

# Plan 2009-2010



## East Asia Region

### Executive summary

There are five nations within the East Asia region: Mongolia, China, the Democratic People's Republic of Korea (DPRK), the Republic of Korea (RoK) and Japan. The region is at high risk for a wide range of disasters and health emergencies, accounting for more than 63 percent of Asia's reported disaster casualties (mostly due to the massive floods in China) and 64 percent of Asia's disaster related economic losses in 2007. Considering East Asia accounted for only 22 percent of Asia's reported disasters in 2007, the statistics demonstrate that the impact on populations and their well-being is comparatively higher in East Asia.<sup>1</sup>

One reason for this is that poverty is still prominent in the region, with many populations left vulnerable to recurring disasters and the spread of disease. Migrant urban populations from impoverished or disaster stricken rural areas further complicate the social and economic structure of the countries, and make disaster relief or health promotion efforts of the humanitarian organizations, such as the Red Cross increasingly challenging.

As auxiliaries to their governments, especially in times of disaster response, each of the East Asia national societies provides needs-based services that centre on the four Global Agenda Goals, which contribute towards meeting the Millennium Development Goals as agreed upon by each of these nations. The International Federation has been active in supporting the Red Cross Societies in the East Asia region for many years, with a regional office located in Beijing since 1999.

The overall purpose of this 2009-10 plan is to coordinate and support International Federation efforts at country and regional level to assist the national societies of the region to scale up their work in line with the Global Agenda. The East Asia regional office will continue to evolve its role as a part of the new secretariat zonal structure and operating model. This model has been designed in order to create a more unified approach to Federation support to national societies across the whole of Asia Pacific. In line with the zonal strategy, the work of the regional office in 2009-10 will take the following directions:

- Strategic guidance and management of the country-level Federation offices in DPRK and Mongolia;



During disaster emergencies in East Asia, the International Federation's East Asia office works closely with the national societies and partners to coordinate relief and recovery efforts. The British Red Cross mass sanitation emergency response unit loaded up village trucks with latrines in Sichuan after the deadly earthquake in May, 2008. International Federation.

<sup>1</sup> CRED Annual Disaster Statistical Review: The Numbers and Trends 2007

- Provision of technical support to national societies as required, in particular China, DPRK and Mongolia;
- Developing institutional memory, promoting regional networking and ensuring sharing of lessons learnt;
- Developing a more pro-active approach to Movement coordination, including specific relationship management responsibility with partner national societies.

This plan aims to support the national societies' programmes in the areas of disaster management, health and care, the promotion of humanitarian values with cross-cutting opportunities for organizational development and capacity building. This will be achieved through a balance of programme and technical support, as well as advocacy, coordination and international representation.

The total budget for 2009 is CHF 1,335,027 (USD 1,220,317 or EUR 850,335) and for 2010 is CHF 1,316,845 (USD 1,203,697 or EUR 838,755). [Click here for the budget summary.](#)

## Regional context

East Asia is a diverse and complex region that is comprised of five countries: Mongolia, China, the Democratic People's Republic of Korea, the Republic of Korea and Japan. These nations represent a wealth of diversity within and amongst their borders, in terms of historic significance, culture, politics, socio-economic factors, demography and geography. The issues these nations face are equally diverse when it comes to humanitarian needs, such as environmental degradation, effects of climate change, disaster relief and the health concerns of the public.

How these issues affect each population greatly vary as well, with complex problems requiring complex solutions and tight partnerships and networks. For example, China is a country with a population of 1.3 billion, while its neighbour Mongolia has only 2.6 million, which is less than many urban populations in major cities in China. Yet, when a disaster hits, both countries are faced with the challenges of accessibility, timely distribution of relief items and adequate funding to meet needs.

The countries have wide disparities in economic wealth, also within their borders. Even though China, for example, has an economic development rate of 10-11 percent per year, an inordinately high percentage, at least 16 percent of the population is still living on less than USD 1 per day and in Mongolia that figure is at 27 percent. The World Bank estimates that 552 million of the world's 1.1 billion poor are living in East Asia.

The types and frequencies of natural disasters are equally daunting. Set along numerous fault lines, the region is often hit with earthquakes, some of which have been the worst in history. This past year, China was hit with its worst earthquake in 30 years, affecting 15 million people. Typhoon activity has increased with damages causing wide-spread flooding, destruction, and death. Emergency appeals for flooding have been launched in the DPRK in 2007 and in China for the past two years. Winter months bring the risk of excessive snow downfall, especially in Mongolia, which can strand whole communities and destroy livestock, crops and property. In the summer months, drought causes the loss of millions of hectares of crops every year, further depleting both income and food supply for the population.

