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Annual report Argentina

 International Federation
of Red Cross and Red Crescent Societies

MAAAR001

10 May 2012

**This report covers the
period 01 January 2011
to 31 December 2011.**

The Saavedra branch of the Argentine Red Cross organized a road race for the International Year of Volunteering. Source: Argentine Red Cross.



In brief

Programme outcome

The Argentine Red Cross (ARC) programmes are aligned with the strategic aims of *Strategy 2020* to save lives, protect livelihoods, and strengthen recovery from disasters and crises; enable healthy and safe living; and promote social inclusion and a culture of non-violence and peace. The capacity-building efforts are in line with Enabling Action One to build strong National Red Cross and Red Crescent Societies.

Programmes summary

During 2011, the Argentine Red Cross has worked consistently to implement its country support plan. The National Society has made considerable progress towards meeting its annual goals. The creation of a new strategic plan, aligned with *Strategy 2020* is one of the most important achievements during this reporting period. The ARC also elected a new governing body, whose new authorities have shown the commitment to ensure continuity and stability for the implementation of the Strategic Plan.

The secretariat of the International Federation of Red Cross and Red Crescent Societies (International Federation), through the regional representation for the Southern Cone and Brazil, provides regular accompaniment to the ARC and has remained committed to extending this multi-faceted support. Close and regular coordination between the regional representation and the National Society guarantee that the ARC leadership, staff and volunteers have the appropriate skills and tools to meet the objectives established in its Strategic Plan, as well as the Country Support Plan for the Argentine Red Cross in 2011.

The alliances and partnerships that the ARC established at the national and international levels have provided solid foundations for its institutional stability in 2011 and beyond.

The progress achieved in 2011 in strategic issues related to organizational development, health and disaster risk management demonstrate that the Argentine Red Cross has implemented its institutional plans and established the conditions to become a well-functioning National Society.

Financial situation

The total revised 2011 budget was 530,010 Swiss francs, of which 368,755 Swiss francs (70 per cent) was covered during the reporting period (including opening balance). Overall expenditure during the reporting period was 332,420 Swiss francs (62 per cent of the revised budget and 90 per cent of the income received). The budget underwent a revision at the mid-year reporting stage and was increased from 362,730 Swiss francs to 530,010 Swiss francs.

Click here to go directly to the financial report:

<http://www.ifrc.org/docs/Appeals/annual11/MAAAR00111arf.pdf>

No. of people we have reached

The National Society's actions in 2011 directly focused on organizational development and indirectly impacted the Argentine general population. The estimated number of people directly reached is the total number of volunteers, leadership and staff in the ARC's 71 branches and national headquarters with the ARC actions responding to the humanitarian needs of the most vulnerable populations and communities indirectly having an impact on all of the Argentine populace.

The work under the framework of the Global Alliance on HIV (2008–2011 period) reached 875,377 direct beneficiaries in relation to the 776,832 people projected to be reached in the areas of prevention, treatment, care and support of people living with HIV (PLHIV) and family members of people living with HIV, and reduction of stigma and discrimination incorporating gender, diversity and human rights perspectives.

Our partners

In the past year, the Argentine Red Cross expanded its partnerships with International Red Cross and Red Crescent Movement components, State entities and the private sector. It additionally fomented and promoted specialized partnerships and alliances in health and in disaster risk management.

The ARC maintains a tripartite agreement with the International Committee of the Red Cross- ICRC and the International Federation, based on a memorandum of understanding signed in 2009. It also has close links with the National Societies of Finland, Italy, Norway, Spain and Sweden, which have supported the ARC.

Moreover, the ARC maintains a working relationship with the National Directorate of Planning and Civil Protection and in 2011 continued its efforts to establish bonds with non-traditional allies and private sector donors.

Context

Argentina is divided into 23 provinces and the autonomous capital city of Buenos Aires. Ninety-one per cent of its 40 million population lives in urban areas. Approximately one million people self-identify as members of the country's 38 indigenous groups; these populations generally live in situations of high vulnerability. Nearly a quarter of the population (23 per cent) live in poverty, with higher figures indicating extreme poverty in metropolitan Buenos Aires and the Northern provinces.

