <p>The National Society rents a property that, in addition to being used as a base of operations, serves as accommodation for the volunteers deployed. This base has the necessary conditions for the volunteers to eat, rest, and engage in recreational activities.</p> <p>A person is deployed to ensure the well-being of the volunteers deployed in Bahía Blanca, both physically and mentally.</p> <p>Psychosocial support activities are provided after field activities.</p>
Coordination Challenges / Duplication of efforts among humanitarian actors	<p>Through the EOC, regular meetings and real-time information exchange between the stakeholders involved ensured a rapid and effective response.</p> <p>An EOC was established in General Cerri to coordinate operations in this sector, improving interinstitutional coordination and response capacity and avoiding duplication of response efforts, ensuring that resources are distributed efficiently.</p> <p>The National Society participated in the Crisis Committee of the Provincial Government, an inter-institutional space for coordination among the organizations involved in the response to the flood in Bahía Blanca.</p>
New rains or storms that hinder operational logistics.	<p>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.</p>
Volunteers exposed to the risk of vector-borne diseases.	<p>Protective equipment necessary for the activity is provided (appropriate uniforms, repellents, insecticides).</p> <p>The person in charge of volunteer welfare carries out continuous health surveillance of the deployed personnel.</p> <p>There is direct coordination with local health authorities to monitor the epidemiological situation of mosquito-borne diseases in order to establish measures to mitigate the risk of contagion to the volunteers deployed.</p>
Delays in receiving required humanitarian aid items.	<p>Compliance with the logistical procedures and standards outlined in the procurement/transfer strategy for inputs to meet the established operational deadlines.</p> <p>Advocacy is carried out with the corresponding instances of the IFRC Secretariat in order to facilitate the arrival of VISA cards to the Argentine Red Cross.</p>
Inflation and market instability	<p>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.</p> <p>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.</p>
Misinformation and rumors regarding the multipurpose cash assistances. This could potentially lead to tensions between targeted and not targeted population	<p>A clear and transparent communication strategy was applied.</p> <p>Meetings are organized with community referents (community members, leaders and representatives of vulnerable groups)</p>

	<p>explaining the working logic and the eligibility criteria used by the National Society in this operation.</p> <p>Through the National Society's Communication Secretariat, continuous monitoring of social networks is carried out, making it possible to identify and clarify rumors.</p> <p>A WhatsApp number has been set up to answer doubts and rumors about the National Society's operation.</p> <p>In the field activities there is an information area where the doubts of the community regarding the operation are answered promptly.</p>
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.
<p>Please indicate any security and safety concerns for this operation:</p> <p>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.</p> <p>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.</p>	
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	Actual
# of families reached with Multipurpose Cash Assistance	1,000	921
# volunteers trained on CVA	30	71

Progress Towards Outcome

The National Society conducted a feasibility analysis to assess the suitability of implementing MPC programmes in this emergency, through 1,998 household surveys. Based on this, it was determined that IFRC VISA cards could be delivered to flood-affected families for multipurpose use, as the needs were highly diverse. These cards were intended for purchasing food, replacing lost household items, repairing homes, or cash withdrawals at ATMs across Buenos Aires Province, with a value of USD 380 per family.

Surveys in General Daniel Cerri included PGI criteria and were conducted either in person (at School No. 510 or at affected families' homes) or by phone to ensure equitable access. From the 1,998 surveys, 1,000 families were selected based on pre-defined eligibility criteria.

Due to the extended survey period (approx. 20 days), some households received other forms of aid from community organisations

during this time. As a result, the criterion of excluding families who had received other aid was waived to maintain fairness.

By 15 May, 921 cards were distributed across three rounds:

General Daniel Cerri, 29 March: 238 families

General Daniel Cerri, 6 April: 142 families

General Daniel Cerri, 11 May: 541 families

Various feedback mechanisms were activated (WhatsApp, email, phone, and Monday platform) to answer questions and track community perceptions. WhatsApp was the most frequently used channel. Mass WhatsApp communications were explored but were limited due to the need for a business account.