The regional health context has also been complex and rapidly changing in the past years. The diversity of East Asia's countries in terms of demographics and socio-economic development is reflected in the nature of the risks posed by HIV/AIDS and the epidemiology in each of the five countries. The rapid spread of the HIV virus is a constant threat to the region, thus governments and Red Cross societies are taking action to promote awareness and prevention. At the same time, concerns of other epidemics, such as avian influenza, hand foot and mouth disease, malaria, and tuberculosis, are ever-present in the region.

Besides disasters and the spread of diseases, ongoing rapid urbanization, population movements, ageing population and other broad social phenomena are having a collective impact on the nature and extent of health problems in the region. These, of course, change how disasters and diseases affect the populations, and ultimately affect how the Red Cross responds in each situation.

For example, many of the communities in disaster prone areas in East Asia have been unable to cope with the frequent onset of disasters. What was once an annual occurrence, has spread into multiple disasters that build upon one another, such as summer droughts followed by *dzud*<sup>2</sup> in Mongolia, making agricultural production virtually impossible, or the examples in 2008 in which Sichuan province, China, was hit with heavy snows in February, followed by the devastating earthquake in May, immediately followed by heavy torrential rains through the summer. Populations of the DPRK face annual flooding, compounded with health concerns, including malnutrition due to the ensuing food shortage around the world.

People living in these disaster prone areas are unable to cope time after time, especially after losing their homes. Many chose to move to the urban areas, hoping for better opportunities, only to be left more vulnerable to the spread of disease, often without adequate health care and social services. In many cases, it is up to humanitarian organizations, such as the Red Cross, in each area to help these populations overcome these circumstances, and protect themselves from the affects of disasters and diseases.

## Regional priorities and current work with partners



The national societies in the region all engage at risk communities in community-based disaster preparedness projects and the regional office is working to increase the skills of project managers and provide opportunities for cross-border exchanges. The disaster mitigation measures used with support of the DPRK Red Cross has proven to be very successful when disaster strikes again. International Federation.

representation. The support for programme development will be focused on three of the five countries, China, Mongolia, and the DPRK, in three main areas: disaster management, health and care, and the promotion of principles and values. The underlying current of organizational development and capacity building within the region will cross-cut all programme activities and will be extended to all five national societies, as needed.

Red Cross national societies in the Democratic People's Republic of Korea, China, Japan, Mongolia and the Republic of Korea all play critical roles as auxiliaries to their governments and have demonstrated their strength in disaster and public health emergencies. These national societies have a wide range of disaster response mechanisms in place, and they also all invest in long term community-based disaster preparedness. Each of the societies is also involved with key public health issues such as the promotion of voluntary non-remunerated blood donation and road safety. Although each continues to implement dynamic services and programming, they all face the challenge of remaining relevant and adapting some of their programmes to meet the evolving needs in the region. Developing volunteer networks, improving and scaling up HIV/AIDS prevention activities, improved disaster response and preparedness, and improving public advocacy are common objectives shared by the five national societies who strive to serve the needs of the more than the billion people they seek to support.

In 2009-10, the International Federation seeks to further support the national societies in the region, through programme funding and technical assistance, as well as in advocacy and

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<sup>2</sup> Harsh, cold winter weather that causes the loss of livestock due to inaccessibility to grass and hay.

The three areas of focus are aligned with the Global Agenda Goals and comprise many opportunities to build capacity in the region, as well as provide opportunities for partnership, collaboration and cross-sharing.

The International Federation supported regional programmes are designed to target the national societies and their relevant staff and volunteers. It is difficult to estimate numbers of both direct and indirect beneficiaries. The main objective is to focus on achievable goals that build the capacity within the national societies, and produce long-term sustainable programmes for the beneficiaries they serve. At the same time, the regional office will continue to build relations and cooperation amongst all Red Cross members which are active in the region, especially in terms of the cooperation agreement strategy and Global Alliance partnerships already established in the region.

The regional office also provides technical support in many functions. First, it fills whatever gaps are identified for technical input. Because there is no country office in China, all the regional delegates and staff spend a significant part of their time supporting the needs of Red Cross Society of China. They also provide support to Mongolian Red Cross programmes since the country office in Ulaanbaatar is made up of only a head of country office and a finance officer. Further technical support to the DPRK Red Cross and the country office in Pyongyang has been considerable due to the restrictions on having long-term in-country delegates.

