2011 – 2012 Report

Vision 2015

Strategic Aim 1	Strategic Aim 2	Strategic Aim 3	Strategic Aim 4
Protecting lives and reducing the impact of disasters on communities	Reducing poverty and promoting social inclusion	Improving the health of the population in Romania	Promoting humanitarian values and a culture of non-violence and peace

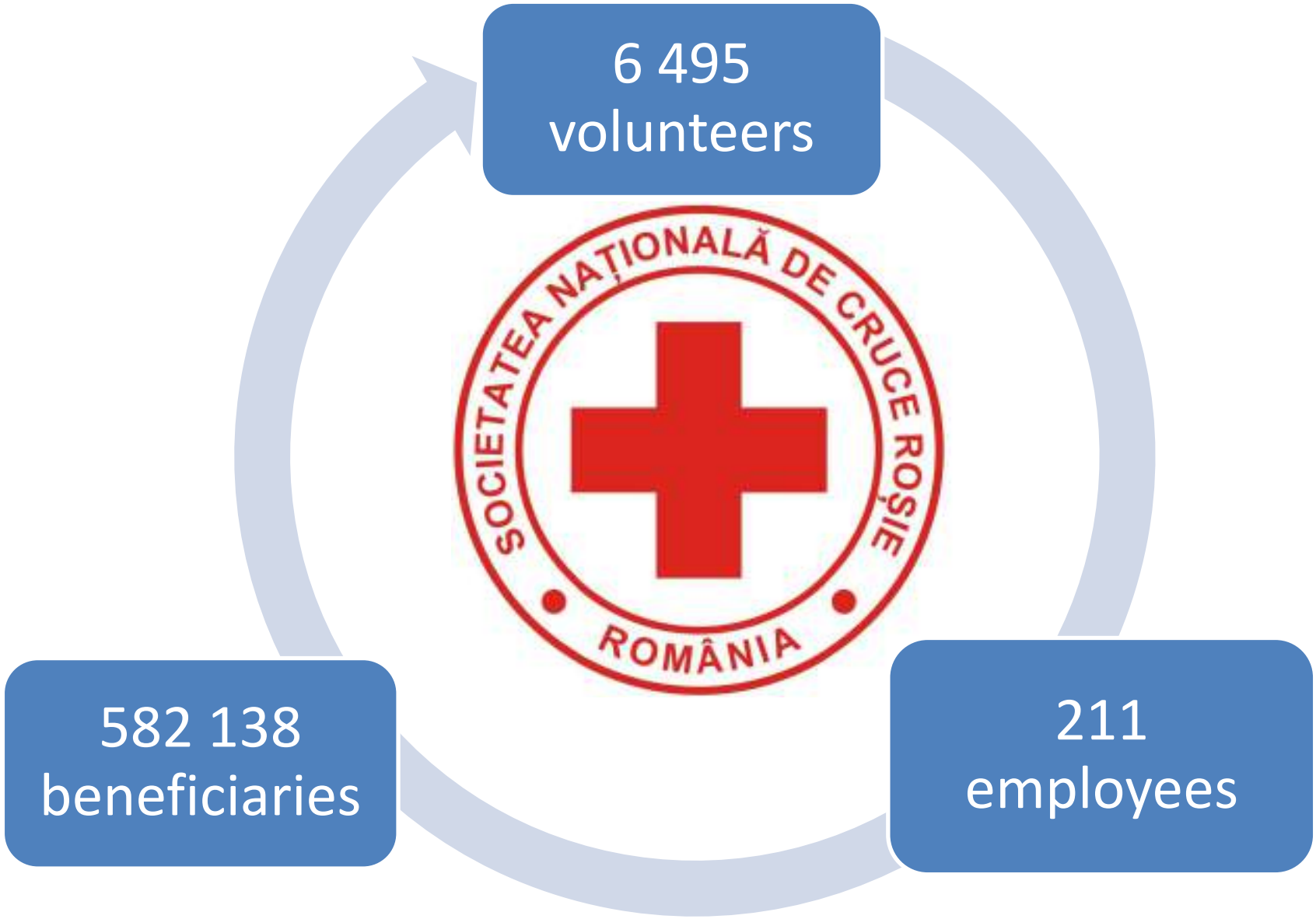
Volunteering and youth

Efficient internal and external communication

Strengthening the relations with the Movement Components

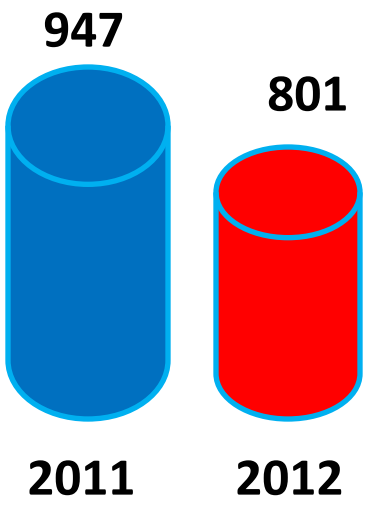
Developing the organizational capacity

Mobilizing resources for funding the strategy


6 495
volunteers
SOCIETATEA NAȚIONALĂ DE CRUCE ROȘIE
ROMÂNIA
211
employees
582 138
beneficiaries

