

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

East Asia region

Executive summary

In the context of the Asia Pacific zone demographic, socio-economic and environmental trends, and the International Federation's strategic priorities, the East Asia region is at high risk from a wide range of disasters and health emergencies. There are five nations within the East Asia region: China, the Democratic People's Republic of Korea (DPRK), the Republic of Korea (RoK), Mongolia and Japan. The countries in the region are plagued with both the threat of major earthquakes and flooding, which recently has intensified caused by changing climate and typhoons, and the high population density in the region accounts for a large portion of the world's disaster statistics. In China alone, just two disasters (a cold storm and an earthquake) resulted in 57 per cent of the world's disaster affected persons in 2008 and the Sichuan earthquake formed nearly 45 per cent of global economic losses in 2008.

Many East Asia populations are unable to recover quickly as 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 humanitarian organizations such as the Red Cross increasingly challenging.

As auxiliaries to their governments, especially in times of disaster, each of the East Asia national societies provides needs-based services that centre on the International Federation's 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 actively 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 2010 - 2011 plan is to coordinate and support International Federation efforts at country and regional levels to assist the national societies of the region to scale up their work in line with the new Strategy 2020 of the International Federation. The East Asia regional office continues to evolve in its role as a part of the new secretariat zone structure and operating model; a model which has been designed in order to create a more unified approach to International Federation support to national societies across the whole of Asia Pacific.

The goals, means of delivery and strategic framework of this plan fit within the International Federation's wider Asia Pacific zone strategy, guided by Strategy 2020. The priorities in the coming two years are to:

- Build safer and more resilient communities through services to member national societies that increase the reach and impact of their programmes;
- Strengthen Red Cross Red Crescent mechanisms and networks that build mutual capacity, improve knowledge sharing, and increase leverage of collective voice;



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 representation. The support for programme development will focus on three of the five countries, namely China, Mongolia, and the Democratic People's Republic of Korea, in 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 cut across all programme activities and will be extended to all five national societies, as needed. International Federation.

- Influence changes in humanitarian policies and practices through improved access to and cooperation with governments and key institutions;
- Diversify financial and human resources for the benefit of programmes at the national level through a collective Red Cross Red Crescent approach;
- Lead and coordinate zonal, regional and country planning, performance and accountability mechanisms to increase Red Cross Red Crescent effectiveness and efficiency.

This plan aims to support the national societies' programmes in the areas of disaster management, health and care as well as 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 2010 is CHF 764,599 (USD 0.74 million or EUR 0.50 million) and for 2011 is CHF 1,261,390 (USD 1.22 million or EUR 0.82 million).

[Click to go directly to the attached budget summary of the plan](#)

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 varies greatly 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 far 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 global economic downturn has also had a negative impact on the East Asia countries this year. In China, the gross domestic product (GDP) has slowed considerably and exports were significantly down in 2009. While some economists estimate that the economy is showing slow signs of improvement towards the end of the second quarter, the impact of these economic uncertainties are taking their toughest toll on the most vulnerable populations in rural areas, where migrant workers are desperately trying to find ways to support their families.

Likewise, companies in Mongolia are closing their doors as the effects of the crisis deepen. Unemployment has risen and the fear that this may push many thousands more into poverty is a reality already taking hold. Estimates by the Asian Development Bank (ADB) are that as many as 5-7 per cent of the population could be added to those falling below the poverty line this year. A decrease in the international market value of Mongolia's raw materials has also greatly affected the stability of the nation's economy. All the while, the presidential elections that took place in May brought about debate and controversy as the Democratic Party candidate was elected into power.

While the economic disaster has penetrated deep into East Asia, natural disasters further affected this region. China is still reeling from the aftermath of the Sichuan earthquake of 2008, the floods and most recently Typhoon Morakot of 2009. Other disasters continue to challenge the region's Red Cross societies, including harsh cold weather in Mongolia and China, flooding and the devastating effects of the tropical storm season, as well as drought which is a silent killer of crops and livestock that greatly affect vulnerable populations across the region.

The regional health context has 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 and the epidemiology in each of the five countries. The spread of HIV is a constant threat to the region, and 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.