The regional office will look for opportunities to more fully engage all five national societies in the region to better utilize their human resource and technical expertise for the benefit of each other. Although programme support focuses on the three above mentioned national societies, the regional office looks to assist the Japanese and Republic of Korea Red Cross in the implementation of the Global Agenda goals according to their needs.

Partners of the East Asia national societies are many, with both bilateral and multilateral support going directly to country programme plans, as noted in the country programme plans for 2009-2010. The East Asia regional office is also directly supported by both Red Cross members, as well as non-Red Cross partners. In the areas of disaster management, health, organizational development, humanitarian values, planning, monitoring, evaluation and reporting, communication and regional representation, the region is supported through contributions from the Australian, British, Chinese, Finnish, German, Japanese, Netherlands, Norwegian, and Swedish Red Cross Societies and the British Government Department for International Development (DFID). Other partners include United Nations Fund for Population Activities (UNFPA), Joint United Nations Programme on HIV/AIDS (UNAIDS), World Health Organization (WHO), United Nations Children's Fund (UNICEF), to just name a few.

## Secretariat supported programmes in 2009-2010

Logical frameworks are available on FedNet<sup>3</sup> or [upon request](#).

### Disaster Management

#### a) The purpose and components of the programme

<b>Programme purpose- Global Agenda Goal 1</b>
Reduce the number of deaths, injuries and impact from disasters.

The disaster management programme budget for 2009 is CHF 362,620 and for 2010 is CHF 362,620.

<b>Programme component 1: Disaster management planning and organizational preparedness</b>
<b>Component outcome 1:</b> National society disaster management strategies and contingency plans

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<sup>3</sup> FedNet is an intranet and available to Movement members only.

are developed and implemented, promoting national societies as respected humanitarian organizations with effective disaster management capacity in their country.

**Component outcome 2:** Capacity of the three national societies in the region to respond to disasters is strengthened.

The national societies in the region all play an important role in disaster response. The regional office will continue to support them in increasing their response capacity through the sharing of materials, experiences, and through the application of International Federation's global standards and operational procedures and tools, such as the disaster response emergency fund (DREF) and the disaster management information system (DMIS), etc. Activities that will be used to enhance the capacities of the region's national societies include targeted training events on the Federation's disaster response tools for national and provincial disaster managers and the promotion of knowledge sharing on disaster management approaches within the region.

The International Federation will also support national societies to develop multi-hazard contingency plans. Through the establishment of these plans, the Red Cross Society of China (RCSC), Mongolian Red Cross Society (MRCS) and DPRK Red Cross will develop a clearer understanding of the challenges they face and the methods to reduce risks and improve response capacity and preparedness at the national and community level. This in turn will help these societies in identifying their priorities for the development or fine tuning of existing disaster management strategies and help encourage an integrated disaster management approach.

### **Programme component 2: Community preparedness/disaster risk reduction**

**Component outcome 1:** The capacity of East Asia national societies is strengthened to support hazard-prone communities in reducing the impact of disaster through increased awareness and preparedness activities.

The regional office will continue to support community level hazard, vulnerability and capacity assessments from which community-based disaster management programming will be based. These projects will support community level hazard awareness and the identification of appropriate measures in mitigating and reducing the potential risks associated. Topics related to climate change and urbanization will also be integrated into trainings to broaden the scope of disaster risk reduction measures.

### **Programme component 3: Coordination and cooperation**

**Component outcome 1:** The East Asia disaster management programme is supported through the effective coordination and cooperation with international and external groups.

The regional office will help set up and facilitate an East Asia disaster management working group which will include disaster managers from all five national societies' headquarters, and also will welcome participants from partner national societies. The regional disaster management working group will have one meeting every year to serve as a platform for experience sharing and learning, developing regional disaster management response strategies and seeking closer cooperation.

In addition, the regional disaster management programme will continue to support national societies in their various relationships with donors and organizations such as the European Community Humanitarian Office (ECHO), Disaster Preparedness programme ECHO (DiPECHO), Interagency Standing Committee (IASC), UN Office for the Coordination of



Closer ties in the region between the national societies have fostered cross-border assistance during disasters, joint projects and knowledge exchanges. Mongolian Red Cross organized fund raising activities for China's earthquake affected people. May 2008. MRCS.

Humanitarian Affairs (OCHA), and International Strategy for Disaster Reduction (ISDR). This will ensure that the region and national societies have strong links with other actors in disaster risk reduction and response.

**b) Profile of target beneficiaries**

The direct targets of these activities are the staff and volunteers of three national societies in the region that are highly prone to serious impact from natural disasters: China, Mongolia and the DPRK. Through the improvements of these systems and capacities, the disaster affected populations in these countries will experience long term benefits.