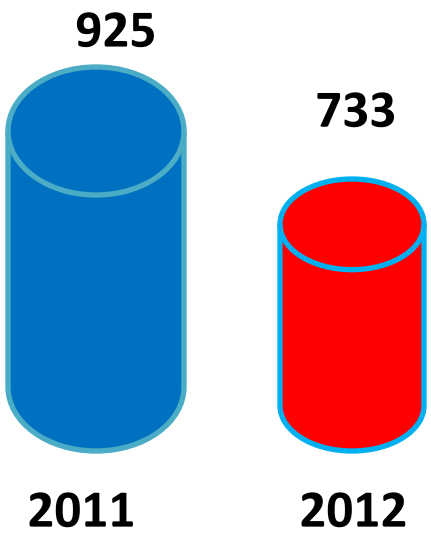
Administrative structure

Sub-branches

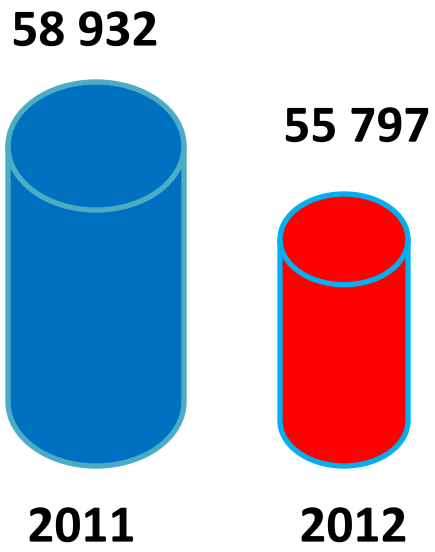


47 branches

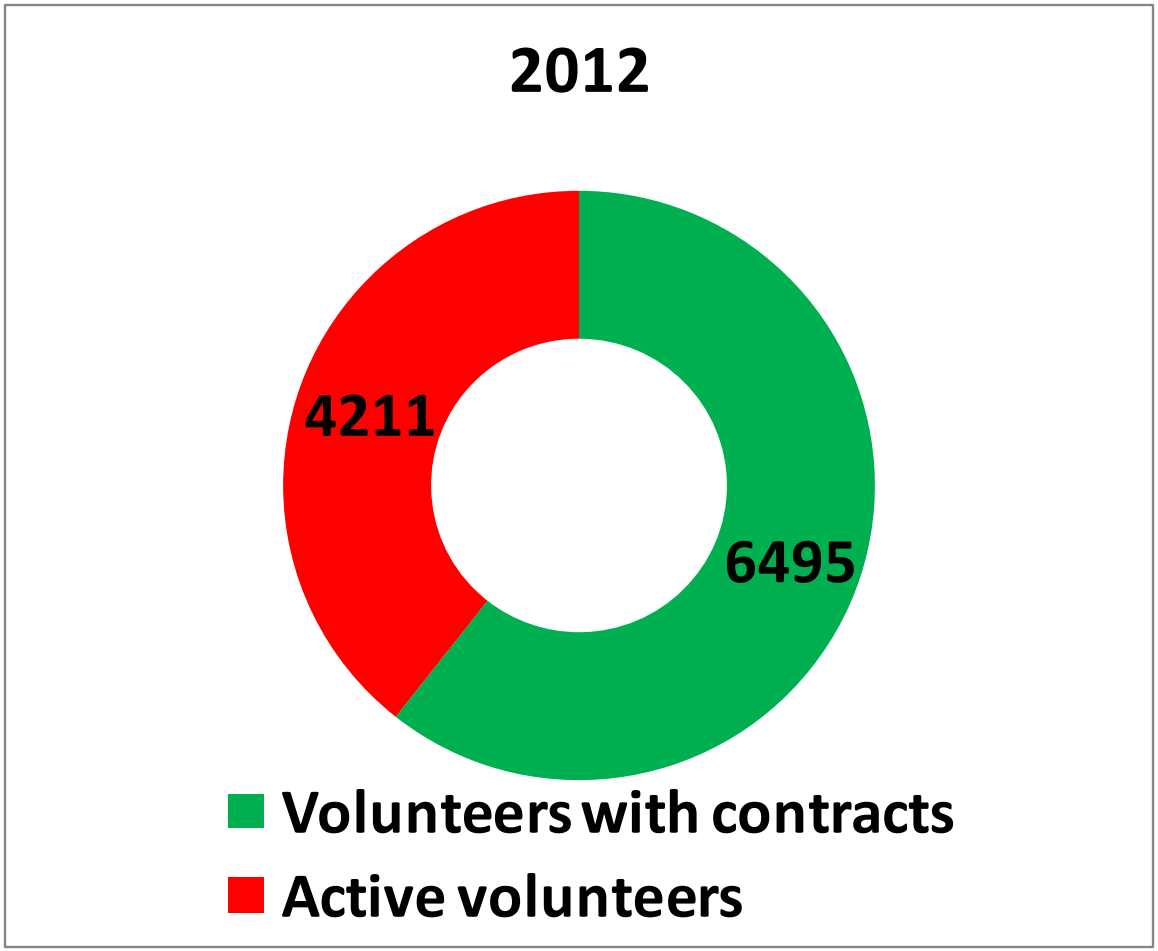
Comissions

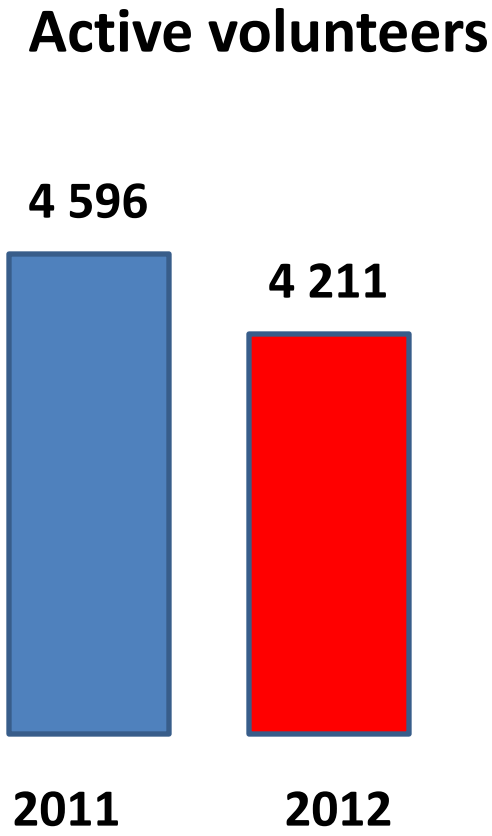


Membership base



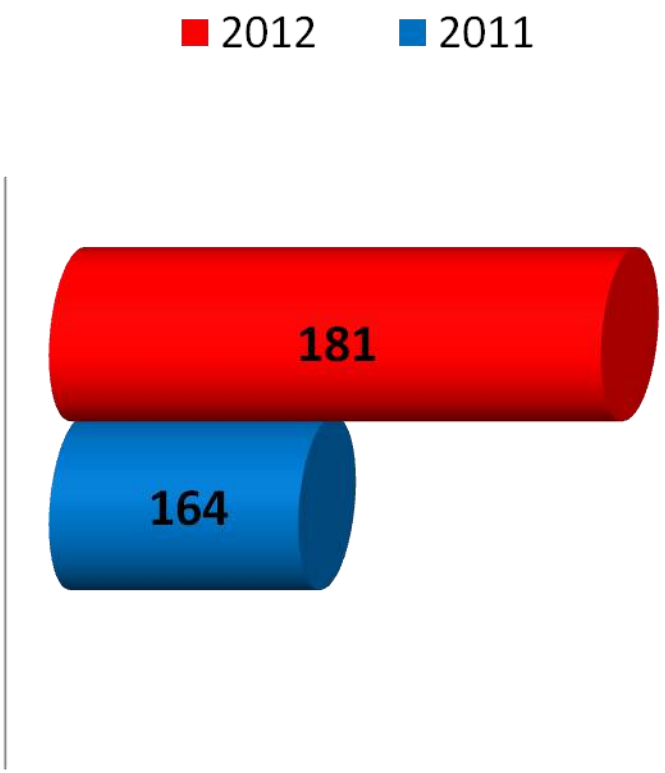
Volunteers' base



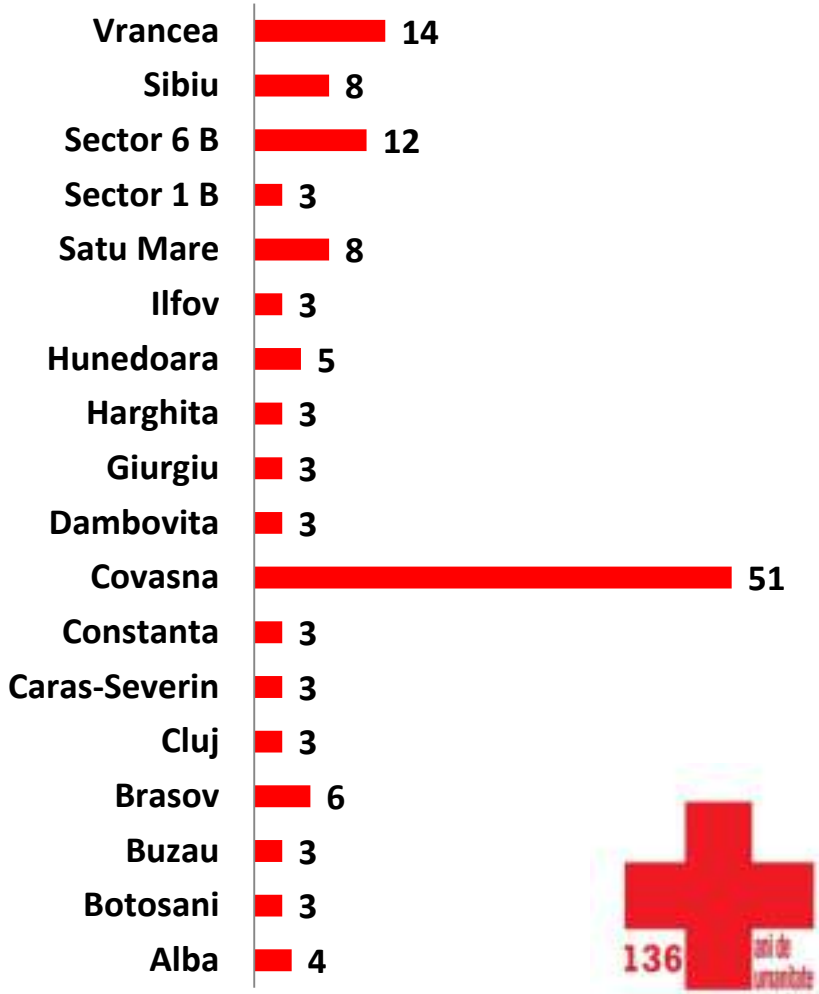


Staff

Employees



Employees in 2012



Strategic Aims

Disaster Management

Social

Health

Humanitarian Education

Cross-cutting issues

Volunteering

Youth

Movement Cooperation

Communication

1 Preparedness and intervention in case of disasters

Strategic Objective

Protecting life and reducing the impact of disasters on communities

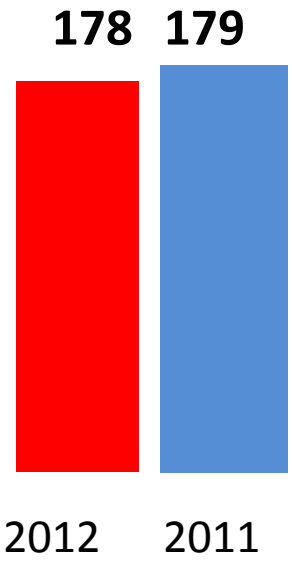
Courses of action:

- Developing the capacity of the RRC to intervene in emergency situations
- Reducing vulnerability to disasters and preparing communities to cope with emergency situations

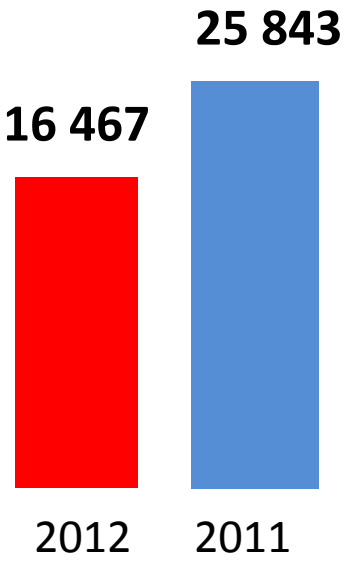
PREPARING THE POPULATION FOR DISASTER INTERVENTION

Preparing the population for disaster intervention

Courses and seminars for informing the population



Beneficiaries of courses and seminars



✓**60 860** **flyers distributed**

✓**42** **actions for sharing information through radio, local tv, facebook, blog, news on the website, street demonstrations**

Seminar/Course Topics :

- ❑ *Proper action during an earthquake/landslide/floods/fire/technological accidents*
- ❑ *Proper behavior during heat waves*
- ❑ *Demonstrations of first aid during emergency situations*

TRAINING ACTIVITIES FOR THE VOLUNTEERS FROM THE DISASTER RESPONSE TEAMS

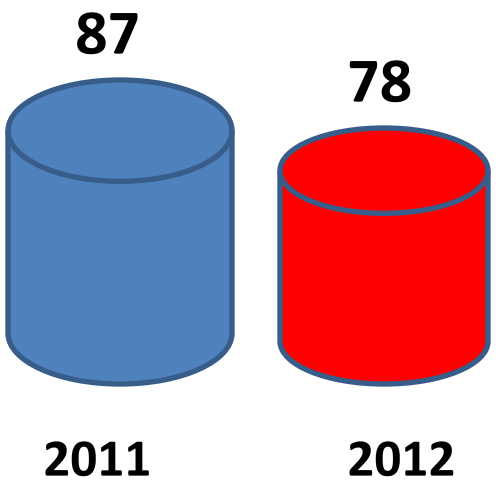
Training the human resources

- **Training courses for volunteers** – *induction* or update of knowledge in first aid, disaster management;
- **Simulations** of disaster intervention;
- **Seminars / camps** for training in disaster intervention;
- **Exercises and practical applications** together with the Inspectorate for Emergency Situations;
- **Trainings** for national and international competitions;

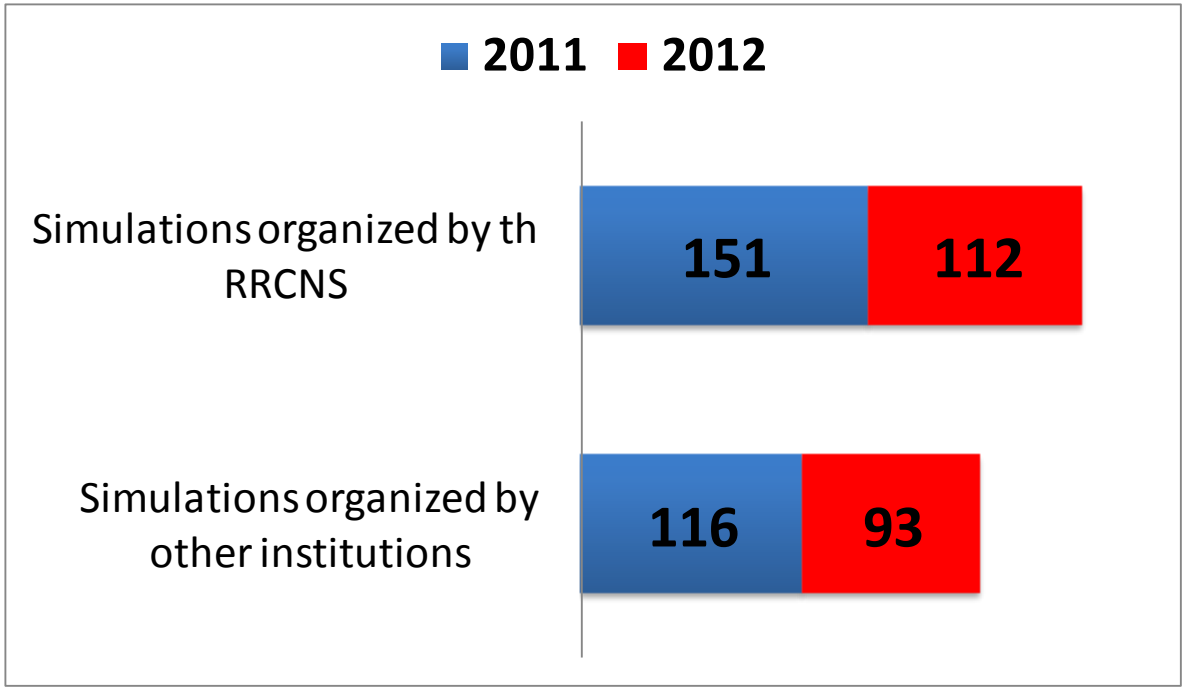
136 ani de umanitate
CRUCEA ROȘIE ROMÂNĂ