Newly emerging and re-emerging diseases in the region continue to threaten the health of a large number of people and have wider negative social and economic repercussions in those affected countries. For example, in the last two years, the countries have experienced a region-wide outbreak of hand, foot and mouth disease. While significant progresses have been made by China, DPRK and Mongolia in controlling tuberculosis, the disease,

especially in China in its multi-drug resistant form, is affecting a large number of people every year. As of 2007, up to 2,582,469 people are living with tuberculosis in the country.

At the same time, the ongoing pandemic of A (H1N1) influenza and its potential to escalate into a more severe pandemic form has placed a renewed urgency to step up countries' pandemic preparedness and strengthen local communicable disease control systems. It also calls for a greater role and increased capacity of the national societies to complement those efforts at community levels.

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*¹ 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.

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 effects of disasters and diseases.

Regional priorities and current work with partners

Red Cross national societies in the DPRK, 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 also 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. 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 prevention activities, improving 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 a billion people they seek to assist.

The societies of the region enjoy strong mutual support and knowledge sharing traditions which include a number of annual self-financed exchange visits to facilitate better capacity building approaches and practises. In 2010-2011, 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 representation. The support for programme development will focus on three of the five countries, namely China, Mongolia, and the DPRK, in 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 cut across all programme activities and will be extended to all five national societies, as needed.

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 will also support the region's national societies to adapt and implement the International Federation's new Strategy 2020 and follow up with national societies on resolutions from the Singapore Conference and the 2009 General Assembly and Council of Delegates.

The International Federation regional programmes are designed to support the national societies and their staff and volunteers. The main objective is to focus on achievable goals that build capacity within the national societies, and help develop long-term sustainable programmes for the beneficiaries they serve. At the same time, the regional office will continue to build relations and cooperation among all Red Cross members active in the region, including the cooperation agreement strategy and Global Alliance partnerships already established in the region.

¹ Harsh, cold winter weather that causes the loss of livestock due to inaccessibility to grass and hay.

The regional office also provides technical support in many functions, including filling gaps identified in technical input. As 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 (RCSC). They also provide support to Mongolian Red Cross (MRCS) programmes as 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 (DPRK RCS) 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 resources 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 Red Cross 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 2010-2011. 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 as well as the British government Department for International Development (DFID). Cooperation with the regional ICRC delegation is strong, leading to shared plans and strategies to support overall national society development goals in the respective countries. Other partners include United Nations Fund for Population Activities (UNFPA), Joint United Nations Programme on HIV (UNAIDS), World Health Organization (WHO) and United Nations Children's Fund (UNICEF).

Secretariat supported programmes in 2010-2011

Disaster management

a) The purpose and components of the programme

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

The disaster management programme budget for 2010 is CHF 200,963 and for 2011 is CHF 356,578.

Programme component 1: Disaster management planning and organizational preparedness
Component outcome 1: National society disaster management strategies and contingency plans 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.
<p>Key activity areas:</p> <ul style="list-style-type: none"> • Support and facilitate DPRK RCS, MRCS and RCSC in contingency planning process. • Support MRCS to review their disaster management strategy and policy, following disaster management review recommendations made in 2009. • Provide assistance to DPRK Red Cross in acknowledging and establishing its participation in the Global Alliance in disaster risk reduction (DRR). • Assist RCSC and DPRK RCS in their development of emergency response team (ERT) and national disaster response team (NDRT) strategy and implementation process. Engage with the Asia Pacific regional disaster response team (RDRT) processes and nominate individuals from national societies suitable to participate in this tool. • Assist national societies in the region to complete the well-prepared national society (WPNS) phase 3 survey. • Support MRCS, RCSC, and DPRK RC in reviewing and enhancing their pre-positioned stock, warehousing and logistic procedures. • Organize a relief to recovery workshop in East Asia region in corporation with the Asia Pacific zone disaster management unit and technical department in Geneva.

The East Asia disaster management programme in 2010-2011 will build on the achievements of 2009 and continue focusing on the national societies' capacity building in the field of disaster management, with a specific focus on

disaster response, contingency planning and community-based disaster preparedness linked to disaster risk reduction and climate change adaptation. The programme is guided by the International Federation's Global Agenda Goals and disaster management policies. The East Asia disaster management programme will support each national society in the region to develop their own response capacity according to their priorities in line with the current Federation global and Asia Pacific disaster management strategies. Technical support and guidance will come from both the Beijing regional office, as well as the Asia Pacific zone office in Kuala Lumpur.

