Fuelled by social inequality, violence continues to grow in the Americas region, especially in urban contexts where over 80% of the population live. Of the 50 most violent cities in the world, 43 are in the Americas, as well as 14 of the 25 countries with the highest rates of gender-based violence (GBV). Moreover, the Americas region is home to 26.6% of the world’s migrants (61.6 million people). Population movements have a significant impact on equity, social cohesion, and the economy, while increasing the risk of discrimination and violence for internally displaced people (IDPs) and migrants and limiting their access to social and health services. Migration increases tension and vulnerability in countries of origin and receiving communities, generating consequences in health care provision, infrastructure, and disease management. In the absence of an international legal obligation in favour of migrant integration, social cohesion is further challenged. Significant humanitarian needs exist in transit areas, temporary settlements and host communities. As of June 2018, approximately 2.3 million Venezuelans were living abroad, as 9 out of 10 Venezuelans have sought refuge within Latin America, especially in Colombia, Peru, Ecuador, Brazil, and in Caribbean nations. In 2019, the Disasters & Crisis (D&C) Management Team of the Americas Regional Office (ARO) will concentrate on improving operational excellence as a follow-up to the disaster system reforms carried out within the Toluca Declaration framework which has been transformed into a continuous optimization process as agreed upon at the 2017 meeting. Operational excellence is defined as “the systematic management of productivity, quality, reliability, and excellence to achieve better key performance indicators”, entailing the use of the organization’s total capacity (processes, technology and human talent) to implement optimization strategies and guarantee the operational effectiveness to fulfil its humanitarian mandate and benefit people affected by disasters.
Areas of Focus

Disaster Risk Reduction (DRR)
5,000 people will strengthen their resilience against disasters.

Health
223,314 people will directly benefit from health services, including psychosocial support.

Water, Sanitation and Hygiene (WASH)
315,000 people will have access to clean water, sanitation and hygiene promotion.

Migration
400,000 people on the move will be reached with comprehensive services.

Protection, Gender and Inclusion (PGI)
400,000 people to be reached with gender-sensitive and inclusive programmes.

Livelihoods
32,000 people will be reached with livelihoods support.

Shelter
50,000 people will receive shelter support and services.

Strategies for Implementation

- Strengthen National Society
- Ensure effective international disaster management
- Influence others as leading strategic partner
- Ensure a strong IFRC
The Americas region is one of the regions most impacted by disasters globally, both in number of events, loss of human lives and economic losses. Factors forcing people to live in high-risk areas include inequality, poverty, lack of urban planning, rapid population growth, climate change, political and social environmental transformations, scarce investment in sustainable development and excessive exploitation of natural resources. The upsurge in disaster risks is directly proportional to increased human settlements in vulnerable areas due to coastal migration, expansion of cities on floodplains and poor building standards. Effective adaptation strategies must address short- and medium-term risks while reducing long-term vulnerability and increasing community resilience.

It is imperative to raise awareness and motivate decisive change in DRR by promoting practical and scalable solutions that build and strengthen sustainable resilience and recovery. The IFRC will assist National Societies to improve community resilience and implement risk-based analysis, planning and decision-making. The IFRC will support NSs to incorporate DRR and climate change adaptation into their strategies, policies and programmes, reducing vulnerability through knowledge exchange. The IFRC will also encourage stakeholder participation in the One Billion Coalition, risk assessment partnerships with regional and local partners and DRR prioritization by governments and local actors.

The IFRC Americas Regional Office’s DRR programme area focuses on:

- Supporting NS efforts to collaborate and coordinate with local governments.
- Advocating for the enhancement and consolidation of resilience that is action-oriented and respects local cultures for the better understanding of risks and reduction of vulnerabilities.
- Supporting NSs to prioritize high risk populations and marginalized groups.
- Acting as auxiliaries to public authorities in the humanitarian field by supporting NSs in working with local and national institutions to promote sustainable community resilience.
- Raising awareness to analyze and better understand the impact of disasters, risks and local vulnerability and promoting actions to reduce negative impacts and participatorily create sustainable local solutions.