Training the human resources

Disaster Response Teams



Simulations – risk exercises



- ✓ **35** branches have organized simulations
- ✓ **34** branches have participated in simulations organized by other institutions

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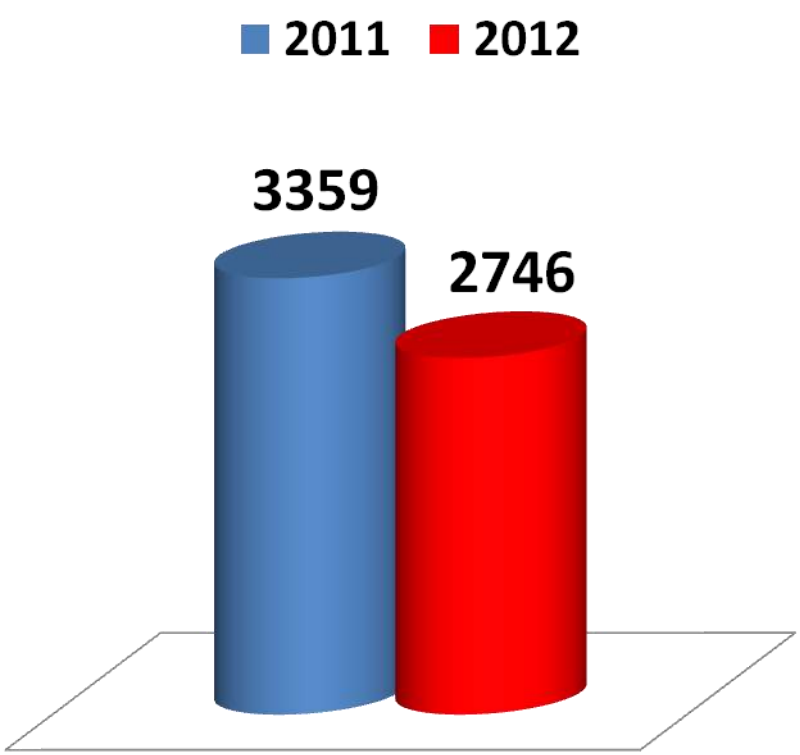
Training the human resources

Trained volunteers



✓**252** **training courses:**

- ❑ Basic First Aid
- ❑ Logistics
- ❑ Psycho-social support

✓**39** **training camps**

- ❑ earthquake simulations
- ❑ floods
- ❑ chemical accidents
- ❑ landslides

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CRUCEA ROȘIE ROMÂNĂ

Training the human resources

RRC International Disaster Training Camp
20-26 august 2012 - Cheile Grădiștei Brașov

Participants: 120 volunteers
External participants:

- ✓2 volunteers– German RC
- ✓2 volunteers– Bulgarian RC
- ✓2 volunteers– Dutch RC
- ✓1 IFRC representative – Alberto Monguzzi
- ✓3 people TVR (Iuliana Tudor)

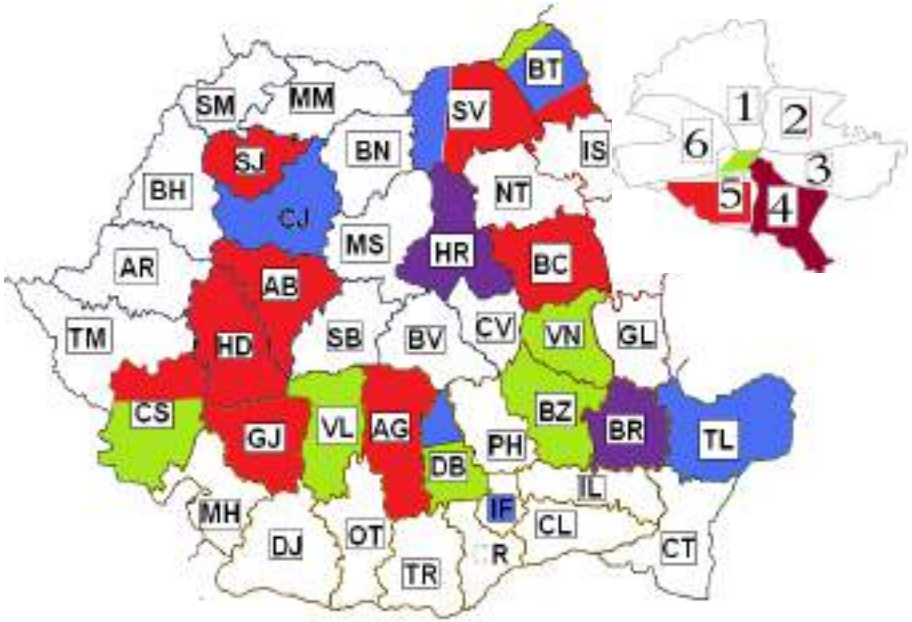
Camp workshops:

1. Logistics workshop
2. Shelter
3. Needs assessment
4. Psychological support
5. Risk reduction in disasters
6. Communication
7. WASH (water, hygiene and sanitation)
8. Basic First Aid
9. Workshops for developing team-work

