

Central Asia
Logframe matrix 2006-2007, revised
Humanitarian values programme

	Indicators	Sources of verification	Assumptions and Risks
<p>Overall Goal: Central Asian vulnerable groups are less exposed to any type of discrimination.</p>	<ul style="list-style-type: none"> • Improvement in communities' attitude towards vulnerable groups. • Stronger civil society • Fewer reported cases of social exclusion and discrimination. • Improved links between the Red Crescents and communities. 	<ul style="list-style-type: none"> • State statistics reports • Human Development Report • Local non-governmental organizations' (NGOs) and media reports 	<p>Assumptions:</p> <ul style="list-style-type: none"> • Support and acceptance from local communities • National Societies' commitment <p>Risks:</p> <ul style="list-style-type: none"> • Misinterpretation of Red Cross and Red Crescent messages
<p>Programme Objective: The Central Asian Red Crescent Societies have capacity to promote Fundamental Principles and humanitarian values, so as to avert discrimination and stigmatization in communities.</p>	<ul style="list-style-type: none"> • National societies' (NS) staff and volunteers are well trained to disseminate the Movement's principles and values • Red Crescent partners have clearly understood the Red Cross Red Crescent position and commitment to avert any type of discrimination through promotion of the Movement's principles and values. • The level of community and Red Crescent partners' awareness on marginal groups' needs has increased. 	<ul style="list-style-type: none"> • Monitoring conducted by NS and Federation 	<ul style="list-style-type: none"> • National Societies' commitment and support at headquarters and branch level • Sufficient financial and technical support through Federation network • Effective coordination with dissemination programme within the NS

<p>Expected Result 1</p> <p>Understanding of humanitarian values within the national societies is increased.</p>	<ul style="list-style-type: none"> • By the end of 2007, minimum 160 newly hired staff in four NS (of Kazakhstan, Kyrgyzstan, Uzbekistan and Turkmenistan) has obtained knowledge about implication of Principles and values in practical actions. 	<ul style="list-style-type: none"> • NS reports • Federation programme monitoring/evaluation reports • Federation and ICRC meeting reports 	
<p>Expected Result 2</p> <p>The Central Asia national societies' profile and image as open humanitarian organizations that counter intolerance and violence in communities have improved.</p>	<ul style="list-style-type: none"> • By the end of 2007, CA NS have reached decision making state agencies promoting respect to human dignity and culture of tolerance towards groups affected by HIV/AIDS and TB related stigma and gender linked discrimination. • By the end of 2007, CA NS have invited organizations based in the region to joint implementation of activities aimed to address vulnerability in targeted communities. • By the end of 2007, CA NS in four countries have increased community awareness on the Red Cross Red Crescent firm commitment to fight discrimination of vulnerable groups and individuals. Relevant issues have been highlighted through national 	<ul style="list-style-type: none"> • Reports of Movement partners meetings • News reports and features in national press • Audio and video reports in national media • News reports and articles released through Federation publications and web site. • Target groups survey 	

	<p>press, radio and TV on regular base.</p> <ul style="list-style-type: none"> • By the end of 2007, about 5,000 young people within and outside the Red Crescent have got involved into debates initiated by the RC societies on practical steps needed to oppose any types of discrimination witnessed among youth in four countries. • During 2007 four CA NS have each involved about 10 persons affected by abuse or vulnerability into national activities, such as poster contest titled “Other side of the world” . 		
<p>Expected Result 3</p> <p>The dissemination and communication capacity of Red Crescent provincial branches has been developed, so as to provide communities broader access to key Movement messages and activities on the grass-root level.</p>	<ul style="list-style-type: none"> • By the end of 2007, capacity of the regional RC communication network of 16 officers in four CA NS has enhanced. This has been proved by the following: <p>Contacts with partner organizations and local media have been extended in pilot areas;</p> <p>At least two new stakeholders in each pilot area have been involved in cooperation with the local Red Crescent branch making a total of 24 in the region;</p>	<ul style="list-style-type: none"> • NS staff list • NS report • Media review 	

	Volunteers of different ethnic groups, religion and sex have been engaged. The number of recruited volunteers in each pilot branch has increased 1.5 times		
Activities in 2006 - 2007	Resources	Sources	Preconditions
<p>Expected Result 1:</p> <p>1.1 Conduct at least three sessions during national training for newly hired staff of each of four NS provincial branches on Movement's role in promotion of its Fundamental Principles and humanitarian values through integration between programmes.</p> <p>1.2 Produce NS's newsletter quarterly, to keep the RC staff in HQ and branches updated on progress in key NS activities and best practices on national level. In total, 16 issues in four countries have been produced annually.</p> <p>1.3 Translate into Russian language and copy the "Help-man" cartoon produced by the German RC, to be used for further education of the RC branches' staff and volunteers on the Movement Fundamental Principles.</p> <p>1.4 Continue Federation technical support to the CA NS communication units at national level.</p>	<ul style="list-style-type: none"> • Human resources (NS and Federation staff, volunteers) • Administrative costs • Equipment • Training facilities rental costs (jointly with other programmes) • Printing, photo, video and audio costs (jointly with other programmes) • Translation and copying costs (jointly with other programmes) • Technical expertise • Posting 	<ul style="list-style-type: none"> • Appeal 2006-07 (Shared budget of humanitarian values and disaster management, health and care, programmes) • CA NSs 	<ul style="list-style-type: none"> • CA NS and their leadership maintain current level of expertise and creativity in promotion of Fundamental Principles and humanitarian values • Participation of youth leaders and volunteers in dissemination