Although Argentina is heralded as one of the growing economies in the context of numerous countries experiencing recessions and had an approximate growth rate of 9 per cent of the Gross Domestic Product in 2011, income distribution remains unequal. As the year came to a close, the State eliminated subsidies on public utilities for wealthier neighbourhoods in the capital city and other austerity measures were taken to buttress against growing global economic pressures. The President Cristina Fernandez's landslide re-election and her party's related triumph in both

chambers of the parliament in October ensured the continuation of agenda priorities to reduce poverty, expand coverage of basic services, and promote public safety.

The Argentine Red Cross has adapted to the changing economic and political conditions. Despite the generalized impact of scattered ash from the Chilean volcano Pulehue on a large part of Argentina, producing damage in agricultural production and the tourist industry, as well as slowing down national and international air travel, emergency response by the National Society was not required.

Internally, the most notable achievements in 2011 were the approval of the strategic plan for the 2011–2015 period, aligned with *Strategy 2020* and the recommendations of the Inter-American Conference, and the election of a governing body. These accomplishments contribute to guaranteeing institutional stability and suitable implementation of the strategic plan. In the short-term, the National Society has other opportunities to broaden its impact and solidify its gains, including the strengthening of its branch network and branch-level skills, and expansion of programmatic and geographic areas.

Progress towards outcomes

Disaster Management

Programme purpose: Reduce the number of deaths, injuries and impacts of disasters.

The International Federation in diverse global and regional declarations and plans of action continually expresses its commitment to reducing the risk of disasters. With a three-pronged strategy, the International Federation through its National Societies strengthens communities' ability to prepare to respond to disasters when they occur, mitigate hazards to avoid their occurrence, and protect strategic projects and infrastructure useful in normal times and emergencies. In other words, the Movement supports communities' actions to prepare, respond and recover from disasters.

Despite this constant commitment, the regional representation for the Southern Cone and Brazil, as well as that for the Andean Countries, did not have a regional delegate for most of 2011 to supervise this area and provide tailor-made assistance to the National Societies in the region. Whilst a contributing factor was the period of time that it took to identify and hire the appropriate staff person, financial constraints also contributed to the hiring delay. In mid-November, the disaster risk management delegate for South America re-started the activities in this area.

The regional representation plans to implement a series of diverse, yet interconnected, actions in disaster risk management in 2012. Some of these actions include the increase of secretariat support to the National Societies in urban risk strategies, support the creation of risk management strategic plans in every National Society, foster joint projects with municipalities, foment shared work on climate change with Partner National Societies and those in the region, provide training and collaboration to connect strategies on livelihoods with disaster risk management, amongst others.

Programme component 1: Institutional capacity building for community risk reduction

Outcome 1: Argentine Red Cross is encouraged and receives support for strengthening capacities to work with communities to be better prepared and organized to reduce, respond and recover from disasters impacts, contributing to building safer and more resilient communities.

Notwithstanding the regional challenges, the Saavedra and Villa Crespo branches of the National Society implemented an innovative urban risk reduction project, "Comprehensive Risk Management in the City of Buenos Aires" in participatory manner with two marginal urban neighbourhoods in the

capital city from August to December 2011. The Urquiza Settlement in Villa Crespo is home to 2,000 mainly immigrant families living in sub-standard housing and surviving with minimal basic services; the inhabitants of Barrio Presidente Mitre in Saavedra, an extremely densely populated area located in the outskirts of the city, has sub-standard housing and due to zoning standards the State only provides basic services at the entrance of the neighbourhood. The project had the objectives of strengthening the ARC's urban risk management skills and strengthening these two communities' skills to comprehensively manage their particular risks, including the formation of community committees for emergencies. Over the course of the project, both neighbourhoods established emergency plans, learned about community-based health and first aid and issues related to HIV and conducted a Vulnerability and Capacities Assessment (VCA). This project successfully contributed to these two communities' empowerment and provided the Argentine Red Cross with more experience in urban risk management that will be used in other locations in the future. 195 persons (90 families) were directly reached by this project.