The national societies in the region all play an important role in disaster response, especially as auxiliaries to their governments. The regional disaster management team will support the national societies to engage in the national mechanisms that exist as well as advocate for the principles of the Red Cross and key humanitarian actions in preparedness, relief and recovery activities. The effects of urbanization and climate change on the region's vulnerable populations in disaster management will also be considered in programme activities and humanitarian advocacy.

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.
<p>Key activity areas:</p> <ul style="list-style-type: none"> • Support the national societies in the region to better understand the disaster risk reduction (DRR) concept, with a clear understanding on the link between disaster risk reduction and climate change adaptation. • Standardize the disaster preparedness/ risk reduction advocacy package for village-level capacity building. • Enhance vulnerability capacity assessment (VCA) outcomes by providing opportunities to utilize "best practices" through participation and agreement. • Support ongoing development of early warning systems at the village, county, provincial and national levels.

The regional office will continue to support community-level hazard, vulnerability and capacity assessments from which community-based disaster management programming will be based. Specific country-level programmes outlined in each country plan will be further supported by the regional disaster management team in both region-wide activities as well as technical support at the country and community levels. The technical support of the regional office will aid community-level hazard awareness and the identification of appropriate measures in mitigating and reducing the potential risks associated. Topics related to climate change, urbanization and community early warning and actions 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.
<p>Key activity areas:</p> <ul style="list-style-type: none"> • Facilitate disaster management working group (DMWG) meeting for East Asia region. • Organize a regional DRR knowledge sharing, good practices and lessoned learned workshop with focus on East Asia. • Asia / Pacific regional exchange workshops to demonstrate lessons learnt and provide case studies from within each region. • Represent the Federation in external conferences concerning disaster management in East Asia region.

The regional office will organize 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 fostering closer cooperation.

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

Sharing experience with other regions, particularly with the Southeast Asia region on the early warning system and school safety, will be coordinated through the Asia Pacific zone disaster management unit.

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 is 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. It is expected that through joint collaboration of the regional disaster management team and the regional planning, monitoring, evaluation and reporting (PMER) delegate, reporting skills for disaster management at RCSC headquarters will be improved.

Health and care

a) The purpose and components of the programme

Programme purpose- Global Agenda Goal 2
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.

Health programmes/services remain one of the major areas of involvement of the region's national societies. The Japanese Red Cross Society and Korean National Red Cross maintain an extensive system of hospitals and blood banks nation-wide. The DPRK RCS currently provides one third of all essential medicines in the country and has installed almost 280 water and sanitation installations in communities over the last ten years. Today, nearly three quarters of total programme funding of the MRCS is spent on health and care programmes. The East Asia regional health team will provide important technical support to these programmes in the coming two years.

The health and care programme budget for 2010 is CHF 197,968 and for 2011 is CHF 282,460.

Programme component 1: HIV prevention
Component outcome: Capacity of national societies to design, implement, monitor and evaluate effective HIV programmes has increased.
<p>Key activities:</p> <ul style="list-style-type: none"> • Technical visits and support to MRCS in strengthening the HIV programme reporting and monitoring under the framework of the Global Alliance for HIV. • Profiling of Red Cross HIV activities in East Asia at major international and regional HIV forums and Asian Red Cross and Red Crescent HIV and AIDS Network (ART) meetings. • Regional coordination and facilitation of implementation of cross-border HIV prevention project by the MRCS and RCSC.

Activities under this outcome are aimed at supporting the RCSC and MRCS in scaling up their nationwide HIV programmes and further integration of the seven principles of the Global Alliance on HIV framework in those programmes. The two national societies joined the Global Alliance on HIV in 2008.

In 2010, the programme will disseminate two new Federation tools, including the HIV prevention guidelines² and youth peer education standards, and support national societies in making effective use of those tools in their HIV programming. Through representation at global and international HIV conferences, these two national societies can promote the achievements of their HIV programmes and also learn latest internationally recognized practices and innovations in the field.

² To be released end of 2009.