<p>1.5 Continue production of the regional newsletter “Compass” in English and Russian languages once in 2006 (2,500 copies), on quarterly basis in 2007 (5,000 copies).</p>			
<p>1.6 Communication officers of four NS annually participate in at least three thematic training sessions on core programmes so as to increase their awareness and work efficiency.</p>			
<p>Expected Result 2: 2.1 Assess the level of awareness among relevant state agencies on the Movement role and NS commitment to fight discrimination and promote tolerance, understanding and respect to diversity; elaborate a questionnaire and distribute it among governmental agencies which work in partnership with four CA NS. The questionnaire is elaborated and target groups are identified by the end of 2006. The assessment is carried out by independent experts in April 2007 on national level. 2.2 By April 2007 update four CA NS presentations kit which compiles NS profiles, data and facts, information, audio and video</p>	<ul style="list-style-type: none"> • Human resources (NS and Federation staff, volunteers, beneficiaries) • Administrative costs • Equipment • Training facilities rental costs • Printing, photo, video and audio costs • Translation and copying costs • Technical expertise • Postage • Logistics costs 	<ul style="list-style-type: none"> • Appeal 2006-07 (Shared budget of disaster management, health, humanitarian values and youth programmes) • CA NSs • ICRC 	<ul style="list-style-type: none"> • CA NSs commitment • Volunteers’ involvement • Integration between CA NSs key programmes • RC partners willingness to cooperate • Regular contacts and cooperation with ICRC • Discounts negotiated for television and radio broadcast

materials reflecting key activities.			
2.3 Continue updating four CA NS web sites highlighting all key activities.			
2.4 Develop, update and expand the network of media contacts and compile a comprehensive database of key media contacts in four countries.			
2.5. Maintain and expand the flow of publicity, including press-releases, photographs, and video footage for contacts in the international and national media in four countries.			
2.6 In 2006 develop and implement communication campaigns at national and provincial levels to highlight 80 th anniversary of the Kyrgyzstan and Turkmenistan RC societies through: conferences and meetings with NS partners and media in Kyrgyzstan; NS history book production, poster design, printing and distribution, public actions in Turkmenistan.			
2.7 In 2007 develop and implement an information campaign at national and provincial levels to highlight 70 th anniversary of the Kazakhstan			

<p>RC society through a video, printing materials and souvenirs production.</p>			
<p>2.8 Carry out two DOTS promotion campaigns to support CA NS TB prevention programme through: Round table sessions for local donors and partners (raising awareness and funds) in Kazakhstan/Aktobe city, Kyrgyzstan and Turkmenistan; Highlighting the issue on national level through five radio programmes in 2006 in Uzbekistan, 10 radio programmes in 2006-07 and video production in 2006 in Kyrgyzstan.</p>			
<p>2.9 Carry out two anti-stigma campaigns related to HIV/AIDS through actions with PLWHA and volunteers' involvement: Photo gallery mobile exposition across the country in Kyrgyzstan; Three debate clubs on TV and in RC youth centres in Uzbekistan in 2006 and five in 2007; Three debate clubs on TV and in RC youth centres in Kyrgyzstan in 2006 and three in 2007 Poster contest in 2006 and wall calendar production in 2007 in Kazakhstan, Kyrgyzstan and</p>			

<p>Uzbekistan; Production and demonstration of video through mobile cinema in 7 district centres of Kyrgyzstan over two years; Two youth performances “You can not get AIDS...” in Turkmenistan.</p>			
<p>2.10 In each of four countries carry out two image promotion campaigns devoted to the World Red Cross Red Crescent Day through: Round table sessions for RC partners on national level; Press briefings.</p>			
<p>2.11 In each of the four countries launch the World Disasters Report (for 2006 and 2007) on national level, translate the Report’s Summary into Russian language and print 600 copies annually.</p>			
<p>Expected result 3 3.1 Hold a regional meeting for four NS communication officers from HQs and pilot branches in 2006 and 2007 on practical aspects of dissemination and communication work.</p>	<ul style="list-style-type: none"> • Human resources • Training facilities and materials • Technical expertise • Salary support • Administrative costs • Copying and translation costs 	<ul style="list-style-type: none"> • Appeal 2006-07 • NSs 	<ul style="list-style-type: none"> • CA NS headquarters and pilot branches’ leadership involvement • Traditional support of RC activities from local business structures • Active volunteers involvement
<p>3.2 In 2006 hold a training “Public Relation as a tool for successful fund-raising” for the newly hired</p>			

<p>staff in Kazakhstan and Uzbekistan NS; in 2007 – in each of four NS. Involve external PR specialists as training facilitators.</p>			
<p>3.3 Attract contributions for technical support of communication officers in HQ and pilot branches of four NS (equipment, spare materials).</p>			
<p>3.4 Develop a regional network of communication officers of four NS through joint preparation of actions on national or regional level, including those devoted to different calendar events. Organize experience exchange visits between pilot branches.</p>			
<p>3.5 Four CA NS communication officers in HQ provide regular technical assistance and information support essential for the effective operation on the ground level to their colleagues in branches.</p>			
<p>3.6 Carry out programme monitoring in four countries, regional mid-term evaluation in December 2006, and final evaluation in November 2007.</p>			