**AREA OF FOCUS**

**DISASTER RISK REDUCTION (DRR)**

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**2019 FUNDING REQUIREMENT**

**5,000 PEOPLE TO BE REACHED**

**940,000**

**PEOPLE TO BE REACHED**

**2017**

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>COMMUNITIES IN DISASTER AND CRISIS AFFECTED AREAS ADOPT CLIMATE-RISK INFORMED AND ENVIRONMENTALLY RESPONSIBLE VALUES AND PRACTICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOPLE KILLED IN DISASTERS</td>
<td>2.36 MILLION</td>
</tr>
<tr>
<td>NUMBER OF DISASTERS</td>
<td>23,333</td>
</tr>
<tr>
<td>ESTIMATED DAMAGES</td>
<td>USD 3,513 BILLION</td>
</tr>
</tbody>
</table>

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AREA OF FOCUS
SHELTER

The experience, capacity, and mandate of National Societies in shelter and settlements programming varies widely, from those focusing solely on the meeting of emergency shelter relief needs and others working across the continuum from awareness raising on reducing shelter risks and vulnerabilities as a component of preparedness and disaster risk reduction activities to longer-term reconstruction and recovery programming. Most NSs in the Americas have limited dedicated technical capacity for shelter and settlement programmes. As a result, the level and type of request for support in shelter and settlements varies widely. The regional support to country cluster support team offices and their respective National Societies will consider these differences and provide tailored assistance. The year 2018 saw improvements and changes in the Americas shelter and settlements capacity. In 2019, the secretariat will increase the tools and mechanisms for NSs to understand this area of focus though the analysis of what each National Society has implemented in the past eight years.

The activities of the IFRC will highlight the provision of technical assistance to shelter and settlements programming; the development and delivery of trainings related to capacity building initiatives; and creating, fostering and enabling internal and external networking opportunities. These will include addressing shelter risks and vulnerabilities as part of preparedness and risk reduction activities (PASSA and PASSAYouth); working on improving the "shelter-readiness" of cash and market-based interventions, advancing on protection-related aspects of shelter and settlements programming, such as inclusion and regulatory barriers (housing, land and property), moving forward with sustainability and Green Response and supporting recovery programming. The secretariat will capture and disseminate the region’s best operational practices in shelter interventions.

560,000
2019 FUNDING REQUIREMENT

50,000
PEOPLE TO BE REACHED

COMUNITIES IN DISASTER AND CRISIS AFFECTED AREAS RESTORE AND STRENGTHEN THEIR SAFETY, WELL-BEING AND LONGER-TERM RECOVERY THROUGH SHELTER AND SETTLEMENT SOLUTIONS

REGIONAL STATISTICS

+ Over 180,000 people received shelter and settlement assistance in the Americas region in 2017.

+ By 2030, 84.6% of the population in the Americas region are projected to be living in urban areas, which will increase the number of slums and unplanned settlements.
AREA OF FOCUS

LIVELIHOODS

Developing, protecting and restoring sustainable livelihoods is critical to enhancing community resilience to future shocks and reducing reliance on humanitarian assistance. Currently, most livelihoods interventions are implemented in the emergency phase and emphasize the replacement of financial and physical assets. The secretariat aims to develop sustainable, quality livelihoods programmes after the emergency phase to contribute to the stabilization of household security and increase resilience. Red Cross livelihood programmes will be strengthened through the programme cycle to align livelihoods programmes with national strategies.