The ARC implemented actions to develop common minimum components for human resources training on community risk reduction. These actions were framed within the DIPECHO VII project implemented by the ARC in collaboration with the Finnish Red Cross. The CREEC supported the ARC to organize and facilitate a ToT in the VCA methodology, where 21 facilitators were trained.

Programme component 2: Institutional capacity-building for disaster preparedness

Outcome 1: The secretariat encourages and supports the strengthening of Argentine Red Cross capacities to effectively support communities to plan, prepare, respond and recover from emergencies.

During 2011, the ARC with support from the regional representation has worked to draft a preliminary four-year work plan. This plan included information on the types and content of training opportunities, the ARC National Response Plan, and skill-transfer to targeted communities. With regard to the National Response Plan, the ARC finalized this and disseminated the document at headquarters and branch level.

Programme component 3: Disaster risk reduction coordination and advocacy

Outcome 1: The participation and coordination processes between Argentine Red Cross and local and national authorities, other national and local organizations and regional platforms to develop disaster risk reduction, response and recovery initiatives resulted in key partnership and strategic alliances.

The ARC participated in different inter-institutional meetings to reach agreements and plan disaster risk reduction strategies. Coordination was maintained with the following actors: the National Civilian Protection Directorate, the White Helmets Commission, Caritas Argentina, Argentine Scouts, Adventist Agency for Development and Relief Assistance (ADRA), Andreani Foundation and UNDP. Whilst this coordination effort contributed to the launching of the DIPECHO VII project (supported by the Finnish Red Cross) this inter-institutional work builds upon previously established partnerships. The National Society engaged in a collective process to establish common protocols for logistics in emergency situations. This process contributes to more effective and efficient national response in emergencies.

Furthermore, the Argentine Red Cross benefited from peer support from the Paraguayan Red Cross for implementation of the VCA methodology.

Programme component 4: Disaster Law¹

Outcome 1: Interested National Societies and humanitarian partners are empowered to use legal tools and advocate for strengthened legal frameworks for disaster response.

¹ Formerly known as International Disaster Response Law (IDRL).

Research began in 2011 for a technical assistance project in Argentina, with pro bono assistance from the law firm of Baker & McKenzie. Furthermore, a consultant was hired to undertake a desk study; the preliminary report will be completed in the first quarter of 2012 and will be complemented by interviews with stakeholders to complete the research in 2012.

Health and Care

Programme purpose: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.

Programme component 1: HIV and AIDS

Outcome 1: Argentine Red Cross has developed prevention, care, treatment and support, the reduction of HIV stigma and discrimination strengthening its capacities through the Global Alliance on HIV.

Achievements

In the past year, the Argentine Red Cross continued to implement the Global Alliance on HIV and AIDS. By the end of 2011 the National Society reached a total of 294,441 persons: 158,577 in prevention, 589 with treatment and care, 134,641 in reduction of stigma and discrimination and 634 through strengthening of capacities. The National Society mobilized a total of 364,157 Swiss francs for HIV programming from diverse sources in 2011. Key activities during 2011 included training 1,096 volunteers in HIV peer education, retaining 45 for condom distribution sites (3,330 users of which 116 are PLHIV), and providing training on prevention, treatment and support for PLHIV. Other key activities included peer education programmes in 19 provinces reaching a total of 8,968 direct beneficiaries in 2011. The Argentine Red Cross organized and implemented 243 local prevention activities and 63 educational campaigns to raise awareness of stigma and discrimination incorporating gender, diversity and human rights perspectives, maintained its work in the comprehensive testing centre located in the Concordia branch, and strengthened and expanded its coordination with 371 organizations. The campaigns reached 144,684 beneficiaries in 34 branches (16 provinces).