The health and care programme will also continue to provide coordination within the Red Cross network and liaise with all project stakeholders (China and Mongolia UNFPA offices and governments) to ensure effective and smooth implementation of HIV prevention projects at two key border points between Mongolia and China in the south/north and west. This cross-border HIV programme, supported by the UNFPA office in Beijing, gives these two national societies an opportunity to explore joint measures to tackle HIV issues along their borders with the support of the regional health team.

Programme component 2: Health and water and sanitation in emergencies
Component outcome: Capacity of national societies to respond to public health and water sanitation issues in emergencies has increased.
Key activities: <ul style="list-style-type: none"> • Maintenance of a regional roster of Red Cross health in emergencies responders; regional health in emergencies workshop (2010). • Dissemination of best practices and tools in health, water sanitation and psychosocial support in emergencies, regional experience sharing.

In the past few years, the Red Cross capacity in the region to respond to health and water sanitation needs in emergencies has significantly increased. A total of 51 Red Cross staff and volunteers have been trained in public health in emergencies through two regional trainings in 2007 and 2008 and now form a part of the Asia Pacific-wide pool of disaster responders specialized in health. The DPRK Red Cross Society is in the process of establishing its own national response system to provide safe water and access to sanitation in emergencies, by adapting for the DPRK context deployment concepts and equipments from global water sanitation ERU (emergency response unit) tools. With support from the Sichuan earthquake operations, the RCSC is undergoing a similar development using the equipments from its three water sanitation ERUs deployed in 2008 during the earthquake. The MRCS is playing an increasingly active role in responding to public health emergencies and outbreaks of emerging diseases including outbreaks of avian influenza, hand, foot and mouth disease (HFMD) in 2008 and 2009 and the A (H1N1) pandemic in 2009.

During the next two years, the health unit will seek to establish synergies between these simultaneous processes and create opportunities for mutual learning and adaptation of best internationally recognized practices in these areas. These activities will be closely coordinated with the East Asia disaster management team and Asia Pacific water sanitation delegate based in Kuala Lumpur.

Programme component 3: Blood donor recruitment
Component outcome: Capacity of national societies to manage non-remunerated, voluntary blood donor recruitment programmes has increased.
Key activities: <ul style="list-style-type: none"> • Profiling of Red Cross blood donor recruitment and Club 25 activities in East Asia at major international blood forums and special occasions. • Facilitation of technical assistance through the International Federation's Global Advisory Panel on Corporate Governance and Risk Management (for blood services). • Support to national societies in establishing young donor clubs (Club 25).

All five national societies in East Asia are involved in securing adequate supply of safe blood, either directly (collecting blood and blood components) or indirectly (through services that promote voluntary blood donation and awareness raising). The regional health programme works closely with the Global Advisory Panel on Corporate Governance and Risk Management (GAP), the International Federation's global network tasked to support national societies' needs in terms of corporate governance and risk management in blood services. Through this collaboration, the programme facilitates national societies' access to a wide range of technical and policy expertise not available in the region. The programme will help the national societies to align the effectiveness of their blood service management against agreed international benchmarks by promoting the use of GAP self-assessment and survey instruments.

The programme will place a special emphasis on promoting the concept of voluntary blood donation among youth. To this end, it will encourage the national societies to adopt a new youth-friendly concept of "Club 25". This concept is based on establishing youth clubs made of 16-25 year olds who are motivated to donate their blood regularly (at least 20 donations by the age of 25), learn more about healthy lifestyles and influence their peers.

Programme component 4: Community-based health and first aid (CBHFA)
Component outcome: Capacity of national societies to provide quality community-based health and first aid services has increased.

Key activities:

- Establish regional working group on community based health and first aid;
- Organize regional health team meeting (annually) and skills building workshop;
- Conduct regional mapping (annually).

Following the regional sensitization on community based health and first aid approach during 2009, three of the region's national societies (Mongolia, China and DPRK) have expressed their interest in adapting this new approach of the Federation into their national health and first aid programming. Therefore, the regional programme will support these country processes in the next two years, by providing master facilitators, tools and sharing experiences from other regions.

In addition, the programme will organize an annual regional health team meeting, which aims to create an opportunity for mutual learning among all key players in Red Cross health programming in East Asia and establish a broader picture and collective vision of those programme directions and future trends. In this context, the programme will also collect inputs from all national societies for its annual health mapping for East Asia.

b) Profile of target beneficiaries

Under each of these four components, the main focus groups include respective key staff and managers in charge of different health related programmes and sectors within their national societies:

Component 1 (HIV prevention): Red Cross staff and volunteers working at national and provincial/district branch level and representatives of community groups such as men who have sex with men (MSM) and sex workers who are involved in the design and delivery of HIV programmes.