The secretariat will focus on raising awareness on the need for new approaches to livelihoods that are fully integrated with the community resilience agenda and contribute to strategic plans that respond to immediate needs and support recovery processes by anticipating medium and long-term needs. Additionally, responses will be tailored to the needs of livelihood groups, such as gender-sensitive or region-specific activities on migration, ethnic groups, and disaster risk reduction. The Livelihoods Resource Centre (LRC) will provide technical assistance to support NSs in self-assessing their needs and capacities. Planning and implementing comprehensive livelihood interventions requires capacity development in data collection and analytic systems. Resources will be mobilized to support livelihoods programming and early recovery livelihoods assessment training sessions by the LRC. Tools and methodologies such as Household Economic Security, complementary livelihoods assessments, market-based analysis and the Vulnerability and Capacity Assessment (VCA) will be promoted to identify needs and inform programme design. In emergency responses, beyond relief operations aiming at meeting essential needs of affected populations, investment in community recovery processes and the promotion of resilient livelihoods programming is required.

Regional support will introduce innovative practices to NSs through the development and dissemination of technical notes and case studies. Emphasis will be placed on participatory, sustainable, and climate-smart approaches that enhance people’s current and future well-being without harming the natural environment or resource base. Close engagement with external technical partners and research institutions will be sought at all levels to support evidenced-based livelihoods programming and knowledge development in the Movement. Regional support will enhance NS capacity to contribute to national and regional coordination mechanisms through improved analysis, monitoring food insecurity trends, and targeted needs assessments. The creation of a livelihoods regional strategy will guide the creation of prioritized concept notes as the foundation of a robust programmatic vision that underpins disaster and crisis response.

170,000
2019 FUNDING REQUIREMENT

32,000
PEOPLE TO BE REACHED

OUTCOME

COMMUNITIES, ESPECIALLY IN DISASTER AND CRISIS AFFECTED AREAS, RESTORE AND STRENGTHEN THEIR LIVELIHOODS

REGIONAL STATISTICS

+ More than 32,000 people provided with food, cash, income to meet their survival threshold in the Americas Region in 2017.
+ More than 33,000 people directly supported by livelihoods-specific programming in 2017.
AREA OF FOCUS
HEALTH

The Americas is a diverse region with many health threats. The IFRC supports NSs to face multiple challenges within the complex regional context, including communicable and non-communicable diseases (NCDs), reproductive, maternal and child health, epidemics and health in emergencies. The inequity in access to health services and the continued threat of epidemic outbreaks, including dengue fever, chikungunya, cholera, and Zika, continue to have considerable economic and social impacts in the region. The migrant crisis poses an increased threat to health in the Americas, hindering efforts to reach universal health coverage, health security and health promotion.

The IFRC Health Department has three priorities for 2019: supporting community-based health and first aid; building NS capacity to respond to health in emergencies; and strengthening health networks for sharing knowledge and experience within the Movement. The ARO Health Department is committed to utilizing skills in public health, epidemiological surveillance, project management, community engagement and information management to create and support financially sustainable and accountable programmes that respond to the humanitarian health needs in the Americas.

The IFRC Health Department will support 18 NSs in identifying community health priorities and developing community-based actions for long term change, based on the Community-Based Health and First Aid Approach (CBHFA). Regional capacities will be utilized for health emergencies through continued development of training tools and internal coordination. Efforts will be made to address maternal and child health, including revision of immunization status, violence prevention activities and psychosocial support. In 2019, the IFRC will also improve knowledge and experience sharing.

4,812,000
2019 FUNDING REQUIREMENT
223,314
PEOPLE TO BE REACHED

VULNERABLE PEOPLE’S HEALTH AND DIGNITY ARE IMPROVED THROUGH INCREASED ACCESS TO APPROPRIATE HEALTH SERVICES

REGIONAL STATISTICS

✦ The Caribbean is the second most HIV-affected region in the world.
✦ Non-communicable diseases cause 2 out of 3 deaths in the Americas region and are the greatest cause of premature death, morbidity, and disability.

NATIONAL SOCIETY ACTIVITIES

✦ More than 110,000 people reached by NS immunization campaigns.
✦ 9 National Societies have active outreach plans to reach key marginalized population groups.
✦ Over 223,000 people reached by NS health programmes and services.
AREA OF FOCUS
WATER, SANITATION & HYGIENE

WASH efforts in the Americas have contributed to the IFRC being considered a major player in WASH in emergencies. While NSs are extremely capable in WASH for disaster response, the secretariat will work with NSs to strengthen their WASH capacities to address complex regional issues.

