

Dissemination of knowledge about IHL, FP, the International RCRC Movement and humanitarian values



Preparedness and response to emergency and crisis situations

Provision of medical care, social assistance and home care



Advocacy for the vulnerable and mobilization of communities

Awareness raising and training of population



BRCS organizational capacity strengthening



BELARUS RED CROSS SOCIETY STRATEGY FOR 2016-2020

BELARUS RED CROSS SOCIETY

STRATEGY FOR 2016-2020

Introduction

Belarus Red Cross Society (BRCS) being a part of the International Red Cross and Red Crescent Movement is an organization with a long history. During 95 years, the BRCS has been implementing its humanitarian mission in accordance with the principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality. The BRCS has an auxiliary role to the state in fulfilling humanitarian functions. The BRCS activities are guided by the Laws of the Republic of Belarus “On Belarus Red Cross Society”, “On Usage and Protection of the emblems of the Red Cross, Red Crescent and Red Crystal, distinctive signals and names “Red Cross”, “Red Crescent” and “Red Crystal””, the BRCS Statute and the Fundamental Principles of the International Red Cross and Red Crescent Movement.

The BRCS Strategy 2016-2020 (further referred to as *Strategy*) was developed in accordance with the Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies. It is also based on a review of needs of the vulnerable groups of population that require BRCS support, as well as on the results of SWOT-analysis of BRCS organizational capacities.

The BRCS aims at assisting the most vulnerable population groups, such as the elderly, people living alone, people who lost ability to serve themselves, families with many children, single-parent and incomplete families, families with low incomes, people with limited abilities, people affected by emergency and crisis situations, homeless people, ex-prisoners, people living with Tb and AIDS, and others. Apart from that, among BRCS’s target groups are volunteers, youth, communities and population in general.

This Strategy has been developed with a broad participation of regional and district BRCS organizations, and in consultations with the representatives of state authorities of the Republic of Belarus and BRCS international partners. The Strategy is based on the results of regional reporting and electoral conferences and outcomes of the regional workshops, which took place in February 2016. The Strategy is based on experience and lessons learned from the implementation of the previous Strategy 2011-2015, with which it secures continuity.

The Strategy was developed with the contribution of trusted long-term partners of the BRCS - the American Red Cross, the Danish Red Cross, the Icelandic Red Cross, the Spanish Red Cross, the Swiss Red Cross, the International Federation of Red Cross and Crescent Societies and the International Committee of the Red Cross. The Strategy identifies BRCS’s key objectives and directions of activities BRCS vision and mission.

Our Vision

Society where no one is left alone in the face of calamity.

Our Mission

Belarus Red Cross Society aims to protect and improve the lives of vulnerable people by mobilizing humanitarian potential of the society and ensuring respect for an individual.

The Strategic Objectives

The BRCS Strategy identifies priorities of the statutory activities of the organization for the next 5 years and aims at achieving the following **objectives**:

Objective 1: To prevent and reduce suffering of people affected by emergency and crisis situations.

Objective 2: To improve the quality of life of the most vulnerable groups of population.

Objective 3: To enhance the humanitarian potential of the society and to mobilize local communities

These objectives will be achieved through the implementation **of the main strategic activity directions**:

1. Dissemination of knowledge about the International humanitarian law, the Fundamental Principles, the International Red Cross and Red Crescent Movement and humanitarian values.
2. Preparedness and response to emergency and crisis situations.
3. Provision of medical care, social assistance and home care
4. Advocacy for the vulnerable and mobilization of communities
5. Awareness raising and training of population
6. BRCS organizational capacity strengthening.

Strategic Direction 1

Dissemination of knowledge about International humanitarian law, the Fundamental Principles, the International Red Cross and Red Crescent Movement and humanitarian values.

Outcome 1.1: Public Society is aware of International humanitarian law as a result of systematic dissemination work.

Indicators:

- ✓ Availability of a system of training and monitoring of trainers and instructors on international humanitarian law ;
- ✓ Clarity in roles in dissemination and implementation of International humanitarian law through agreements with relevant ministries and agencies, and cooperation with the Commission on the implementation of international humanitarian law is strengthened;
- ✓ Functioning of the system of monitoring of the law "On usage and protection of the emblem of the Red Cross, Red Crescent and Red Crystal, distinctive signals, and names "Red Cross", "Red Crescent" and "Red Crystal";
- ✓ Population coverage with dissemination of knowledge about International humanitarian law (including through the on-line learning course and the "Exploring humanitarian law" course).

Outcome 1.2: Public at all levels is aware of the Fundamental principles and the International Red Cross and Red Crescent Movement activities.

Indicators:

- ✓ Inclusion of knowledge about the Fundamental principles and the International Red Cross and Red Crescent Movement activities in all information dissemination activities of BRCS;
- ✓ Coverage of population with knowledge dissemination about the Fundamental principles and the International Red Cross and Red Crescent Movement activities.