Component 2 (Health and water & sanitation in emergencies): national society managers and key officers of health, water & sanitation, and disaster management departments.

Component 3 (Blood donor recruitment): key staff of blood donor recruitment programmes and youth services of five national societies;

Component 4 (community-based health and first aid- CBHFA): health managers of national societies, Federation health and water sanitation delegates and officers based in China and DPRK as well as health advisors and representatives of partner national societies supporting health programmes in East Asia (the intended participants of annual regional health team meetings); CBHFA facilitators and key health and first aid staff of RCSC, MRCS and DPRK RCS.

The impact of each of these capacity building activities at the regional level (and the number of people actually reached) is dependent on to what extent those staff and volunteers are able to disseminate their newly acquired knowledge and skills within their headquarters and to their branches and apply their new insights and tools in their daily work.

Therefore, the regional health programme will seek to integrate in its regional level activities a mechanism that promotes such horizontal information sharing and learning. Through these activities it is expected that at least 245 Red Cross staff and volunteers will receive direct support from these programmes in 2010. and an additional 210 in 2011.

c) Potential risks and challenges

There is constant risk of large scale emergencies in the region. The subsequent disruption in regular health programme activities of the national societies would result in potential delays of weeks or months, depending on the scope of the disaster. The region has also been exposed to the A (H1N1) influenza pandemic and there is a risk that it could mutate into a more severe pattern and disrupt public services, overwhelm health facilities and require both quarantines and travel restrictions on technical support within the Red Cross.

In addition, there remains a lack of an adequate number of health programme staff in both the MRCS and the RCSC. This puts a strain on various programme activities, which the East Asia health team tries to mitigate by providing extra support where needed. There is also a low level of zone-wide coordination in health among different regional offices in Asia Pacific, and the East Asia regional delegate takes on zone coordination tasks at times to compensate and bring together the different perspectives of the zone.

Organizational development

a) The purpose and components of the programme

Programme purpose – Global Agenda Goal 3

Increase local community, civil society and Red Cross capacity to address the most urgent situations of vulnerability.

There is no separate organizational 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 zone budgets. The delegates in each programme area, with the support of the planning, monitoring & evaluation and reporting (PMER) delegate, work closely together to identify opportunities and needs in the region on organizational development and coordinate with the Asia Pacific zone office to utilize available resources. Further coordination with the ICRC office in Beijing, and other partners taking active roles in the region, will ensure that capacity building initiatives are optimally utilized. The programme components below outline some of the cross-cutting initiatives that will be built into the regional programmes.

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

Component outcome: Organizational issues have been addressed in individual national societies through tailor-made organizational development and capacity building initiatives.

Key activities:

- Exploration of “New organizational development approach for national society development” is conducted with national societies in the region.
- Discussions with national societies regarding the adaptation of Strategy 2020 into national strategies and plans.
- Incorporate cross-cutting capacity building and organizational development opportunities into national society core programme plans through discussions with management and teams at national societies.

As 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 key issues 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.

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: Increased integration of organizational development and capacity building aspects within health and disaster management programmes.

Key activities:

- Work closely with disaster management and health departments of the national societies and country offices to ensure organizational development components are integrated into regular programming.
- Cross-cutting initiatives and opportunities are identified and utilized by various departments.
- Training on capacity building and organizational development initiatives are built into programme plans.
- Support and sharing learning across national societies on the impact of the Intensified Capacity Building programme in the Red Cross Society of China.

The regional programmes will integrate various aspects of organizational 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 organizational 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 organizational development and capacity building discussions at regional meetings, workshops and trainings done by the East Asia regional office.

Programme component 3: Information sharing and knowledge management
Component outcome: Lessons learned and best practices shared and peer support provided by skilled national society practitioners in organizational development and capacity building across all Movement components in Asia Pacific.
Key activities: <ul style="list-style-type: none"> • Host annual regional meetings. • Arrange and host exchange visits. • Produce best practice materials.

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 regional, zone and global levels.