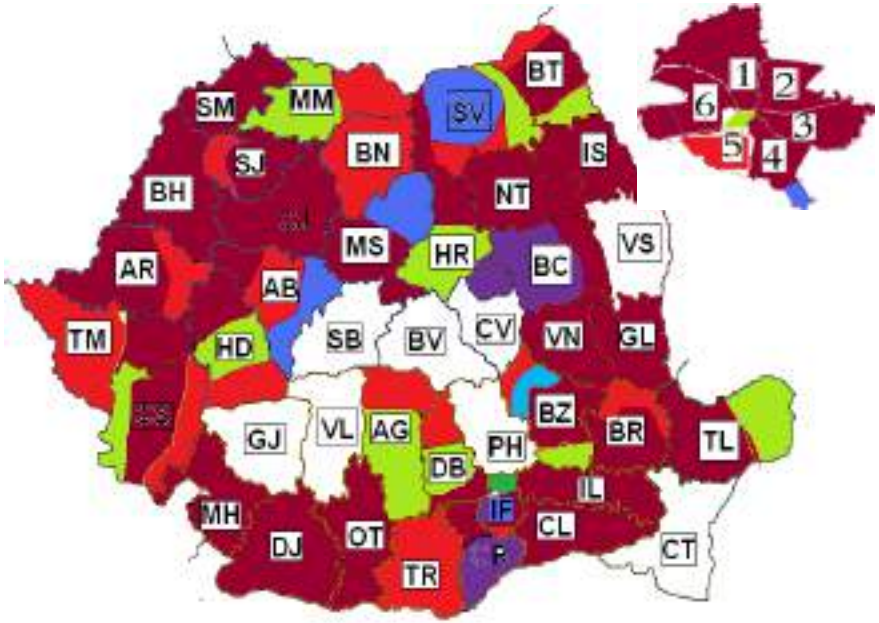
INTERVENTION IN EMERGENCY SITUATIONS

Emergency interventions

Branches that intervened in 2011



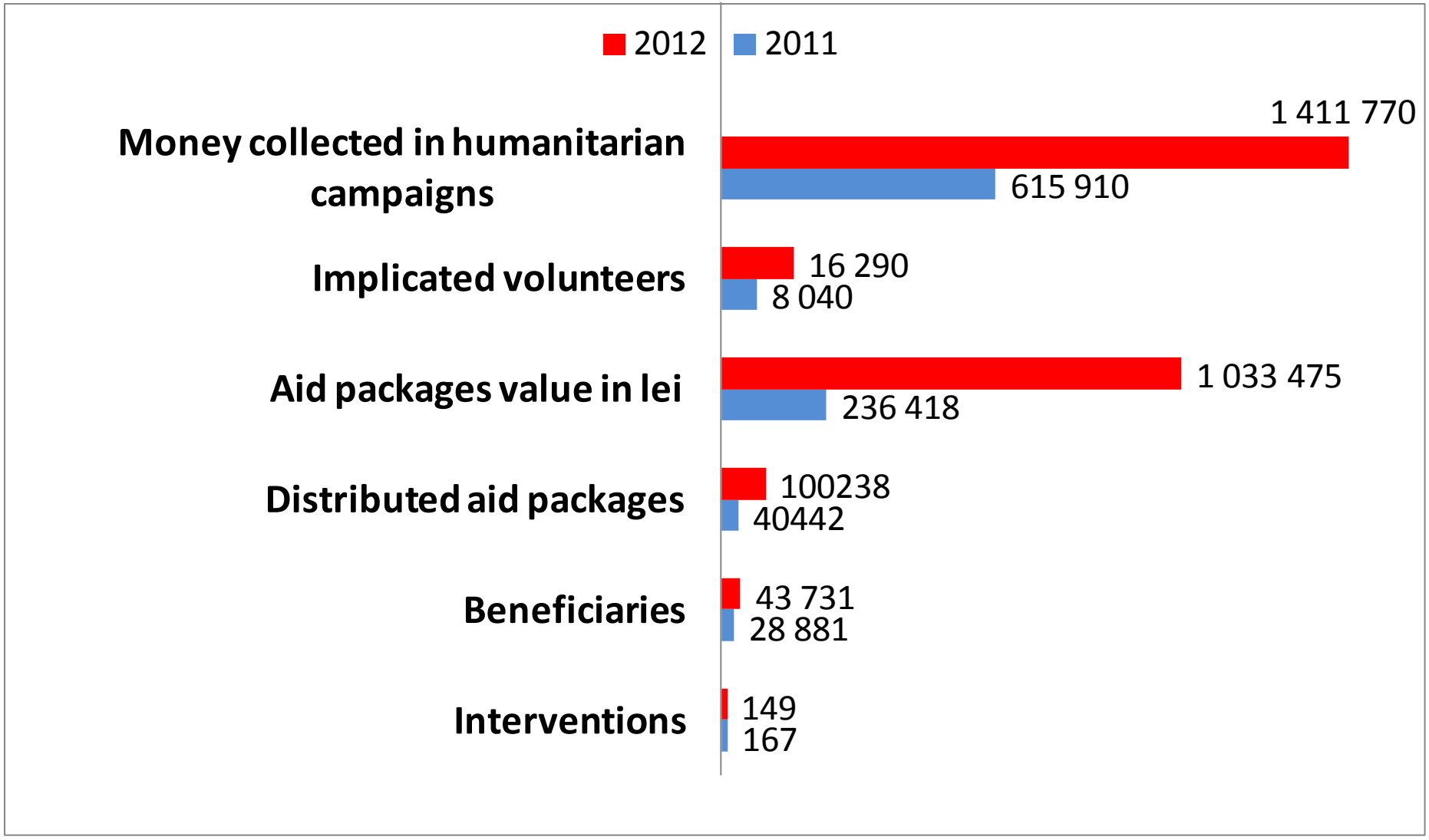
Branches that intervened in 2012



- Heat wave
- Floods
- Fire
- Frost / Blizzard / Snowstorms
- Other natural disasters

136

Humanitarian assistance for people affected by disasters



Emergency intervention – Snowstorms 2012

- 27 January- 29 February 2012
- Romanian Red Cross has assisted the isolated people from Buzău, Vrancea, Ialomița, Călărași, Dâmbovița, Giurgiu, Tulcea and Mehedinți.
- 90 tons of basic food products
- DREF APPEAL- 110.000 euro
- Thousands of people donated food though the Food Bank project from Carrefour, Real, Mega Image and Metro stores.