**c) Potential risks and challenges**

Due to the restrictions set by the DPRK government in humanitarian support, the regional office has faced some challenges in facilitating travel for expatriate delegates. Communication constraints due to technical barriers have also posed some additional challenges, which are overcome by persistence and good collaboration between the International Federation’s regional and country offices.

For the Mongolian programme, the regional and country offices, as well as the MRCS, have reached the consensus that there is a real need to increase the human resources in the disaster management department of the MRCS. There has been only one full-time disaster management staff in the MRCS headquarters and this does not meet the needs of the programme’s development and implementation. Possible solutions are being discussed.

As English reporting skills in the RCSC are limited, the regional office has been trying to work with the RCSC to improve its overall reporting capability in the disaster management programmes. With a RCSC reporting officer seconded to the International Federation’s regional office starting in 2008, it is expected that through joint collaboration of the regional disaster management team and the regional planning, monitoring, evaluation and reporting delegate, reporting skills for disaster management at RCSC headquarters will be improved.



Participants of the launch of the RCSC’s HIV Operational Alliance learned about the Global Alliance structure through posters provided at the event. Nicolle LaFleur/International Federation

**Health and Care**

**a) The purpose and components of the programme**

<b>Programme purpose – Global Agenda Goal 2</b>
Reduce the number of deaths, illnesses and impact from diseases and public health emergencies in East Asia region, with a specific focus on China, Democratic People’s Republic of Korea and Mongolia.

The health and care programme budget for 2009 is CHF 363,102 and for 2010 is CHF 344,920.

<b>Programme component 1: HIV Prevention</b>
<b>Component outcome:</b> Capacity of national societies to design, implement, monitor and evaluate effective HIV/AIDS programmes has increased.

Activities under this outcome are aimed at strengthening HIV programme management capacity of the region’s national societies, by promoting the International Federation’s Global Alliance on HIV principles and facilitating experience sharing with other national societies and Red Cross Red Crescent Movement partners. The key planned activities include support to semi-annual reviews of the HIV

programme of the Mongolian Red Cross under the Global Alliance on HIV; support to the Asian regional task force on HIV/AIDS (ART) network in collaboration with the Southeast Asia regional office (two annual meetings) and the profiling of Red Cross HIV activities at major international and regional HIV forums.

Through the focused support of the International Federation's intensified capacity building grant, which will be piloted in an RCSC HIV project area, the regional office will have the opportunity to work closely with the RCSC at the grassroots levels in the design, implementation and monitoring/evaluation of the programme. The lessons learned from this experience will be shared with other project areas of the RCSC, and will also be applied in similar situations with other societies in the region.

### **Programme component 2: Emergency health and water and sanitation**

**Component outcome:** Capacity of national societies to respond to public health, and water and sanitation issues in emergencies has increased.

In the past few years, through support of the regional and country offices, the national societies have been able to increase their capacities to respond to public health and water and sanitation issues. A training conducted in 2007 on public health in emergencies was successful in bringing national society disaster management and health professionals together to share experiences and increase their knowledge. Furthermore, the serious disasters that have struck the region over the past two years have enabled the national societies to be exposed to many technical experts and practices. This will be built upon in the coming years through regional support under this component.

The activities under this outcome are aimed at creating, at both national and regional levels, a critical mass of health and water and sanitation professionals in national societies who are able to establish and manage effective health and water and sanitation programmes in disaster situations. To achieve this outcome, the regional office will organize two specialized regional training workshops, one on emergency health and one on emergency water and sanitation.

### **Programme component 3: Blood donor recruitment**

**Component outcome:** Capacity of national societies to manage non-remunerated voluntary blood donor recruitment programmes has increased.

There is a very strong interest from regional national societies to adopt the "Club 25" Red Cross model to promote voluntary blood donation among youth. Therefore, the regional office's support will be focused on facilitating experience sharing and learning from other regions through organizing a joint regional workshop on voluntary blood donor recruitment with Southeast Asian national societies. Also, along with the global advisory panel on blood, the regional office will facilitate a strategic review of the voluntary blood donor recruitment programme directions of the MRCS.

### **Programme component 4: Community-based health and first aid**

**Component outcome:** Capacity of national societies to provide quality community-based health and first aid services has increased.

Community-based health activities are some of the core activities of the DPRK and Mongolian Red Cross Societies, and the RCSC is committed to equip up to one percent of the population with a basic knowledge on first aid. The key activities of the regional office in support of these programmes are master trainings on community-based health and first aid using the International Federation's revised manual and the facilitation of learning on commercial first aid from other national societies.