Outcome 1.3: Active promotion of humanitarian values among the population.

Indicators:

- ✓ Coverage of population with information and events related to promotion of humanitarian values through mass media, informational campaigns and Internet-resources;
- ✓ Level of public awareness on humanitarian values .

Strategic direction 2

Preparedness and response to emergency and crisis situations

Outcome 2.1. BRCS has capacity and is an integrative part of the governmental Emergency situations preparedness and response system.

Indicators

- ✓ Availability of agreements and action plans with the defined tasks and areas of responsibility of BRCS as a part of the governmental Emergencies preparedness and response system.
- ✓ Coverage of staff and volunteers with trainings and certification on Emergency situations.
- ✓ Availability of an internal BRCS crisis communication system for emergencies.
- ✓ Availability of system of recruitment, training, control, management and monitoring of the BRCS Emergency response teams.
- ✓ Improvement in material and technical resources for emergency response and first aid trainings for population.
- ✓ The functioning of BRCS staff and volunteers in emergency situations is safe.
- ✓ Enlarging of BRCS Emergency fund is ensured.

Outcome 2.2. People affected by emergency and crisis situations timely receive help, information and psychosocial support.

Indicators

- ✓ Number of people, affected by emergency and crisis situations, who received assistance from BRCS.
- ✓ Level of satisfaction with BRCS assistance, its quality and timeliness
- ✓ Number of requests to the Tracing service.

Outcome 2.3. Population is informed of safety related questions in potential emergencies.

Indicators

- ✓ Coverage of population with information dissemination on safety related questions in emergency and crisis situations.

Outcome 2.4. First aid training system is improved.

Indicators

- ✓ Coverage of population with first aid trainings by region and district BRCS branches.
- ✓ Number of BRCS first aid instructors.

Strategic direction 3

Provision of medical care, social assistance and home care

Outcome 3.1. People with limited ability to serve themselves and those in need of external assistance and care enhance their ability to serve themselves

Indicators

- ✓ Number of people trained in self-service and kinaesthetics skills
- ✓ Coverage with work of self-help and mutual-help groups
- ✓ Coverage of people in need for assistance in reducing disability

Outcome 3.2. Vulnerable categories of people in need of medical and/or social assistance receive it

Indicators

- ✓ Number and qualification of the BRCS Visiting Nurses Service staff and volunteers involved in home care and social care
- ✓ Availability of a system of provision the BRCS Visiting Nurses Service with necessary means for medical and social care
- ✓ Coverage of those in need by complex medico-social home care
- ✓ Coverage of those in need by medical and social services of the BRCS
- ✓ Level of satisfaction of the BRCS service recipients with quality and volume of provided care
- ✓ Number of those in need who received consultations on health and/or social care issues
- ✓ Coverage of vulnerable people by socialization activities

Outcome 3.3. People with limited ability to serve themselves and those in need of external assistance and care have supportive environment (volunteers, relatives, neighbors, and others)

Indicators

- ✓ Number of people who received support from their environment

Outcome 3.4. People in need of humanitarian assistance receive it

Indicators

- ✓ Coverage of people in need with provided humanitarian supplies
- ✓ Volume of provided humanitarian assistance

Strategic direction 4

Advocacy for the vulnerable and mobilization of communities

Outcome 4.1. Stigma against vulnerable groups of people is reduced

Indicators

- ✓ Number of events aimed at reducing stigma against vulnerable people
- ✓ Change of public attitude towards vulnerable groups of people

Outcome 4.2. Communities witness changes as a result of the BRCS advocacy activities to improve the quality of life of vulnerable people

Indicators

- ✓ Number of advocacy activities at various levels to reduce vulnerability
- ✓ Extent to which the BRCS branches implement best practices of advocacy activities

Outcome 4.3. People in the community unite in groups to support and promote the interests of vulnerable people

Indicators

- ✓ Number of people trained in participatory community work approach in communities
- ✓ Number of initiative groups in communities

Strategic direction 5

Awareness raising and training of general public

Output 5.1. Functioning of system of awareness raising and training of general public

Indicators:

- ✓ Availability of a system of training of staff and volunteers on awareness raising and training of general public
- ✓ Existence of training and methodological base for provision of information and training to the general public
- ✓ Coverage of population by information campaigns
- ✓ Coverage of population by training activities on certain areas

Output 5.2. System of training of population in first aid skills is strengthened

Indicators

- ✓ Number of trained and functioning first aid trainers
- ✓ Number of trained and functioning first aid instructors
- ✓ Availability of a system of first aid skills improvement for instructors and trainers
- ✓ Educational first aid program is certified by IFRC Global first aid reference center (EFAC) (availability of European First Aid Certificate) and approved by the Ministry of Health
- ✓ Number of educational first aid programs provided for different target groups
- ✓ Widening of first aid training and learning base
- ✓ Improvement of material and technical resources of regional and district BRCS branches for first aid trainings
- ✓ Functioning of first aid training centers.
- ✓ Availability of first aid trainings quality monitoring system