Over 85 volunteers from Bahía Blanca and other NS branches supported coordination, data handling, and distributions. On 9 May, IFRC surge staff and NS distribution leads held a webinar on MPC basics, PGI, and CEA, reaching 71 participants.

Two representatives (one from IFRC Surge, one from the NS) received training on the Onbe VISA card management platform, significantly improving the activation and expense monitoring process.

Identified challenges:

Delays in May distributions due to DHL's failure to process IFRC's diplomatic exemption, leading to tax charges and about a one-week delay.

High ATM withdrawal fees: Beneficiaries were advised to use the cards in shops to maximise value.

Cards were deactivated on 30 April. Some balances remained unused. Prior to expiry, the NS contacted beneficiaries with balances over USD 100 to encourage full usage. (Pending decision on whether to reissue or reallocate these funds).



Budget: CHF 29,990

Targeted Persons: 5,000

Indicators

Title	Target	Actual
# of people reached with first aid and pre-hospital care	2,500	1,162
# of people reached by the National Society's Community Health Promotion	4,000	26
# of community first aid kits distributed to local health facilities	40	40

Progress Towards Outcome

First aid attention

From the first hours after the event, the National Society's teams from the branches in Necochea, Tandil, Buenos Aires, Mar del Plata, several of the Buenos Aires Metropolitan Area and the Argentine Red Cross headquarters (108 people including volunteers and staff) were mobilized to the areas most affected by the flood, in coordination with state agencies and volunteer firefighters, to provide rescue and humanitarian aid. In General Daniel Cerri, Ingeniero White and Bahía Blanca, immediate attention was provided to people with minor injuries, skin wounds, minor trauma, medical emergencies and acute emotional crises.

This care was key at a time when the health system was collapsed, with infrastructure and ambulances damaged by the flood. First aid actions not only made it possible to contain urgent health situations, but also to opportunistically refer people with a higher level of



complexity to health care centers, prioritizing pregnant women, people with disabilities and elderly people with decompensated chronic pathologies.

Given the characteristics of the disaster, first aid care was also provided to the members of the first response teams assigned to help those affected by the floods. They were mainly treated for minor to moderate traumatismos that occurred during the course of their humanitarian work.

Each team had standardized equipment (gloves, gauze, dressings, scissors, antiseptics (iodine-povidone), blood pressure monitors, bandages, flashlights, among others), followed the prehospital care protocols established by the National Society and maintained constant communication with the local health network. The interventions were carried out respecting the principles of confidentiality, informed consent and protection of sensitive data.

It is important to note that a high percentage of first aid services were provided during the most critical days of the disaster, so there is no individual registry that would allow characterization by sex and age.

During the first weeks after the disaster, services were provided to 1146 people in the towns of General Cerri, Ingeniero White and Bahía Blanca. These services were broken down as follows:

General Daniel Cerri:

- Support in sanitary transfers: 194 people attended.
- First aid assistance to affected people: 612 people assisted.
- First aid support to first responders: 95 people attended.

Ingeniero White:

- Support in sanitary transfers: 11 persons attended.
- First aid support to affected people: 150 people assisted.
- First aid support to first responders: 30 people attended.

Bahía Blanca - Downtown:

- Support in sanitary transfers: 4 people attended.
- First aid assistance to affected people: 40 people assisted.
- First aid support to first responders: 10 people assisted.

Funds from the operation were used to replenish consumables, supplies and other first aid equipment used by the branches deployed during the first aid interventions described above.

During the multipurpose transfer VISA card distribution activities, a first aid station was set up to provide attention to possible medical emergencies and injuries that the people attending these activities might present. As a result of the implementation of this post, 16 people have been reached:

General Daniel Cerri

- 2nd Distribution of VISA cards: 2 people attended.
- 3rd Distribution of VISA cards: 14 people attended.

In total, up to 15 May, 1,162 people have been provided with first aid.

Distribution of community first aid kits

In order to strengthen local capacities to respond to accidents during the post-flood rehabilitation and reconstruction period, the Argentine Red Cross designed and distributed 300 community first aid kits. These kits were delivered to educational institutions, community organizations, neighborhood organizations and previously trained community leaders.