In addition, as a general health programme support, the regional office will conduct a regional mapping of health programmes of national societies (continued from 2008) and host annual regional health team meetings. Also, support will be provided in adapting existing community health programmes in the national societies that address the trend of an increasing number of emerging diseases and outbreaks in the region, for example the avian influenza preparedness and response in China and Mongolia which are funded through the global avian and human influenza appeal.

## **b) Profile of target beneficiaries**

### **HIV prevention**

Activities supporting HIV programmes will directly benefit ten national headquarters and 60 branch staff of the MRCS, and ten headquarters staff of both the DPRK Red Cross Society and RCSC. It can be estimated that thousands of indirect beneficiaries will subsequently benefit from these activities, including men who have sex with men, sex workers, male prisoners, single mothers, mobile and migrant populations, injecting drug users, people living with HIV and vulnerable youth.

### **Emergency health and water and sanitation**

Over 50 key managers from health, disaster management and water and sanitation departments of five regional national societies will be trained in health and water and sanitation programming in emergency and early recovery situations.

With mentoring given by health and water and sanitation delegates from the regional office, the disaster management unit in the Asia Pacific zone office and interested partner national societies, the participants from the DPRK Red Cross and RCSC in turn will apply their knowledge in setting up a reliable system for national deployments of water and sanitation emergency modules and mobile medical units over the next two years.

### **Voluntary blood donor recruitment**

Altogether 40-50 blood donor recruitment programme staff in the Red Cross societies of Japan, the Republic of Korea, the DPRK, Mongolia, and China, including the Hong Kong branch of the RCSC, will benefit from planned activities in this programme.

### **Community-based health and first aid**

Direct beneficiaries of this programme will include 50 first aid, health, water and sanitation, and disaster management programme staff of the Red Cross Societies of the DPRK, Mongolia, and China.

## **c) Potential risks and challenges**

The main risk to the implementation of these programmes is interruptions in the routine work of national society staff and the International Federation's country offices due to any large scale emergencies in the region.

Although the health and care programme staff in the region's national societies are all well qualified and dedicated to their work, there is often too few staff to carry out important initiatives or there is high turnover. Due to the limited staff capacities in the national societies, programmes are at risk not being able to achieve full implementation.

The blood donor recruitment programme continues to be challenged by the lack of quality assurance in the blood collection services carried out by national governments. Any potential transmission of blood borne infections acquired through blood donor activities can affect the public image of the national society or the Red Cross in general.

Finally, in many cases, there is a lack of culture of joint problem solving and planning among health, disaster management, organizational development, finance and other service and technical departments within the national societies.

## **Organisational Development**

### **a) The purpose and components of the programme**

<b>Programme purpose – Global Agenda Goal 3</b>
<b>Increase local community, civil society and Red Cross capacity to address the most urgent situations of vulnerability.</b>



There is no separate organisational development/capacity building programme budget for East Asia programmes. These costs have been incorporated into the disaster management, health and humanitarian values budgets, as well as into the individual country and zonal budgets. The programme components below outline some of the cross-cutting initiatives that will be built into the regional programmes, with support of the regional health, disaster management and planning, monitoring, evaluation and reporting delegates.

**Programme component 1: Tailor-made organisational development and capacity building initiatives**

**Component outcome 1:** Organisational issues have been addressed in individual national societies through tailor-made organisational development and capacity building initiatives.

Because the needs of the national societies in the region are so varied, the regional office will support organizational development and build capacities through initiatives that fit the specific needs of each national society. The East Asia regional office provides the leadership of each national society support in addressing the key issues being faced by their organization and can link them to technical support where appropriate. The regional office builds on its long term relationships with the leadership of each national society to promote development as well-functioning national societies. Support in various areas such as integrity, governance, fundraising, reporting and quality assurance will be provided by the head of regional office and the regional delegates as appropriate, with further support from the Asia Pacific zone office and Geneva secretariat technical units.



A Mongolian Red Cross Society staff member receives her certificate after attending the vulnerability, capacity assessment training hosted by the regional disaster management programme in 2007. International Federation

Activities in this area include regular visits by the head of regional office to the leadership of the East Asia national societies. The annual leadership meeting, bringing together all national societies in East Asia, provides an opportunity for the regional office to better understand the current challenges of each national society and talk with programme managers and leadership about their organizational issues and needs for support.