Strategic direction 6

BRCS organizational capacity strengthening

Outcome 6.1. Work of the BRCS Boards has improved

Indicators

- ✓ Better cooperation between the BRCS structural units and the Boards

Outcome 6.2. The role of the BRCS grassroots organizations is strengthened

Indicators:

- ✓ Coverage of population with BRCS membership
- ✓ Number of volunteer groups based in the grassroots organizations

Outcome 6.3. A system of cascade training for staff and volunteers established at all levels

Indicators:

- ✓ Availability of a training system for staff and volunteers in main activities directions
- ✓ Availability of methodological and training base for main activities directions
- ✓ Increase in share of training activities performed by the BRCS instructors and trainers

Outcome 6.4. Active volunteering is being developed

Indicators:

- ✓ Share of the district organizations with functional volunteer councils
- ✓ Share of the district organizations with acting chairperson assistants for work with volunteers
- ✓ Improvement in volunteer management system

Outcome 6.5. Effectiveness of the BRCS human resources management system is improved

Indicators:

- ✓ Availability of a system of training of staff
- ✓ Better system of remuneration and incentive for staff
- ✓ Availability and extent of implementation of the Safer Access Framework Plan
- ✓ Introduction of modern human resource management methods

Outcome 6.6. Internal and external communication is strengthened

Indicators:

- ✓ BRCS Communication Strategy plan has been implemented
- ✓ Availability of the BRCS internal information and methodical web portal
- ✓ Introduction of new methods of communication with target groups

- ✓ Availability of up-to-date good quality information materials on all BRCS strategic directions
- ✓ Introduction of feedback mechanisms from beneficiaries in all BRCS strategic directions.

Outcome 6.7. Sustainable funding is assured and material and technical resources of the organization are strengthened

Indicators

- ✓ Improved system of resources mobilization
- ✓ Availability of information and communication technologies to the BRCS branches
- ✓ Development and functioning of the BRCS financial policy
- ✓ Increase in the volume of attracted funds
- ✓ Increase in percentage of the BRCS branches compliant with the internal standards of well functioning branches
- ✓ Growth in share of individually registered membership (based on personal applications)
- ✓ Implementation of measures for improvement of logistics and warehousing systems

International partnership

Being a part of the International Red Cross and Red Crescent Movement, BRCS is actively developing international cooperation.

Movement partners	International organizations	Representations of other states
<ul style="list-style-type: none">• International Committee of Red Cross• International Federation of Red Cross and Red Crescent Societies• National Societies	<ul style="list-style-type: none">• WHO• Chernobyl Relief Fund• European Commission• The Global Fund to Fight AIDS, Tuberculosis and Malaria• IOM• UNDP• UNHCR	<ul style="list-style-type: none">• Development agencies• Foreign Diplomatic Missions in Belarus• Ministries of Foreign Affairs

Currently, the National Societies of the following countries are considered to be strategic partners of BRCS:

Austria	Armenia	Japan	Serbia
Denmark	Azerbaijan	Kazakhstan	Spain
Iceland	Bulgaria	Kyrgyzstan	Tajikistan
Switzerland	Estonia	Latvia	Turkmenistan
USA	Georgia	Lithuania	Ukraine
	Germany	Moldova	United Kingdom
	Israel	Poland	Uzbekistan
	Italy	Russia	

In the framework of this Strategy, BRCS international activities will be carried out in line with the following priorities:

- ✓ Contribution to strengthening of the international credibility and image of the BRCS;
- ✓ Mobilization of international resources in support of the BRCS activities, including mobilization of resources in case of disasters;
- ✓ Support of bilateral and multilateral cooperation of the regional organizations;
- ✓ Provision of assistance to other National Societies in crisis situations;
- ✓ Strengthening BRCS capacities through international experience exchange.

International cooperation will be implemented with the use of the following working methods:

- ✓ Joint development of cooperation strategies related to BRCS major strategic directions;
- ✓ Implementation of programs, projects, activities, campaigns etc. related to BRCS major strategic directions;
- ✓ Use of various communication opportunities with the BRCS partners (international organizations and National Societies) including modern information technologies.

Strategy 2016 – 2020 implementation, monitoring and evaluation

The Strategy will be implemented in line with the approved annual implementation plans based on progress reports; it will be reinforced by the BRCS Board. Monitoring of the Strategy implementation will be carried out every year, based on the indicators and results of internal inspections. For a more objective assessment international experts will be involved, and relevant research will be conducted, in order to obtain feedback from the BRCS beneficiaries and target groups.