Each kit included essential supplies for minor emergencies.

To guarantee their correct use, their replenishment, and their articulation with the formal referral circuits of the health system, the people who received the kits were trained by the National Society. This approach not only decentralized the response, but also strengthens community resilience in the face of future contingencies, promoting safer and more prepared environments.

So far, 300 first-aid kits have been distributed to primary and secondary schools in Bahía Blanca and to different social centers. Of these, 260 correspond to the actions previously planned by the National Society and 40 correspond to the current DREF operation.

Health Promotion and Disease Prevention

The post-flood epidemiological analysis revealed a high risk of outbreaks of communicable diseases associated with contaminated water and vector-borne transmission.

In this context, and in coordination with the National Society's Health Secretariat, a health promotion strategy was developed to inform and raise awareness among local actors on measures to reduce the risk of emergence or increase of communicable diseases. This strategy included:

Training of Bahía Blanca branch volunteers in health promotion, water, and sanitation, based on the guidelines of the Argentine Red Cross and the Community-Based Health and First Aid (CBHFA) strategy;

Community training led by trained volunteers, targeting key actors such as neighborhood councils, community kitchens, social clubs, and other local organizations;

Promotional activities such as health fairs, neighborhood clean-up days, door-to-door campaigns, and distribution of educational materials.

This tiered approach aims to optimize available resources, ensure the sustainability of actions, and deliver key messages to the community. The content of these activities was developed by the National Society's Health Secretariat and has been culturally adapted and contextualized for diverse populations, including children, older adults, migrants, and persons with disabilities. Additionally, community training activities will incorporate a gender-sensitive approach, involving women caregivers and female heads of households, to empower their role in community health care. These activities will be conducted in person between June and July 2025.

Parallel to the distribution of health kits, it is worth highlighting that health promotion sessions were held, reaching a total of 26 people.



Water, Sanitation And Hygiene

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

Indicators

Title	Target	Actual
# of people reached with hygiene promotion activities	5,000	3,400

Progress Towards Outcome

Hygiene Promotion Activities During the Distribution of Water and Sanitation-Related Kits
As part of the Emergency Action Plan, the Argentine Red Cross distributed 1,418 cleaning kits and 971 hygiene kits, reaching 2,550 people through the delivery of water filters and purification tablets. The beneficiaries were families who had lost access to the public water network or whose household systems had become inoperable. These distributions were concentrated in the locality of General Daniel Cerri.

During the door-to-door distribution activities, hygiene and sanitation promotion sessions were held, focusing on key messages such as handwashing, water treatment, and maintenance. These activities were disaggregated as follows:

- General Daniel Cerri, 14 March – 104 families reached
- General Daniel Cerri, 15 March – 265 families reached
- General Daniel Cerri, 16 March – 214 families reached
- General Daniel Cerri, 17 March – 51 families reached
- General Daniel Cerri, 20 March – 16 families reached
- General Daniel Cerri, 21 March – 16 families reached
- General Daniel Cerri, 22 March – 14 families reached



In total, the Argentine Red Cross reached 680 families (approximately 3,400 people) through direct educational actions, contributing to the reduction of gastrointestinal, dermatological, and respiratory disease risks, which were widely reported during the first weeks of the emergency.



Protection, Gender And Inclusion

Budget: CHF 0

Targeted Persons: 250

Indicators

Title	Target	Actual
# of staff and volunteers that completed the sessions	30	0
# of people reached by protection, gender, and inclusion messages	250	0
# of RCRC staff and volunteers trained on prevention and protection of sexual exploitation and abuse, and child safeguarding	30	71
Needs assessment on protection, gender, and inclusion	1	1

Progress Towards Outcome

The Argentine Red Cross integrated the Protection, Gender and Inclusion (PGI) approach in a cross-cutting way in all phases of response to the flood emergency in Bahía Blanca, recognizing that emergencies affect vulnerable population groups in a differentiated way and that effective assistance must be focused on dignity, equity and access without discrimination.