In 2019, the secretariat in the IFRC will prioritize 10 NSs to strengthen WASH in public health, in development settings and in urban contexts. The ARO WASH strategy entails:

.1 Promotion of peer-to-peer support through binational or tri-national cooperation agreements for capacity building. After the targeted 10 NSs have improved their capacities, they will support other NSs to build their WASH capacity.

.2 The IFRC will advocate for a long-term vision and common objective among NSs in the region.

.3 The Regional Office will act as an important tool for donor and partner coordination, strengthening the influence of the Movement and encouraging resource mobilization for emergency response.

The Regional Office will support and encourage NSs to engage local partners and encourage local resource mobilization to make their WASH programmes more sustainable. WASH products and results will be generated by strengthening NS capacities and through relevant community presence.

OUTCOME
VULNERABLE PEOPLE HAVE INCREASED ACCESS TO APPROPRIATE AND SUSTAINABLE WATER, SANITATION AND HYGIENE SERVICES

REGIONAL STATISTICS

+ 31% of the world’s freshwater can be found in Latin America; yet, millions of people still lack access to safe water.

+ In 2017, over 427,500 people have been directly assisted with WASH services.

+ 50% of target communities are using appropriate and sustainable WASH services in humanitarian, recovery, or development contexts.
AREA OF FOCUS
PROTECTION, GENDER AND INCLUSION

In the Americas, violence, especially violent crime, is pervasive and costly. According to UNODC statistics, the Latin American and Caribbean region is the most violent in the world with women, children and the elderly bearing most of the physical, psychological, and non-fatal sexual violence. Beyond deaths and injuries, youth violence can lead to mental health problems and increase behaviours that pose risks to health, such as smoking, alcohol and drug use and high-risk sexual practices. Perpetrators and victims of youth violence often have a long history of involvement in the cycle of violence, of which many have histories of child abuse.

Violence, experienced on a continuum, is enhanced during natural disasters and armed conflicts, which can have permanent consequences. Disasters affect various groups differently, as inequalities based on gender, ethnicity, and disability, among others, increase people’s vulnerability by limiting resources and tools to recover from disaster risks. In addition, specific contexts such as civil unrest and mass migration increase the risks posed to the most vulnerable groups. Therefore, many actions from NSs are required to assist and protect vulnerable populations and to respond to their needs. In migration, violence can occur in transit or in destination countries, with women and children being the most affected by abuse, trafficking, and other kinds of violence.

The IFRC will support NSs in implementing a gender and diversity approach in programmatic and operational planning through the implementation of Minimum Standard on Gender, Disabilities and Diversity (MSGDD), training for NSs and through surge capacities. In addition, the IFRC will adapt the action taken in DREF and emergency appeals to reinforce the response for vulnerable groups, preventing gender-based violence (GBV) in emergency contexts. The IFRC will support NSs in establishing guidelines, policies, and strategies that include social inclusion and support for vulnerable groups. The IFRC will use current methodologies at community levels to improve social cohesion and promote a culture of peace (tools used will include CBHFA Violence Prevention Module, Friendly Neighbourhoods, Migrapoly, Road Map of Resilience). A Protection, Gender and Inclusion approach will be integrated in regional and sub-regional projects, promoting resilience of vulnerable groups such as children, youth, women, migrants and those affected by violence, reducing their vulnerabilities by offering services that increase their capacities to prevent violence, protect their livelihoods and contribute to educational achievements.