SOCIAL INCLUSION

- ✓Objective
- ✓National programs
- ✓Projects

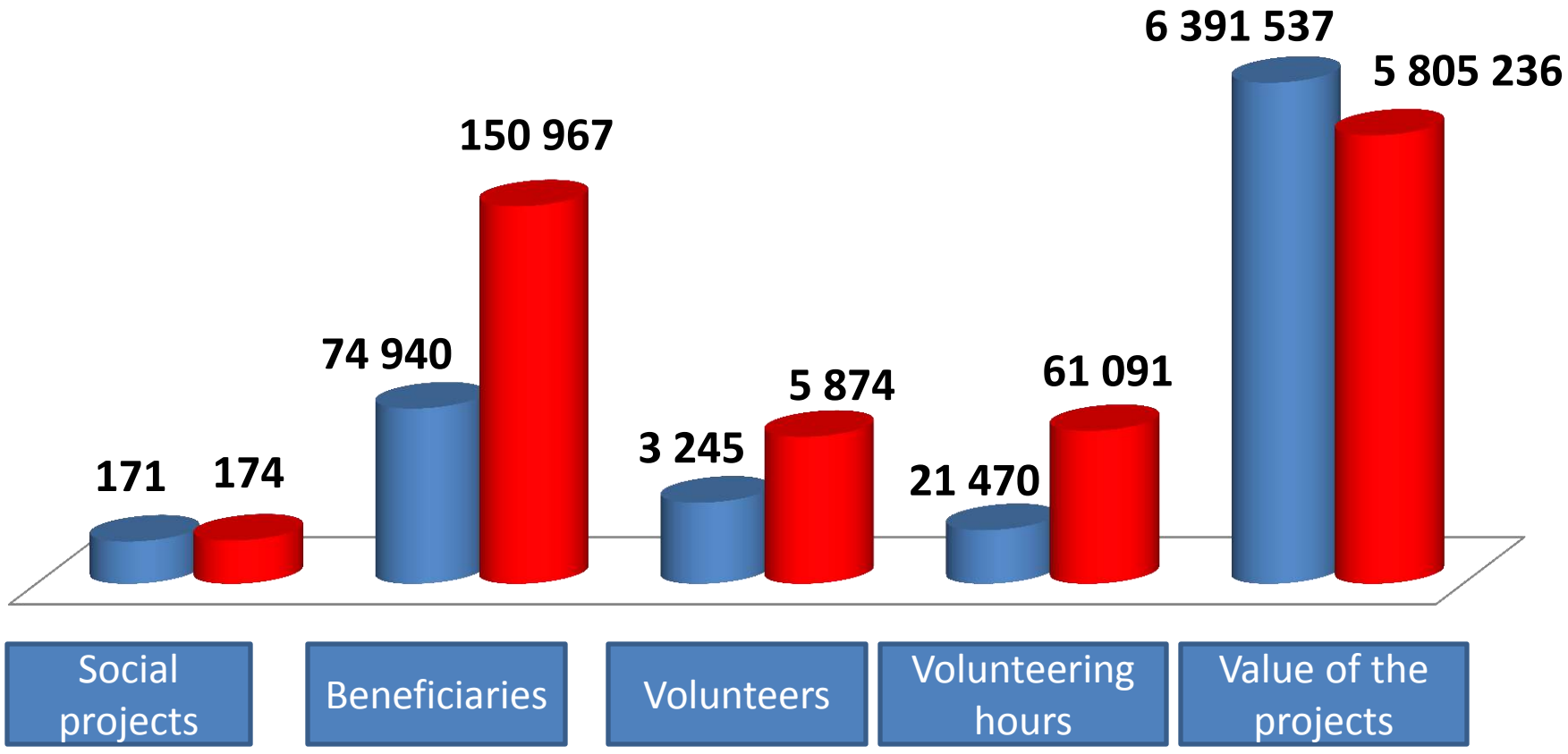
Strategic objective

Poverty reduction and promotion of social inclusion

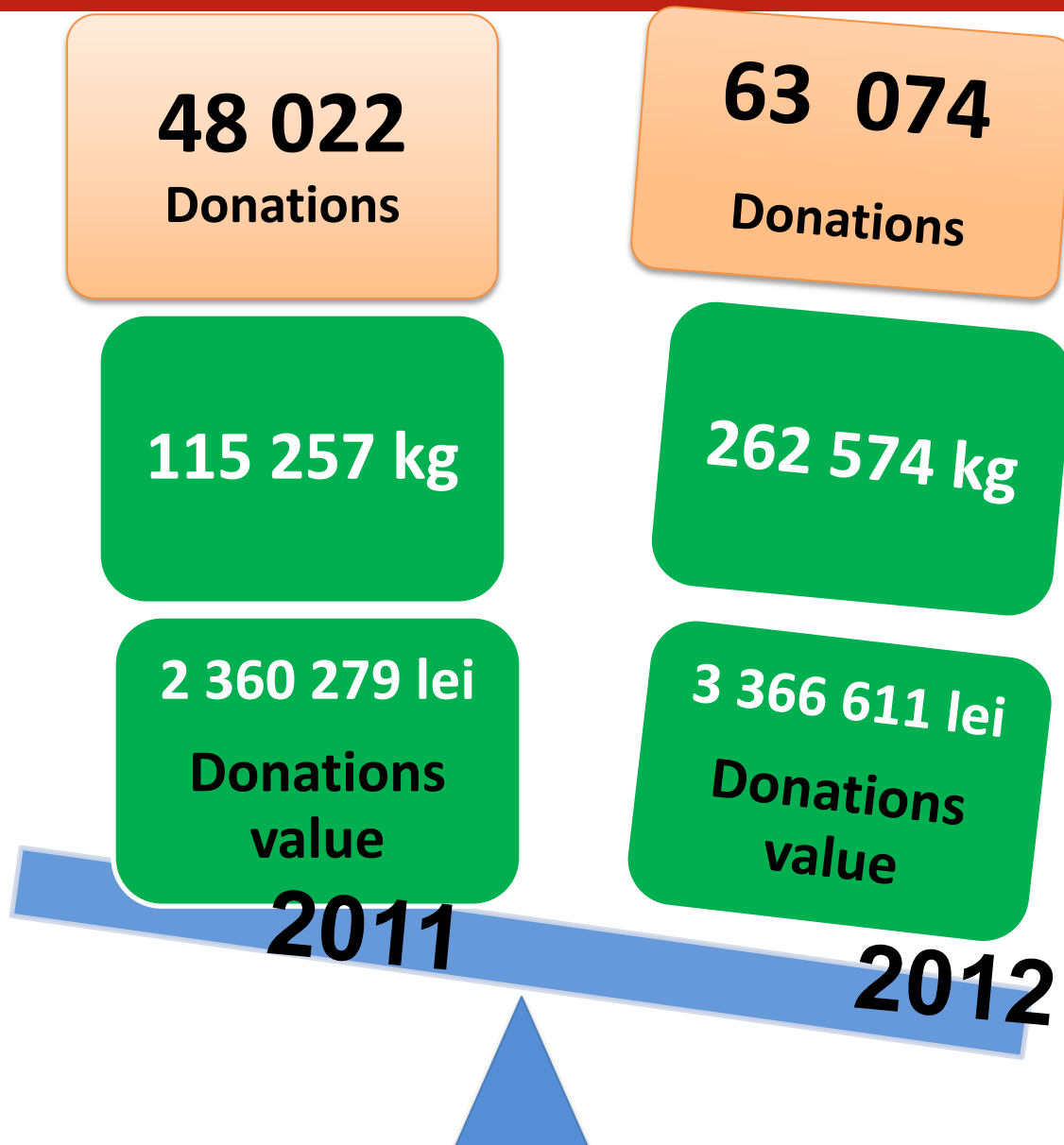
Directions:

- Support the population affected by poverty/social marginalisation with food packages and other basic products
- Continuation of the support actions for elderly people
- Promotion and implementation of social economy concept