The main activities in the second semester were the testing of 640 pregnant women, the creation of 6 reflection groups with 82 PLHIV and 38 family members of PLHIV, support to 19 girls and boys, and the creation of a group in the female prison "Batán, Mar del Plata". One major achievement was the inclusion of Argentine Red Cross in the Global Fund's Country Plan together with the government, other national institutions and international agencies. Additionally, the ARC worked with its personnel and volunteers (397) to promote strategies and methodologies such as HIV in the workplace.

The ARC also made substantial progress in its project to "Prevent and Reduce Harm Related to the Use of Psychoactive Substances". At the end of 2011 this intervention reached a total of 3,999 direct beneficiaries (2,003 men and 1,996 women) and 11,997 indirect beneficiaries. The project was implemented, and will continue in 2012, in the following branches: Corrientes (Corrientes province); Mar del Plata, Quilmes, and Tandil (Buenos Aires province); Rosario de la Frontera and Salta (Salta province); and San Juan (San Juan province). During the last half of the year, methodological tools for training and community work and Information, Education, Communication (IEC) materials were developed to support project activities. The first National Meeting of Prevention and Reduction of Risks Related to the Use of Psychoactive Substances enabled 15 volunteers (10 women and 5 men) to be trained as trainers. A training was also held in the Santiago del Estero branch on project management tools for 11 volunteers (7 women and 4 men). This project has not only incorporated more branches into its process, it also has worked with vulnerable groups like incarcerated people, drug users and adolescents and established coordination with therapeutic centres, health promoters and networks.

In the context of this project, the ARC also participated in the Ninth National Conference on Drug Policy in which it exchanged experiences with other institutions. With support from the Federation secretariat, ARC representatives also attended the III American Conference/ I Mexican Conference on Drug Policy held in Mexico which covered the issues of the consequences of the war on drugs; the perspectives of inter-governmental organizations; drugs, identity and world views; the impact of the reduction strategy in illicit drug supply and violence; and drugs, public safety and human rights.

At the regional level, the Argentine Red Cross—along with the National Societies of Colombia and Ecuador—also participated in the regional review meeting of the Global Alliance on HIV, which served as preparation for its participation in the Continental Lessons learned and Future Programming in the Global Alliance on HIV meeting which was held in December 2011 in Panama to evaluate the process, identify trends and good practices, and discuss the proposals for the 2012–2015 Global Alliance.

Programme component 2: Public Health in the Community

Outcome 1: Argentine Red Cross has strengthened its management capacities and scaled up actions related to Community-Based Health and First Aid (CBHFA) within an integrated community health strategy.

Achievements

In the field of community health, the Argentine Red Cross is strengthening its community health approach through the roll out of the Federation's Community-based health and First Aid. The National Society participated in the II Latin American Workshop for Facilitators in Community-based Health and First Aid (CBHFA) that was held in November in Panama and a monitoring and evaluation workshop in December in Peru. Having conducted internal actions to raise awareness of the methodology during 2011, the ARC plans to hold a training workshop for facilitators, within the DIPECHO-funded project, during the first half of 2012.

During the first part of the year, the ARC started its road safety activities that concentrated on raising awareness and disseminating information about the issue. ARC volunteers used creative interventions to draw attention to the issue such as giant mobile banners on pedestrians' right of way held up at busy urban intersections, handing out educational pamphlets in public locations, giving talks to promote first aid for drivers, designing road safety manuals that with State funds will be distributed in all vehicles sold in the country. The ARC, in coordination with the government, commemorated the Day for Victims of Traffic Accidents over two days in June. The National Society has approved and started implementation of a Road Safety Plan for 2011-2015 and participated in the Road Safety Alliance, as well as developed and implemented its psychosocial support programme for victims and family members of traffic accidents.



The ARC conducted public education on issues of road safety, which includes respect for pedestrians. Source: ARC.

During 2011, the Argentine Red Cross participated in a Designing Behavioural Change (DBC) workshop in Bahamas through the American Red Cross Caribbean HIV/AIDS Project (CHAP). This strategy focuses on creating projects that foment behavioural change at the community level and thus enrich the profile of ARC volunteers. ARC volunteers and staff participated in the first regional workshop held in Ecuador in November, and at the branch level, trainings have been held on DBC and a validation, consultation and methodology enrichment process was undertaken.