The comprehensive evaluations collected by the National Society and analyzed by the Humanitarian Observatory, collected data disaggregated by age, gender, disability, health situation and household composition, which made it possible to identify conditions of aggravated risk in households headed by women or with families with members such as older adults, people with special abilities, families with children, and people with chronic illnesses .

The interventions in health, water and hygiene included differentiated prioritization criteria, ensuring that these groups could access the available resources equitably and safely. The MPC distributions established as part of their eligibility criteria to prioritize families whose heads of household are single women with people under 5 years of age in their care, families made up only of people over 60 years of age, families where there is at least 1 pregnant person, older adults, people with chronic diseases and/or people with special abilities.

- National webinar, May 9, 71 people reached.

During the distributions of the VISA cards, the Argentine Red Cross set up a safe space (with a roof, chairs and hydration) where the elderly, pregnant women, mothers and fathers with children under two years of age and people with reduced mobility could receive the VISA card without having to go through the circuit established by the National Society to obtain the card. Within this framework, distance training on CVA was carried out for 71 volunteers of the National Society on minimum standards for PGI in emergencies, promoting good practices of dignified treatment and active listening.

- Evaluation

In order to have a status of PGI's needs, as detailed above, this perspective was integrated into the multisectoral assessment carried out at the beginning of the operation. In this way, the different perspectives in which the population has expressed their needs during the emergency were considered.



Community Engagement And Accountability

Budget: CHF 4,686

Targeted Persons: 5,000

Indicators

Title	Target	Actual
% of respondents who feel that National Society support/services meet their most critical needs and provide valuable assistance.	80	0

Progress Towards Outcome

The implementation of the Community Engagement and Accountability (CEA) approach was a cross-cutting axis in the entire response of the Argentine Red Cross to the floods in Bahía Blanca.

Since the beginning of the emergency, concrete mechanisms were put in place to ensure that affected individuals and communities could actively participate in decision-making, express their needs, and receive clear and timely information about available services, selection criteria, and the progress of humanitarian operation.

This participation materialized through meetings with municipal authorities, personnel from the education and health areas and consultations during surveys in community spaces where objectives, working methods and communication channels were shared.

The CEA strategy included the installation of multiple feedback mechanisms, such as a WhatsApp line, an email account and a telephone line at the headquarters of the National Society. These inputs made it possible to adjust the contents, formats and delivery modality of the different components of the response, thus ensuring a better adaptation to local realities.

This strategy was particularly useful for CVA activities, as through these communication channels people were contacted several times to inform them that they were beneficiaries of the VISA card. It also served so that people who had been relieved, but who did not obtain the benefit, could have clear information about the reason they did not obtain the VISA card.

After the delivery of the card, these communication channels served to clear up doubts regarding the use of the VISA card, such as expiration date, type of purchases that could be made, current balance on the cards, PIN number, among others.

In the face-to-face activities of the National Society, an information space was also established where, on the one hand, people who were not beneficiaries with the cards were explained the criteria used to select beneficiaries and, on the other hand, information was provided on the activities carried out by the National Society in response to the adverse event

Finally, in coordination with the Communication Secretariat of the Argentine Red Cross, best practices and elements to be improved in the implementation of CEA activities will be systematized.



Secretariat Services

Budget: CHF 9,953

Targeted Persons: 0

Indicators

Title	Target	Actual
Field monitoring missions	5	4
Session on PMER	1	0

Progress Towards Outcome

The IFRC provided a set of technical, operational and strategic support services for the development of the Emergency Action Plan led by the Argentine Red Cross. They included support in the overall management of the operation, its financial execution and its monitoring to ensure the quality of the results achieved.

As part of this accompaniment, the Deputy Director of the Regional Office and the head of the CCD of the Southern Cone carried out 1 field monitoring mission during April to the areas affected by the emergency. This visit was carried out in coordination with the local and national teams of the Argentine Red Cross, and its main purpose was to monitor the implementation of operational activities, analyze the relevance of the strategies adopted and assess the needs present in the affected communities. The mission included interviews with beneficiaries, review of technical documentation and direct observation of the adverse consequences of the flood. Along the same lines, the MPC Officer carried out 3 monitoring missions during her deployment to provide technical support to the National Society in the implementation of this program, as well as to ensure the correct performance of the training and the design of post-distribution monitoring.