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

Principles and values

a) The purpose and components of the programme

Programme purpose - Global Agenda Goal 4
Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

The principles and values programme budget for 2010 is CHF 214,866 and for 2011 its CHF 471,551.

Programme component 1: Promotion of humanitarian values and Fundamental Principles
Component outcome 1: The Red Cross Red Crescent Movement in the region is recognized by national and international media as a primary source of information on disasters and humanitarian response.
Key activities: <ul style="list-style-type: none"> • 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. • Coordinate with regional health teams and in particular, the Global Alliance on HIV programmes to disseminate best practices in non-discrimination and principles and values work.
Component outcome 2: All national societies in the region have increased the capacity of their information departments.
Key activities: <ul style="list-style-type: none"> • 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.

- Contribute to, and draw from, the zone pool of trainers to coach other national societies seeking to enhance capacity.
- Exchange information and identification of good practices between national societies and at zone level.

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 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 ICRC 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 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.

The East Asia communications programme will also promote and support the participation of East Asian national societies in the Asia Pacific zone or global workshops on communications. Direct and technical support on the production of promotional materials for the national societies' programmes will be another important activity in these coming two years.

In addition, the International Federation will work closely with the RCSC and ICRC to promote a Movement image during the 2010 World Expo in Shanghai as a platform for promoting knowledge of the goals and achievements of the Red Cross Red Crescent Movement. The World Expo 2010 provides an important platform to highlight the profile of the Red Cross Red Crescent Movement to an influential audience, both domestic and international, at a time when civil society is in a crucial evolving phase in China and in many other countries.

The earthquake relief and reconstruction operation in China has focused unprecedented attention on the role of non-governmental organizations as a complement to the government. Meanwhile, preparation against natural disasters and response to climate change – both at home and in the world at large – are issues in focus for the whole Red Cross Red Crescent Movement.

The East Asia regional office and Asia Pacific zone will also provide specialized support to the Japanese Red Cross Society in developing an international media communications contingency plan in the event of a major disaster on the islands.

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

In the past, a lack of funding for this component halted many of the activities planned by the regional office, especially during 2007 and 2008, when there was no delegate in place in the East Asia office. The importance of communications in this region cannot be underestimated. The region has experienced multiple disasters seeking appeals, as well as large-scale events, such as the Beijing Olympics, which require a communications specialist to work with the foreign media and the national societies in conveying the work of the Red Cross.

Role of the secretariat

The East Asia regional office's budget for its coordination role in 2010 is CHF 150,802 and for 2011 is CHF 150,802.

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 East Asia regional office in Beijing will provide technical support to the region's national societies through both the health and disaster management programmes, especially in areas of capacity building, programme coordination, resource mobilization, advocacy, monitoring, reporting and accountability.

The regional planning, monitoring, evaluation and reporting (PMER) delegate will also incorporate 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. Currently, the PMER unit in Geneva is finalizing a revision of the planning training module based on the participatory project planning (PPP) approach and a monitoring and evaluation (M&E) training that is planned to be rolled out in 2010-2011 to enhance the quality and accountability of programmes.

In addition to the support outlined in the programme areas of this plan, the East Asia regional office has the opportunity to provide specialized support to the Japanese Red Cross Society and the Red Cross Society of the Republic of Korea. Technical support in communications, logistics and organizational development as well as health and disaster management, where needed, will be part of the work of the regional office, provided either by regional delegates or requested from technical units in the Asia Pacific zone office.

The International Federation's East Asia regional office also plays a key role for the country office in Pyongyang. Policy changes three years ago in the DPRK led to a reduction in international staff within the International Federation's country office. The large scale of 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 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 DPRK Red Cross'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.

b) Humanitarian diplomacy

In line with the new priorities of Strategy 2020, humanitarian diplomacy will be a high priority in the Asia Pacific zone and the regions. Humanitarian diplomacy is persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles. Humanitarian diplomacy is a tool to enhance and further develop the work of national societies and the International Federation. The International Federation *Humanitarian Diplomacy Policy*, which was adopted in May 2009 by the International Federation's Governing Board, is an overarching policy which recognizes that our diplomacy involves all aspects of our work and is exercised in different ways as required by the objective: advocacy, negotiation, communication, formal agreements, fundraising and other measures.