Programme component 3: Public Health in Emergencies

Outcome 1: Argentine Red Cross has strengthened its capacities to prepare, respond and recover from health emergencies related to epidemics/pandemics and disasters.

Achievements

In 2011, the ARC worked with the Chilean Red Cross on psychosocial support training and standards. With a jointly established National Intervention Team (NIT) curriculum for psychosocial support, National Societies in the region will be better prepared for health issues in emergencies. In the last half of 2011, the ARC participated in pilot workshops in Chile and Colombia.

In addition the, ARC participated in the regional Emergency Health Psychosocial Support Meeting of Red Cross Focal Points in the Americas in September 2011 in Colombia where reference manuals, training materials, and experiences from recent disasters and crises were presented and discussed. The meeting had the objective of strengthening the reference group at the regional level and promoting integration into the Red Cross Red Crescent global psychosocial support referral system to expand knowledge and promote organizational cohesion and contribute to the work being carried out.

Furthermore, the ARC emergency health focal point has had an active role in monitoring the epidemiological situation in Argentina and coordinating with neighbouring National Societies' health teams and the Federation to reinforce the network for early warning and early action in the region and integrate prevention and preparedness activities.

Constraints or challenges

The Argentine Red Cross faces the challenge of ensuring timely accounting for its actions and processes. The National Society with secretariat assistance can overcome this challenge by creating and implementing mechanisms that contribute to guaranteeing the compliance of deadlines set in the established agreements.

Organizational Development

Programme purpose: Increase the skills of local communities, civil society, and Red Cross to face the most urgent situations of vulnerability.

Programme component 1: Strengthening of the Organizational Development Capacities

Outcome 1: Promote the strengthening of the territorial network in Argentine Red Cross

Achievements

The Argentine Red Cross in recent years developed a modernization and institutional strengthening plan for its headquarters and branches, with special emphasis on volunteering development. The Americas zone has funded several proposals during 2011 related to this issue.

One part of this support in 2011 has been for the creation of the "Online Induction Kit for Argentine Red Cross volunteers". By the first quarter of 2012, it should be fully operative. This kit is intended to introduce the new volunteer to the National Society in a dynamic and recreational manner. This tool consists of a series exercises, questions or obstacles—each of them linked to basic knowledge for those joining the Argentine Red Cross-- that the new volunteer must be able to solve.

Between September and December 2011, the Argentine Red Cross conducted a series of activities related to the International Year of Volunteers. With secretariat support, a meeting for the branch volunteer focal points was held in October in which participants updated the Volunteering Policy and designed the National Volunteering Programme.

The Argentine Red Cross also joined the Movement's global campaign Find Your Inner Volunteer. In Argentina, this campaign to promote volunteering created graphic materials and a radio spot and held awareness raising events in public places. Additionally, a radio spot was created by those attending the Creativity Seminar, National University of Lomas de Zamora National University's Creative Seminar and the Pirada Latam group composed the music and conducted the sound design.

Lastly, the National Volunteering Meeting was held from 3 to 5 December in Zarate (Buenos Aires province).

Constraints or Challenges

One of the current challenges is the buy-in and use of the online training tool for ARC volunteers. Since it employs modern technology, not all age groups feel comfortable using it. The National Society is also challenged to ensure that its national policies on volunteering and its programme not only are created with branch participation, as they currently are, but also that there is a fluid monitoring and support mechanism so they are productively implemented.

Outcome 2: Provide technical support to the Argentine Red Cross for the creation and implementation of National Resource Mobilization and Development Plan

Achievements

The Argentine Red Cross maintains a resource mobilization department with appropriate technical staff. Prior to 2011, Federation support assisted the ARC in the creation of a national resource mobilization and development plan. However due to different changes in the National Society's governance body, this issue was put on hold and the plan was not implemented. As part of the creation of the National Society's new Strategic Plan during the first half of 2011, the ARC has again established resource mobilization as a strategic point on its institutional agenda.