National Society Strengthening

Budget: CHF 89,877

Targeted Persons: 0

Indicators

Title	Target	Actual
# of volunteers provided with adequate protection, safety, and support equipment for the emergency.	100	121
# of lessons learned workshops conducted.	1	0

Progress Towards Outcome

The operation carried out by the Argentine Red Cross in response to the floods in Bahía Blanca was not only focused on meeting the urgent needs of the affected population, but also on strengthening the institutional and operational capacity of the National Society itself, providing the volunteers deployed during the operation with a safe, comfortable and dignified environment, in addition to providing them with equipment, supplies, means and transportation that allow them to function adequately in the field.

This was key to guaranteeing a safe, efficient and sustainable intervention, to provide the population with a service with quality and warmth, allowing consolidating learning that allows improving preparedness and response to future emergencies in the country.

One of the operational priorities was to ensure the safety, security and well-being of the mobilised volunteers, recognising their essential role in each phase of the response. Within this framework, 121 volunteers were provided with Red Cross uniforms, personal protective equipment, repellents and personal hygiene elements, to reduce physical risks, preserve health and facilitate their work.

This process reached the 219 volunteers deployed in Bahía Blanca, which operated during the floods and in the development of the activities contemplated in the operation. In addition to the equipment, spaces for rest, food, psychosocial support, transportation and direct communication channels with the national technical teams were guaranteed to attend to any critical situation during the operational days.

On the other hand, to support response actions in the field and in terms of support services, both a Field Coordinator and a Financial Officer were supported.

About Support Services

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

During the operation, the Argentine Red Cross mobilized a total of 219 volunteers and headquarters personnel with a total of 1,324 participations, belonging to the Bahía Blanca, Necochea, Tandil, Mar del Plata branches and various branches in Buenos Aires, Santa Fe and Salta. The operational response was deployed in a phased manner from 7 March and remained active throughout the phases defined in the Emergency Action Plan.

Does your volunteer team reflect the gender, age, and cultural diversity of the people you're helping? What gaps exist in your volunteer team's gender, age, or cultural diversity, and how are you addressing them to ensure inclusive and appropriate support?

The volunteer team reflected the diversity of gender, ages and cultural belongings of the communities assisted.

Approximately 70 per cent of the volunteer staff deployed were women, many of them with previous experience in similar operations. Young volunteers with technical profiles in first aid, psychosocial support, logistics, and administration were also integrated. In addition, volunteers from Bahía Blanca and branches of the Buenos Aires province were incorporated, which allowed for culturally sensitive interaction, strengthening the community's trust in the National Society's operational teams.

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

In relation to the Movement's support, staff from the IFRC's Surge mechanism were deployed, including a MPC Officer who provided accompaniment in activities related to cash transfer via VISA cards and an Operations Manager who supported the implementation, monitoring and reporting of the operation. Both people were integrated into the National Society team that worked on the activities of the operation.

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, were 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 were 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 monitoring of the operation was carried out constantly through monitoring tools developed by the PMER area (Planning, Monitoring, Evaluation and Reporting), including physical-financial progress matrices, weekly field reports, post-distribution surveys, analysis of key indicators and community feedback. The information has been systematized and analyzed in technical meetings of the team in charge of implementing the activities of the 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 managed 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)

Through the national #DonaPorBahíaBlanca campaign, support was mobilized from civil society and the private sector, generating more than \$1,000,000,000 in donations.

In this sense, 20 contents were developed for the media, social networks making visible testimonies, achievements and challenges of the operation, always safeguarding the dignity of the people affected.

<https://www.facebook.com/CruzRojaArg>

<https://x.com/CruzRojaArg/status/1912647348502560941>

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Budget Overview



DREF OPERATION

MDRAR023 - Argentine Red Cross Argentina: Floods

Operating Budget

Planned Operations		400,091
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
Enabling Approaches		99,831
Coordination and Partnerships		0
Secretariat Services		9,953
National Society Strengthening		89,877
TOTAL BUDGET		499,921

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](#)