Follow up on the resolutions agreed upon by the national societies at the Singapore Conference, the International Conference and other statutory meetings will be done on an individual basis by the head of regional office. Any areas of further support needed in order for the national societies to carry out these resolutions will be discussed and planned as appropriate.

**Programme component 2: Integration with health, disaster management and principles and values**

**Component outcome 1:** Increased integration of organisational development and capacity building aspects within health and disaster management programmes.

The regional programmes will integrate various aspects of organisational development and capacity building into the planned components. Likewise, the regional office will look for opportunities to help the national societies integrate these aspects into their own programmes and increase cooperation between the different country programmes in the region. With further support of technical expertise, existing within the region, the zone, and in partner national societies, the national societies will be strengthened in their organisational development and capacity building programming, as well as volunteer development, including volunteering in emergencies. Scheduled consultancies and exchange visits can be built upon and information can be shared amongst national societies through the facilitation of organisational development and capacity building discussions at regional meetings, workshops and trainings done by the East Asia regional office.

<b>Programme component : Information sharing and knowledge management</b>
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<b>Component outcome 1:</b> Sharing of lessons learned, best practices and skilled national society practitioners providing peer support in organisational development and capacity building across all Movement components in Asia Pacific.
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Through regional workshops in disaster management, health, planning, monitoring, evaluation and reporting, and communications, the regional office will look to help promote information sharing and learning. Printed materials showing the strengths of East Asia programmes will also be produced in these two years, and promoted in the region, zone and globally.

The annual leadership meeting provides an opportunity for the leaders of the national societies in the region to gather together and share their experiences in management and governance. The East Asia head of regional office will use this opportunity over the next two years to build upon relationships already established, and highlight some of the pressing issues that the national societies are facing in the region.

### **b) Profile of target beneficiaries**

The leadership and staff of all the national societies in the region will benefit from this support.

### **c) Potential risks and challenges**

The wide ranging needs of the societies create a wide range of initiatives that could be implemented. Currently, the East Asia regional office does not have an organisational development delegate, therefore the needs are being covered by all staff at the regional level. Support will continue to be provided by the zone organisational development team.

## Principles and Values

### **a) The purpose and components of the programme**

<b>Programme purpose - Global Agenda Goal 4</b>
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<b>Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.</b>
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The principles and values programme budget for 2009 is CHF 448,877 and for 2010 its CHF 448,877.

The Fundamental Principles and the Red Cross values are already at the core of all regional activities across all programmes. These are cross-cutting issues that surface throughout the International Federation's work in the region. But, beyond the basic implications of the principles and values in our daily work, the International Federation's East Asia regional office also strives to promote the principles and values in specific activities that will strengthen the image of the Red Cross throughout the region and bring East Asian national societies closer to achieving the goals set forth by the Federation of the Future.

These activities include, but will not be limited to: disseminating information on disasters and new emergencies, as well as International Federation and partner national society development projects; identifying and utilizing communication vehicles to promote advocacy initiatives in the four core areas, especially in promoting Red Cross principles and values; increasing awareness of media value/priorities among national society leadership at headquarters and provincial levels; encouraging and developing knowledge sharing through regional information flow; providing information from other Asia Pacific national societies on regional issues to be used in national society newspapers and other publications distributed to all branches; and increasing cooperation with the International Committee of Red Cross and other partner national societies.

These tasks will be primarily carried out by the communications delegate in the East Asia regional office, but some will be taken on by other delegates and team members to ensure these important tasks can be fully carried out.

Increased attention will be given in East Asia region to undertaking initiatives below that feed into the emerging Asia Pacific zone strategy on strengthening work in principles and values. These contributions will follow the three programme guidance areas of the global principles and values priorities: (1) to document and promote best practices in dissemination and advocacy work on humanitarian values, (2) integrated approaches to International Federation principles and values in existing health and disaster management programmes, and (3) the identification of specific programmes targeted at improving the respect, dignity, and services provided to vulnerable groups who do not always fall under the health and disaster management programmes.

**Programme component 1 Promotion of humanitarian values and Fundamental Principles**

**Component outcome 1: Advocacy and international representation.**

- The Red Cross Red Crescent Movement in the region is recognised by national and international media as a primary source of information on disasters and humanitarian response.
- Professional non-Red Cross and Red Cross information resources and allies are identified and used to support International Federation information work in the region.
- Partner national societies are supported in promoting awareness of their programmes, which impacts programme implementation and evaluation.

**Component outcome 2: Capacity-building in principles and values / gender of national societies staff and volunteers.**

- Distribute global modules to improve existing dissemination and training of staff, volunteers, youth, and governance.
- Ensure that the International Federation and national societies integrate humanitarian values into all their programmes and services.