Constraints or Challenges

The National Society is challenged to strengthen its resource mobilization department, which entails its restructuring, reviewing its plan and adapting it to the country's current needs and situation. The ARC will also have to diversify its funding sources and strengthen the selling of its services to obtain self-sustainability and reduce its dependence on international cooperation.

Outcome 3: Promote legal bases and structures and updated management tools that guarantee the basis for the well functioning of the National Society.

Achievements

The Argentine Red Cross began implementation of its new Strategic Plan for 2011–2015, aligned with *Strategy 2020*, in June 2011, thereby meeting the planned indicator for this programme outcome. The regional representation for the Southern Cone and Brazil participated in several working meetings during the development of the plan.

The Strategic Plan has the following strategic objectives and focus areas:

- I. **“Working for healthier and strengthened communities”**: This objective intends to help improve health conditions and reduce the risks of disasters and their impacts on the population, strengthen community resilience within the context of community development and promoting positive social behaviours against discrimination and in favour of individual and community diversity. The focus of the work will be in health promotion (community health, HIV and AIDS, psychosocial support, community first aid, road safety, prevention and harm reduction related to psychoactive substance use, and in disaster and crises risk management (community risk reduction and management related to emergencies and disasters).

- II. **“Health education”**: This objective aims to consolidate at the ARC educational opportunities available at the national level based on defined quality standards for teaching and service management provided to the community and strengthen the unified image of the National Society. Its action focuses on educational services and training centres.
- III. **“Closer to the People”**: This objective plans to provide satisfactory services for its target groups by strengthening management and service quality. Its focus areas are: household assistance via telephone, first aid for events, and restoring family links.
- IV. **“Increased and improved teamwork”**: This objective aims to strengthen the ARC’s presence and institutional capacity and increase its territorial coverage, developing the skills of people performing organizational roles. Its focus areas are: branch development, human resources, communication and financial resources.

Constraints or Challenges

The biggest challenge is to ensure that the new Strategic Plan reaches the branch level where it will be implemented. Upon identification of this issue and the subsequent request of the Argentine Red Cross, the regional representation will provide support to overcome this challenge in 2012.

Outcome 4: Stimulation of dynamic communication processes adapted to new technology in the National Society of Argentina.

Achievements

The communication department of the Argentine Red Cross requested technical assistance from the regional representation to create communication policies, strategies and a plan during 2011. However, due to different events in the National Society during the past year, it was not possible to provide this support.

However, the secretariat has strengthened the opportunities for exchange of experiences and peer support. In October 2011, the ARC participated in the Communication Meeting for the National Societies of the Southern Cone and Brazil organized by the International Federation and the ICRC, held in Brazil in October 2011. After several days working together, the participating National Societies came to a consensus on the objective of “SPEAK more often and successfully WITH ONE VOICE”.

1. Promote increased coordination in the field of communication between the Movement components in the region, for which the communicators’ network in the region was reactivated.
2. Protect the Movement’s image and reputation in the region and its actions that are impartial, independent, neutral, close to affected people and the general population.
3. Plan and implement joint actions that are identified in a timely manner with the aim of reinforcing the collective image of the Red Cross, as well as promoting a humanitarian agenda and raising awareness with the general public, the most vulnerable people, authorities and other important social actors.

A series of tasks have been proposed to contribute to reach the aforementioned points. Some of these include the creation of a regional mailing list for communication issues and producing essential messages for regional advocacy.

Constraints or Challenges

The regional representation is challenged to identify technical support and financial resources to be able to accompany the National Society in strengthening this important area for its development as well as for other National Societies in the region.

Outcome 5: Technical support for Human Resources strengthening to improve National Society response to new humanitarian challenges.

Achievements

Over the past year, the regional representation has promoted the participation of the Argentine Red Cross in different zone-organized events, as well as the International Federation learning platform and others organized by Partner National Societies.

In addition to the trainings provided in the areas of health and disaster risk management in 2011, the National Society received technical support and training in the following areas: human resources, international-level certification in the use of computers and other technology, logistics and gender training.

