



## NORTH AMERICA IFRC Country Cluster

### COUNTRY PROGRAM OVERVIEW

North America has been historically affected by issues such as migration, health factors and natural disasters. Recent natural disasters have affected these three countries from coast to coast, most recently Hurricane Florence, Hurricane Michael and the 2017 Mexico earthquake. The threat posed by natural disasters, health risks including infectious disease outbreaks and chronic diseases, as well as the psychosocial impact of emergencies and violence are all challenges that face North America. Canada and the United States of America are main destinations for migrants from Central American and increasingly from South America. Mexico is both a destination and transit country where the vulnerability of migrants is constantly increasing. In order to face these major challenges, it is essential to focus on major priorities such as disaster risk reduction and health in order to strengthen preparedness, prevention, response and resilience among the communities.

The three National Societies that comprise the North America Cluster – American, Canadian and Mexican Red Cross Societies operate domestically and also externally for the international development of other National Societies. They have a high level of management capacity and extensive networks of volunteers. The National Societies have established mutual cooperation, partnership, and technical or leadership exchange through more than 1000 local branches.

## NEEDS ASSESSMENT



In order to face the major challenges confronting the countries of North America, it is essential for the Red Cross to focus on key priorities such as disaster risk reduction and health in order to strengthen preparedness, prevention and response, and the resilience of vulnerable communities.

## STATISTICS

**Mexico: 0.774** Human Development  
**USA: 0.924** Index from UNDP  
**Canada: 0.926**

**Mexico: 89.2%** Population using  
**USA: 100%** improved sanitation  
**Canada:** facilities from Human  
**98.5%** Development Reports of  
UNDP

**Mexico: 16%** Attitudes towards  
**USA: 13%** Violence, Gender,  
**Canada: 6%** Institutions, and  
Development from  
OECD

**Mexico: 3.5%** Total unemployment  
**USA: 4.4%** according to Human  
**Canada: 6.4%** Development Index from  
UNDP

## AREAS OF FOCUS

### DISASTER RISK REDUCTION

**CHF 120,000 required**

IFRC will continue supporting Mexican Red Cross to increase community resilience through capacity strengthening; enhancing the effectiveness of mitigation activities; developing, testing, and implementing new, innovative, and scalable solutions through technological innovation; applying the Flood Resilience Measurement Tool in the communities; supporting stakeholders and local practitioners to make risk-informed decisions; developing and promoting knowledge; and influencing policymakers and donors to invest in building resilience at national, regional and global level.

- 11 community contingency plans developed.
- 11 Community Early Warning Systems established or improved and linked with local or national meteorological systems.
- 17,000 people reached by the Red Cross with public awareness and education campaigns using harmonized messages to reduce, mitigate and respond.
- Community awareness, brigades formation, community plans developed and community-based education in flood preparedness.
- Mexican Red Cross implements activities that contribute to climate change mitigation.

### HEALTH

**CHF 800,000 required**

Communities face interlinked threats of communicable diseases which can cause epidemic outbreaks, non-communicable diseases which cause chronic morbidity and premature death when poorly managed, and morbidity and mortality related to accidents and violence. Exposure to violence increases other health risks including substance abuse, mental illness, chronic diseases, infectious diseases such as HIV. In line with the Global Health Security Agenda, Mexican Red Cross will be supported to prevent, detect and respond to address the health needs of the most vulnerable. Communities will be provided with services to identify and reduce health risks and to effectively detect and respond to infectious disease outbreaks.

- 1,500 volunteers mobilized by the National Societies for health activities.
- 10 CBHFA plans developed to address identified health risks.
- 5,000 people reached with services to reduce relevant health risk factors.
- Communities trained and supported to conduct health assessments identifying major risks, vulnerabilities and threats.
- Community action plans developed to address priority areas, supported by comprehensive modules in community health, health in emergencies and first aid.
- Preventative actions for priority health threats disseminated and applied.
- 10 contingency plans in place to respond to epidemics and pandemics.
- 1,500 volunteers trained in epidemic control.

## STRATEGIES FOR IMPLEMENTATION

### STRENGTHEN NATIONAL SOCIETY CAPACITIES

**In-kind required**

To ensure that National Societies have legal, ethical, and financial foundations, systems, structures, competences, and capacities to plan or perform, it is necessary to have strong capacity building and organizational development. This is especially true for National Societies with a strong youth voice and that seek leadership strengthening.

The Red Cross has established Civil Military relations (CMR) and coordination mechanisms in the field for effective response to aid people affected by disasters and crises. This will be further developed in North America during 2019.

- 5 youth representatives engaged in National Society Governance bodies.
- Youth leadership skills strengthened.
- Increase capacities for civil-military relations for humanitarian actions.
- CMR Surge and Advisory Structures established.
- 3 government organizations engaged with IFRC and the National Societies of North America on CMR.
- 3 National Societies with CMR Protocols and Procedures.
- CMR Guidelines and standards developed at national level, a Lessons Learned Case Study, trainings and workshops and surge and advisor meetings.
- Peer to peer support established through IFRC Network.
- Reports from experience, expertise, innovation and learning opportunities of the IFRC network.

### INFLUENCE OTHERS AS LEADING STRATEGIC PARTNERS

**CHF 320,000 required**

IFRC will create a position in North America to influence decisions at local, national and international levels and support humanitarian diplomacy and International Disaster Response Law. IFRC will support the American Red Cross led North American Humanitarian Response Initiative (NAHRI), which represents a unique effort to improve the effectiveness of cross-border response to hazards in North America. The three National Societies will work in partnership with government authorities (Civ-Mil) in disaster response to support under-served populations, and provide trained personnel and supplies and equipment through working groups.

- Policy documents adopted by the three governments with National Society support.
- Support strategy and learning for future NAHRI implementation.
- 3 National Societies supported in strengthening cross-border humanitarian preparedness.
- Programmatic reach of National Societies and IFRC is expanded through a new position strategically located in one of the North American Cluster Countries.

## CONTACTS

For more information on the work of the International Federation of Red Cross and Red Crescent Societies in Country, please contact:

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