**Component outcome 3: All national societies in the region have increased the capacity of their information departments.**

**Component outcome 4: Enhancing understanding and sharing of best practices.**

- Collect and share best practices to feed into the zone for dissemination.
- Promote new policy and guideline developments to national society leadership.
- Disseminate to all Movement counterparts the global principles and values and gender materials.

**Programme component 2 Integration of humanitarian values and gender into operational disaster management and health programming**

**Component outcome 1: Further development of tools and mechanisms to enhance principles and values-based programming.**

- Integrate principles and values into gender and disaster management programmes to strengthen equity and non-discrimination by enhanced participation of the vulnerable, efficient beneficiary selection, culturally sensitive operations, and beneficiary accountability.
- Coordinate with zone health and in particular HIV/AIDS global alliance programmes to disseminate best practices in non-discrimination and principles and values work.

**Component outcome 2: Further development of gender into programming.**

- Disseminate the globally developed gender into programming guidelines (2009).
- Contribute to, and draw from, the zone pool of trainers to coach other national societies seeking to enhance capacity.

## **Programme component 3 Anti-discrimination and violence prevention/reduction programmes**

### **Component outcome 1: Mapping of national society programmes which target discrimination, marginalisation or exclusion of communities who fall outside the traditional health and disaster management programme areas.**

- Promote more effective programmes aimed at prevention/ response to discrimination / violence, uplifting and empowerment of vulnerable groups.
- Exchange of information and identification of good practices between national societies and at zone level.

#### **b) Profile of target beneficiaries**

This programme targets many staff and volunteers within the national societies at various levels. Both the governance and leadership levels will benefit from the increased capacity and recognition gained through these activities. Furthermore, the programme will target the information and reporting officers within the national societies, at headquarters and local levels, to build their capacities in information dissemination.

#### **c) Potential risks and challenges**

Lack of funding for this component in recent years has halted many of the activities planned by the regional office. For most of 2007 and 2008, there has not been a communications delegate in place in East Asia, even though the region has experienced multiple disasters seeking appeals, as well as large-scale events, such as the Beijing Olympics. During this period, a communications specialist was hired as a consultant and has been able to provide high quality services to the region's national societies, and the region intends to have a full delegate position in place before the end of 2008.

Due to this arrangement in the past, emergencies have been covered more adequately, while advocacy of the national societies' annual programmes have been lacking coverage, and capacities within the national societies have not been strengthened.

## **Role of the secretariat**

The East Asia regional office's budget for its coordination role in 2009 is CHF 160,428 and for 2010 is CHF 160,428.

#### **a) Technical programme support**

The regional office in Beijing is a small core unit which provides technical and funding support, as well as coordination in implementation and management, to the national societies and their partners. One of the coordination responsibilities is to bring in additional short term technical resources and expertise from the Red Cross membership as needed. The regional office will continue to find ways to engage the national societies within the region to provide technical support or expertise to their neighbours, especially the Japanese Red Cross and the Red Cross Society of the Republic of Korea. Likewise, the regional office will continue to explore the support needs of all national societies in the region and find innovative solutions that bridge together Red Cross members.

The regional disaster management programme will be managed by the regional disaster management delegate, and supported by the local regional disaster management officer. In addition, partner national societies play an important role in bringing in funding and critical technical support for the regional disaster management programme.

The regional health and care programme aims to support the national societies in planning and implementing programme activities as well as in monitoring and evaluation. The regional health delegate acts as a coordinator for the health and care programmes, to ensure that resources will be utilized in an optimal way.

The regional planning, monitoring, evaluation and reporting delegate also incorporates International Federation strategies and standards into the overall implementation and management of programmes

by supporting counterparts in each national society through trainings / workshops and individualized guidance, as needed across the region.

The International Federation's East Asia regional office also plays a key role for the country office in Pyongyang. Policy changes two years ago in the DPRK led to a reduction in international staff within the International Federation's country office. The large scale health, disaster management and water and sanitation programmes being implemented in the country over the next two years continue to demand substantial technical and logistics support to the country office and the national society as well as support to fulfil narrative reporting requirements attached to programme implementation. With Beijing being the only centre for international flights to DPRK, the East Asia regional office in Beijing is well placed both to host visitors from the national society and provide logistical support for DPRK Red Cross staff participating in international workshops and forums.