The regional representation also has fostered peer cooperation. The Argentine Red Cross has participated in different events, including those with other National Societies related to the project to “Prevent and Reduce Damage Related to the Use of Psychoactive Substances”, logistics, and volunteering.

Constraints or Challenges

As the issue of training and educating human resources is a priority for the Argentine Red Cross and the secretariat, the current challenge is to identify coordination mechanisms so that this can be done more efficiently. As an important challenge in 2012, cooperation between peers with the regional representation and other institutions will be fostered and supported.

Principles and Values

Programme purpose: Promote respect for diversity and preservation of human dignity; reduce intolerance, discrimination and social exclusion.

The Fundamental Principles and Humanitarian Values of the International Movement are the backbone of all its strategies, actions and future plans. Due to the ongoing budget challenges, these issues are no longer addressed as an independent work area at the regional level. Two years have passed since the regional representation for the Southern Cone and Brazil, as well as the regional representation for the Andean countries, had its budget reduced, thus causing the elimination of this independent area.

Yet, this serious challenge has not implied abandoning the commitment to ensure that the International Movement’s principles and values remain central in its regional work. The secretariat’s diverse team provides accompaniment to the region’s National Societies so they can understand and incorporate principles and values in their actions and guarantee that they are recognized as cross-cutting issues. This has been most successful in their actions with youth, women, PLHIV, indigenous people and others groups living in situations of vulnerability. However, the achievement of specific outcomes in this area will continue to be minimal until appropriate material and human resources are obtained and assigned.

In 2011, the ARC worked towards the creation of a national gender policy. ARC representatives participated in a regional workshop, organized by the Americas zone in Panama, on incorporating a gender focus in the project cycle and the 10-step methodology created by the Canadian Red Cross in violence prevention. Moreover, as mentioned above in the health section, the ARC participated in the IFRC workshop held in the Bahamas on “Designing Behavioural Change” which focused on HIV and AIDS and other sexually transmitted infections and a regional workshop on the topic in Ecuador.

With regard to the annual objective of sponsoring awareness-raising activities which highlight the International Movement’s principles and values, the ARC organized a travelling exhibition on gender

violence in different provinces. This exhibition brings attention to the pervasiveness, as well as the causes and effects, of gender-based violence.

The National Society also has taken advantage of symbolic days to highlight and raise awareness of principles and values. On 8 March, International Women's Day, the ARC held several events in the ARC branches and boosted its campaign work against gender-based violence.

The National Society also addressed the issues of homophobia and stigma. On 17 May, the international day of the struggle against homophobia, the ARC participated in a national meeting of diverse institutions held in Salta. On 28 June, the international day for sexual diversity, the Argentine Red Cross participated in a national meeting on the issue held in Buenos Aires. At the branch level, 32 branches remain active in the promotion of non-discrimination of all types and the eradication of gender-based violence.

Constraints or Challenges

The effectiveness of the National Society's actions to promote the International Movement's Principles and Values remain dependent on the resources available for this central goal. Whilst cross-cutting actions continue to be undertaken, it is vital to earmark a part of the National Society budget, as well as that of the regional representation, for this vital area which underpins all of the International Movement's humanitarian actions.

Working in partnership

The Argentine Red Cross has a long history of establishing productive partnerships to achieve its projected institutional goals, particularly in the field of risk reduction and disaster management. The regional representation has supported, when possible, the building of these partnerships and strategic alliances. The National Society maintains a central role, strengthened by its closer coordination with the National Secretariat for Civil Protection and the private sector interested in supporting disaster management. In 2011, the National Society also worked with the Ministry of the Interior, the Ministry of Social Development, the General Staff of the Armed Forces, Commission of White Helmets, Scouts, Caritas and the *Fundación Andriani* [Andriani Foundation].

Relationships and partnerships with other Movement actors were maintained and strengthened in 2011. The ARC maintains productive working partnerships with the National Societies of Finland, Italy, Norway, Spain and Sweden. The ICRC and the Federation, based on the signed tripartite agreement, are permanent partners of the Argentine Red Cross.