630,000
2019 FUNDING REQUIREMENT

400,000
PEOPLE TO BE REACHED

OUTCOME

COMMUNITIES BECOME MORE PEACEFUL, SAFE AND INCLUSIVE THROUGH MEETING THE NEEDS AND RIGHTS OF THE MOST VULNERABLE PEOPLE

REGIONAL STATISTICS

- In Latin America, 40% of rural women over the age of 15 lack their own income, though they engage in unpaid daily work.
- 6,000 NS country programmes include measures to improve equity, such as access to education, employment, and skills training.
The migratory flows in the Americas are diverse, as the region acts as the origin, transit, and destination zone for migrants. The northern region of South America, Panama, and the Caribbean territories closest to the continental plate are especially sensitive to population movements. In the Latin America and Caribbean region, there has been an increase in complex, inter-regional migration due to political, economic, and social changes, as well as the advancement of communications technology. The IFRC response focuses on addressing the humanitarian and protection needs of migrants, as well as reducing migration risk in the communities of origin, exposure to violence in transit and social exclusion in host communities.

Since 2017, South America has experienced substantial changes in migration trends. The situation in Venezuela has led to the mass movement of people throughout the region (mostly to Colombia, Ecuador and Peru). It is estimated that as of early 2018, anywhere from 1.6 million to 4 million Venezuelans have emigrated and the figures continue to climb, outpacing earlier migratory flows from Central America, Colombia and Cuba. From 2015 to 2017, the migration of Venezuelans to other parts of the region increased by 488%; in the case of those going to other South American countries, the increase was 587%. A regional assessment conducted by ARO identified access to health services and protection against violence, discrimination, and xenophobia as migrants’ central needs. NSs require support to reach populations in border regions and in host communities.

During 2018, the IFRC supported NSs with their responses to the regional migration in South America. As the number of migrants in situations of vulnerability increase in the region, more support from the secretariat is required. The IFRC has activated mechanisms to strengthen the capacities of NSs to achieve the Toluca commitments and the objectives of the Global Migration Strategy. These actions will increase leadership engagement and contribute to the building of a comprehensive approach in the Americas to assist and protect migrants in the region. This will be done through a regional dialogue with authorities while concurrently creating a strong regional network through coordinated regional interventions. The IFRC will offer practical solutions to deliver services such as health, protection and basic training for volunteers. To help reduce discrimination, the IFRC proposes to implement a communication campaign to raise awareness of migrant rights and create a positive perception of migration. In the mid- to long-term actions, the IFRC will support the country cluster support teams to develop projects focused on integrating vulnerable migrants in countries of origin and destination. Activities will involve the perspectives of host and destination communities based on the do-no-harm principle and community engagement and accountability (CEA) approach; in the emergency context, the IFRC will seek to better understand Internally Displaced People as a consequence of disaster and to contribute to the Global Working Group in designing a strategy.


## STRATEGY FOR IMPLEMENTATION 1

### STRENGTHEN NATIONAL SOCIETY

Over 5,000 local branches of the 35 NSs in the Americas provide support to millions of people living in vulnerable conditions. IFRC supports NSs by providing coordination, financial and technical support, and long-term regional programs. The Policy Strategy and Knowledge (PSK) department ensures the effective use of evidence-based knowledge towards developing, implementing and monitoring regional strategies, based on peer learning and support mechanisms, to foster a vibrant culture of innovation and research and enrich global policies. PSK supports NS growth and the increased impact of their humanitarian work, seeking relevant and sustainable actions.

NSs have identified key pillars for their own long-term development, including leadership, positioning/auxiliary role/communication, financial sustainability, branch development, transparency and accountability and knowledge management, seeking to optimize the expertise that already exists. The 2019 plan builds on these with main priorities subdivided by its five core functions:

1. **Policy and Strategy:** The 2019 Interamerican Conference (IAC), Statutory meetings, and Strategy 2030 will set the regional priorities for the next four years. IFRC will coordinate technical discussions, such as coordination processes, workshops and virtual consultations.

2. **National Society Development (NSD):** Priority is placed on the reduction of institutional risks by promoting volunteer development, financial sustainability, branch development, Planning, Monitoring, Evaluation, and Reporting (PMER), humanitarian diplomacy, policies on integrity and institutional risks, fraud and anti-corruption, prevention of harassment; and improved governance. These will be achieved through a network of specialists (staff and volunteers) and peer support.