At the same time, the regional office procures many of the items needed for the national society's administrative and programme needs. The office also acts as a key link to the international media, as there is a continuing high degree of interest in the work of the Red Cross there, especially during times of disaster, and there are many opportunities to profile the work of the DPRK Red Cross and the International Federation.

At the other end of the spectrum is Mongolia, with the International Federation maintaining a small office comprised of one head of country office and one experienced finance officer. The regional office plays a key role in providing technical support to the national society with disaster management and health programming, while at the same time facilitating and coordinating support from partner national societies for Mongolian Red Cross programme activities and reviews.



All five national societies of East Asia met with members of eight partner national societies, the ICRC and all levels of the International Federation for the East Asia partnership meeting held in 2008. This annual event provides an opportunity for information sharing and important discussions that shape the coordination of Red Cross efforts in East Asia. April 2008 / International Federation.

## **b) Partnership development and coordination**

The International Federation's East Asia regional office works with the national societies in the region to ensure that they are coordinating closely with local governments and communities directly. The regional office cooperates with many partner national societies and the ICRC, as well as non-Red Cross partners, especially within the UN system, such as WHO, UNICEF, UNAIDS, UNFPA and other international and non-government organizations. Furthermore, the regional office works with international media agencies and other partners to promote the work of the Red Cross national societies in the region.

The national societies in the region have many Red Cross partners, supporting them both multilaterally and bilaterally. The International Federation supports the national societies in their coordination with partner national societies, specifically the cooperation agreement strategy process that has been established in both DPRK and Mongolia and the Global Alliance on HIV in both Mongolia and China.

The annual partnership meeting, hosted by the regional office, provides the national societies with an opportunity to profile their work and priorities, while gathering with partner and neighbouring national societies to discuss collaboration.

## **c) Representation and Advocacy**

The International Federation supports the national societies in the region regarding international representation both at home and abroad. The International Federation regional office often participates in international events throughout the region and supports the co-organization of international events,

raising awareness of the presence of the Red Cross in East Asia. The International Federation regional office also regularly receives visiting partners and diplomats during their visits to the region.

## Promoting gender equity and diversity

The work of national societies in the region greatly focuses on both gender equity and diversity. Many of the programmes implemented are specifically focused on vulnerable and marginalized groups, especially in programmes such as the HIV prevention work done with sex workers and men who have sex with men and people living with HIV.

The community-based disaster preparedness programmes throughout the region ensure that women actively participate in the village committees and provide input on the project implementation. In China's case, many of the beneficiaries are women, elderly and children due to labour migration of men to the urban areas.

Gender equity and diversity in the health and care programmes are addressed through planning, programmes and documentation. For example in youth peer education workshops, an equal number of both sexes are invited to participate. The gender issue is also addressed in programme evaluation. The recent HIV/AIDS mapping showed that there are more women than men active as volunteers. This kind of information is valuable as the issue can be addressed when recruiting volunteers.

## Quality, accountability and learning

All Red Cross programmes in East Asia have been evaluated comprehensively over the last decade, to measure quality and effectiveness of programmes, and capture lessons learned and contribute to redesign of policy and strategic plans – and this has been done increasingly as a normal step in the programme cycle.

The regional disaster management programme will continue to promote international standards through the usage of the Sphere standards and tools such as emergency assessment and vulnerability capacity assessment developed by the International Federation. These quality tools will support the national societies to further strengthen their comprehensive disaster management interventions. In order to further develop cooperation in the region and cross-learning, the regional office also arranges for working group meetings to be held in the region. These will provide good opportunities for national societies in the region to continue sharing their best practice and experiences.

As disaster relief and management is a critical component of each of the region's national societies, it is critical that the assistance they deliver to the beneficiaries takes into consideration their real needs and circumstances. The regional community-based disaster preparedness project is mainly developed by the communities supported by the Red Cross. The communities will take the leading role in the design, implementation and monitoring of progress. The positive impact of community-based disaster preparedness efforts in the DPRK and China became evident during the devastating floods in the summer of 2007.

Focus on quality assurance of East Asian national societies health and care programmes has been an issue of discussion in recent years. The regional delegates have been able to introduce more scientific tools to the national societies to be used in monitoring and evaluation work. And exchange visits between the national societies will continue to be supported and facilitated by the International Federation in order to ensure best practice experience sharing.

How we work	
The International Federation's activities are aligned with its Global Agenda, which sets out	<b>Global Agenda Goals:</b> <ul style="list-style-type: none"><li>• Reduce the numbers of deaths, injuries and impact from disasters.</li></ul>

<p>four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<ul style="list-style-type: none"> <li>• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</li> <li>• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</li> <li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li> </ul>
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