The National Society has strategic alliances on health issues, particularly encouraging a non-discriminatory humanitarian approach on issues such as HIV and AIDS with the Ministry of Health, and its National Directorate of Mental Health and Addictions, UNAIDS, the *Asociación Civil* [Civil Association], the Ministry of Education's National Programme on Education and Prevention of Addictions and Substance Consumption, and the Argentine *Asociación de Reducción de Daños* [Association for Harm Reduction].

International institutions, particularly UN agencies (UNDP, UNICEF and UNAIDS) and the joint public-private Global Fund on HIV, continue to be strategic and valuable allies. The ARC also acknowledges the generous support that DIPECHO has provided for disaster risk management and response in 2011.

Contributing to longer-term impact

The new Strategic Plan has guided all of ARC activities during 2011. The regional representation is committed to extending its monitoring and support so the National Society can ensure the sustainability of its actions and the stability of its impact.

The commitment to gender equity and equality and the respect for diversity contribute to long-term impacts that extend beyond the National Society. The Argentine Red Cross has incorporated non-discrimination, an important part of the International Movement's Principles and Values into its work. The National Society additionally frames its community actions as development that promotes sustainability.

The ARC, alongside organizations working on the issue and the media, has conducted campaigns to raise the general public's awareness of gender-based violence and femicides, particularly focusing on men in order to contribute towards eradicating this violence. These campaigns have reached a total of 1,230 direct beneficiaries and some 2,500 indirect beneficiaries. It is important to mention that this initiative does not only seek to raise awareness of the issue, but also to ensure the inclusion in the public agenda of policies for the prevention of and elimination of violence, such as the creation of shelters for survivors of gender-based violence, an increase in the national budget for this issue, and effective implementation of the recently-approved legislation which implements the commitments ratified in Argentina's signing of the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW). By the middle of 2011, a total of 243 local campaigns to raise awareness and promote prevention of stigma and discrimination with a focus on information, education and communication took place in 48 branches in 20 provinces and reached some 531,024 beneficiaries over a period of 30 months.

The ARC branches in San Juan, Salta and Santiago del Estero held trainings on the peer education methodology with groups of transgender people, men who have sex with men, and transsexuals. In addition, training workshops in gender and diversity have taken place for 935 participants including volunteers and partners as well as 2,570 adolescents attending public schools, and public awareness-raising campaigns on stigma and discrimination have taken place, reaching 203,131 beneficiaries from the general public.

Looking ahead

The National Society is challenged to identify and obtain funding sources which support its ability to expand activities beyond its core work in health and organizational development so it can better respond to locally-defined needs and priorities, and report on its achievements and challenges in a timely manner.

Alongside the support provided, the regional representation maintains a fluid and respectful dialogue with the Argentine Red Cross. During 2011, its initial plans with the National Society did not undergo substantial modifications. For the coming years, the secretariat will focus on a long-term approach to support through the priorities established in the Long Term Planning Framework 2012–2015.

How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGOs) in Disaster Relief and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

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Saving lives, changing minds.



The IFRC's work is guided by *Strategy 2020* which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on www.ifrc.org

Contact information

For further information specifically related to this report, please contact:

- **In the Argentine Red Cross:**
María Cecilia Villafañe, General Director; email: cvillafane@cuzroja.org.ar; phone/fax +54 11 4952 7200
- **In the regional representation for Southern Cone and Brazil in Argentina:**
Gustavo Ramírez, regional representative for the Southern Cone and Brazil; email: gustavo.ramirez@ifrc.org; phone: + 54 9 11 4591-7420; and fax: +54 11 5754 3590.
- **In the IFRC Americas zone office in Panama: phone: + 507 317 3050; and fax: + 507 317 1304**
 - Jan Gelfand; head of operations; email: jan.gelfand@ifrc.org
 - Zuleyka Maynard; resource mobilization senior Officer; email: zuleyka.maynard@ifrc.org