3. **Volunteering and Youth Development:** The 2019 plan is to consolidate efforts, tools, research and experiences to ensure a skilled, motivated volunteer base. Volunteer management schemes to be improved include the Volunteering Development Framework and the Volunteering Development Platform.

4. **Learning and Knowledge Brokering:** A key focus is enabling NS knowledge management potential and ensuring Reference Centres move the IFRC knowledge management agenda forward and ensure more beneficiaries are reached through relevant Red Cross programming and innovative approaches such as e-learning, participatory methodologies and new technology.

5. **Humanitarian Innovation:** Innovative solutions that streamline processes, improve information management and organize communication will be created through experimentation, development and needs-based research, while promoting processes aimed at data collection, IM, e-learning, development of new NS platforms, and using mobile devices to optimize actions in the field. Prioritised areas will include disaster management, livelihoods, cash-based interventions, migration and health.

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### OUTCOME

- **NATIONAL SOCIETIES DEVELOP DEEPLY SHARED IDENTITIES AND IMPROVED INTERNAL AND EXTERNAL COMMUNICATION**
- **NATIONAL SOCIETIES’ PROGRAMMATIC AND OPERATION OBJECTIVES ARE SUPPORTED**
- **THE FEDERATION NETWORK BENEFITS FROM ITS WEALTH OF EXPERIENCE AND EXPERTISE, A SHARED CULTURE OF INNOVATION, LEARNING AND BUILDING ON BEST PRACTICES AND ANALYSIS**
In 2006, the IFRC assumed the role of convener of the Shelter Cluster for natural disasters. More than a decade later, the IFRC’s leadership role in establishing this challenging interagency function is being hailed by major donors as exemplary due to improved predictability, accountability, collaboration and inclusive involvement of participating agencies. The priority will be to maintain the current institutional commitment and securing increased capacity as needed.

The 2019 surge focus is implementing the updated Americas’ Surge Standard Operation Procedures (SOPs), database re-structuring to identify growth areas, learning harmonization for surge personnel and the reinforcement of the International Surge Optimization Process. This will promote a more agile, efficient and accountable use of the region’s surge capacity tools. The deployment and training of surge personnel is competency-based, aiming to strengthen the linkage of national and regional systems. There is a strong emphasis on developing a learning path at the global level, promoting the professional training of surge personnel, reinforced by the revision and promotion of the national and regional intervention teams. To ensure effective disaster response, an IM strategy for the Americas has been designed that will define the IM component for regional disaster response.

The Logistic Procurement Supplies Chain Management (LPSCM) will support NSs to achieve their operational objectives by delivering services in supply chain management. Logistics Management will thus ensure adherence to quality standards and donor accountability requirements and use the most cost efficient and effective delivery means. Contingency stock comprised of basic relief supplies will be stored and managed at strategically located warehouses with ability for dispatchment within 48 hours. The implementation of the Americas stock strategy and setting up at least three sub regional stock locations will enable the National Societies Logistic Capacities Enhancement (NSLCE) to function with the SOPs and performance as IFRC warehouses.

The ARO Logistics Unit together with NS logistics personnel will work continuously in the localization mapping in the region that will include local source capability, country risks, NS capacity (e.g. stock pre-positioning), supplier cash readiness and identified challenges in cross border, etc. LPSCM Regional Logistics Unit (RLU) will aim to increase the number of available professional logisticians in the roster to support peer-to-peer activities and ensure adequate professional support to NSs during disasters and during the logistics development process.

The new Regional Logistics Centre for Humanitarian Assistance, a project of the Panamanian Government, will house the IFRC and UNHRC warehouses, as well as the National response system, and will be operational in 2018. This new location will facilitate the networking and the consolidation of the Red Cross Logistics Hub, empowering the Red Cross logistics in the region and connecting with governments, civil, commercial and educational entities.