In the Asia Pacific zone, our ambition is to develop existing and new relations with a number of major international and regional organizations and key governments active in the humanitarian field. The goal of the work is to ensure that agreements and partnerships with such organizations realize their operational potential, adding real value for national societies and the International Federation and their programmes. It also supports the strengthening of national society capacity to use their auxiliary role for the benefit of vulnerable people. Humanitarian diplomacy also improves our overall humanitarian access, maintains humanitarian space for national societies and the International Federation and strengthens the ability of national societies to pursue their own national objectives.

In East Asia, humanitarian diplomacy will be given high priority both in terms of strengthening new partnerships, promoting the humanitarian agenda, including principles and values and in strengthening the auxiliary role and advocacy of the national society. More details are given below under partnership development and representation and advocacy.

b.1) 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. The Cooperation Agreement Strategy process in DPRK continues to add significant value to mobilising strategic resources for programming, and is being explored as a potential modality for enhanced coordination in Mongolia.

b.2) 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.

In the coming two years, the International Federation has committed to taking a more active role in advocacy and humanitarian diplomacy. The goal of such activities will be focused on persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles.

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 men and women are invited to participate. The gender issue will also be addressed at the time of programme evaluation. The recent HIV 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 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 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. Community-based disaster preparedness projects in the region are 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 have been seen in a reduced impact from subsequent disasters.

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. 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	
<p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p>Global Agenda Goals:</p> <ul style="list-style-type: none"> Reduce the numbers of deaths, injuries and impact from disasters. Reduce the number of deaths, illnesses and impact from diseases and public health emergencies. Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
<p>For further information specifically related to this plan, please contact:</p> <ul style="list-style-type: none"> • Federation East Asia regional office in Beijing: phone: +86 10 65327162, fax: +86 10 6532 7166. <ul style="list-style-type: none"> - Mr. Carl Naucner, head of East Asia regional office; email: carl.naucner@ifrc.org - Mr. Gu Qing-Hui, regional disaster management delegate; email: qinghui.gu@ifrc.org - Ms. Amgaa Oyungerel, regional health delegate; email: amgaa.oyungerel@ifrc.org - Ms. Nicolle LaFleur, regional resource mobilization and planning, monitoring and evaluation, and reporting (PMER) delegate; email: nicolle.lafleur@ifrc.org • Federation Asia Pacific zone office in Kuala Lumpur: phone: + 603 9207 5700; fax: +603 2161 0670. <ul style="list-style-type: none"> - Mr. Jagan Chapagain, deputy head of zone; email: jagan.chapagain@ifrc.org; - Ms. Penny Elghady, resource mobilization and planning, monitoring and evaluation, and reporting (PMER) coordinator; email: penny.elghady@ifrc.org - Please send pledges of funding to zonerms.asiapacific@ifrc.org 	

[<map below; click to return to title page>](#)

MAA54001 - East Asia region

Budget 2010 - 2011

Budget 2010

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Care	Capacity Building	Principles and Values	Coordination	Total
Supplies						
Land, vehicles & equipment						
Transport & Storage						
Personnel	58,500	117,000		82,000	50,000	307,500
Workshops & Training	100,000	41,500		20,000	45,000	206,500
General Expenditure	29,400	26,600		98,900	46,000	200,900
Depreciation						
Contributions & Transfers						
Programme Support	13,063	12,868		13,966	9,802	49,699
Services						
Contingency						
Total Budget 2010	200,963	197,968		214,866	150,802	764,599

Budget 2011

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Care	Capacity Building	Principles and Values	Coordination	Total
Supplies						
Land, vehicles & equipment						
Transport & Storage						
Personnel	204,000	204,000		372,000	50,000	830,000
Workshops & Training	100,000	35,000		20,000	45,000	200,000
General Expenditure	29,400	25,100		48,900	46,000	149,400
Depreciation						
Contributions & Transfers						
Programme Support	23,178	18,360		30,651	9,802	81,990
Services						
Contingency						
Total Budget 2011	356,578	282,460		471,551	150,802	1,261,390



International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

East Asia



The maps used do not imply the expression of any opinion on the part of the International Federation of Red Cross and Red Crescent Societies or National Societies concerning the legal status of a territory or of its authorities.

Map data sources: ESRI, Federation