**OUTCOME**

**EFFECTIVE AND COORDINATED INTERNATIONAL DISASTER RESPONSE IS ENSURED**

**OUTCOME**

**THE COMPLEMENTARITY AND STRENGTHS OF THE MOVEMENT ARE ENHANCED**

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**ENSURE EFFECTIVE INTERNATIONAL DISASTER MANAGEMENT**

2,150,000

2019 FUNDING REQUIREMENT
In 2019, the Disaster Law Programme (DLP) will provide technical support and capacity building training to NSs to strengthen their auxiliary role on Disaster Law. This will include strengthening NS capacities on Disaster Law, Legislative Advocacy and Humanitarian Diplomacy by using the 2018 Legislative Advocacy Toolkit to help them design advocacy strategies to implement IDRL/DRR recommendations. The DLP will also strengthen its knowledge on Climate Change Adaptation (CCA) and conduct projects to inform the revision of the Checklist on Law and DRR. It will support the Migration Unit to develop an analysis on the protection of migrants and vulnerable groups based on a legal mapping of different visa types in the region. At the regional level, the DLP will strengthen its partnership with key regional DRM intergovernmental organizations to advocate for the adoption of effective Regional Response Mechanisms, DRM, and DRR/CCA strategies. It will also strengthen partnerships with academia and law firms providing pro bono support.

Continued support will be provided to the Americas resource mobilization network for sharing good practices and facilitating peer support. Technical assistance will be provided to NSs to develop individual donors and resource mobilization in emergencies, as well as to Red Cross branches for developing business models. A regional Skillshare will be held in 2019 to share good practices in regional partnership and resource development (PRD).

The secretariat will continue to support NSs’ capacity building in planning, monitoring, evaluation and reporting (PMER). In 2019, the Regional Office will support the revision of PMER procedures, the implementation of PMER capacity assessments for select NSs and technical assistance for PMER structuring based on NS needs. There is a need to boost PMER regional capacity for emergency operations and to integrate PMER support for NS emergency preparedness and response mechanisms. In 2019, the secretariat will map existing monitoring and evaluation (M&E) tools to provide clear guidelines regarding data collection, verification, and monitoring tools, among others.

In addition, standard tools such as M&E and indicator tracking tables will be required for programmes. Technical support will be provided to units and country offices, as needed. The network for PMER focal points will be strengthened to share knowledge, practices and tools. Moreover, technical guidance and support on PMER will enable increased use of evidence-based material to inform programming.

The IFRC Secretariat, together with National Societies, use their unique position to influence decisions at local, national and international levels that affect the most vulnerable.

The programmatic reach of the National Societies and the IFRC is expanded.

1,720,000
2019 FUNDING REQUIREMENT
ENSURE A STRONG IFRC

The Regional Office Communications team will focus on developing multimodal channels to better showcase, in an impartial and neutral manner, the needs of vulnerable people, as well as the key issues in the Americas to support advocacy efforts, improve our accountability to communities and donors and foster their engagement.

The Regional Office Support Services, which include Finance, Administration, Information Technology, Human Resources, Security and Legal, will focus on making our programmes and operations more efficient and cost-effective and minimizing the risks of our intervention, including integrity risks. Support services will continue to contribute to strong partnerships and performance as a secretariat and support our membership as the IFRC.

HR and Security will pay special attention to the wellbeing and safety of IFRC personnel in all Americas duty stations, accompanying the implementation of the established plan of action; these actions improve the work environment and increase teamwork, making the IFRC more efficient and effective. The Regional Office engages in coordination with civil-military relations, including the regional meetings with key representatives of governments and their armed forces, simulations, trainings and key partnerships. In addition, it will continue to prioritize the assignment of IFRC experts on this subject matter to advance regional coordination.

This contribution is focused in the mandate to enhance the capacities of the National Societies in their finance and administration functions. This objective will improve the decision-making process, add value for money and contribute to an increased accountability and transparency with stakeholders, thus increasing stakeholder trust in the IFRC and its members. The planned activities for 2019 aim to achieve these outcomes.

THE IFRC ENHANCES ITS EFFECTIVENESS, CREDIBILITY AND ACCOUNTABILITY
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