- Awareness of the migration impact and offering assistance for migrants

Results of the social projects



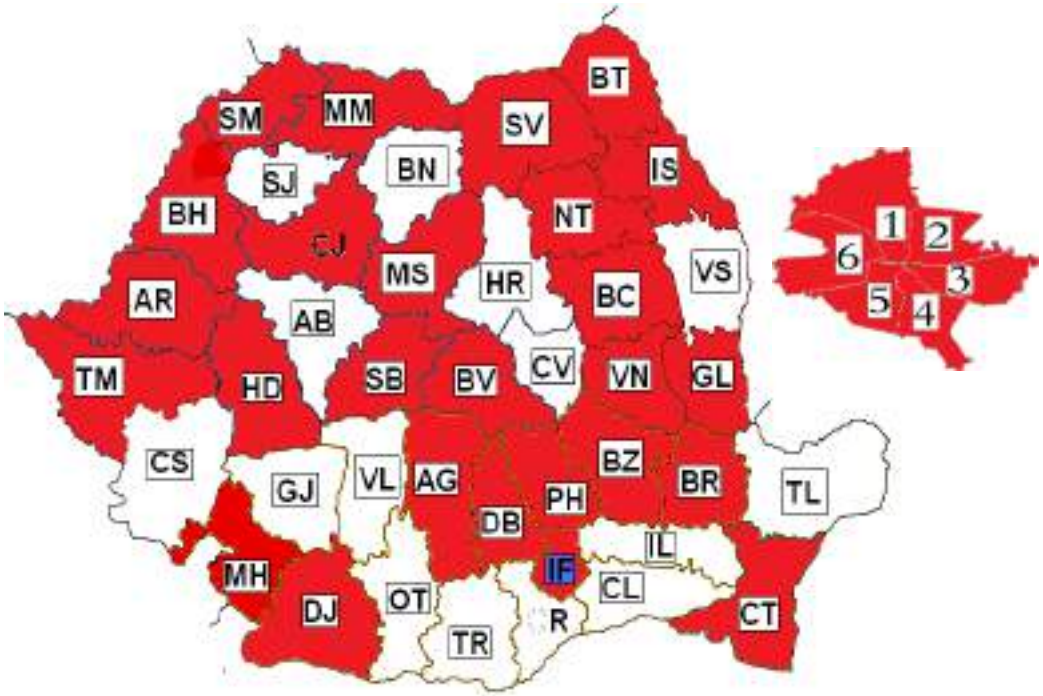
Social projects – Donations



Red Cross Food Bank – national program

IMPLEMENTATION

✓ **32** **branches:** 26 counties and the 6 districts of Bucharest



Partner markets

real,- Member of METRO Group

MEGA IMAGE

METRO Group in Romania

Carrefour

On local level: CORA hypermarket in Cluj and Mehedinți

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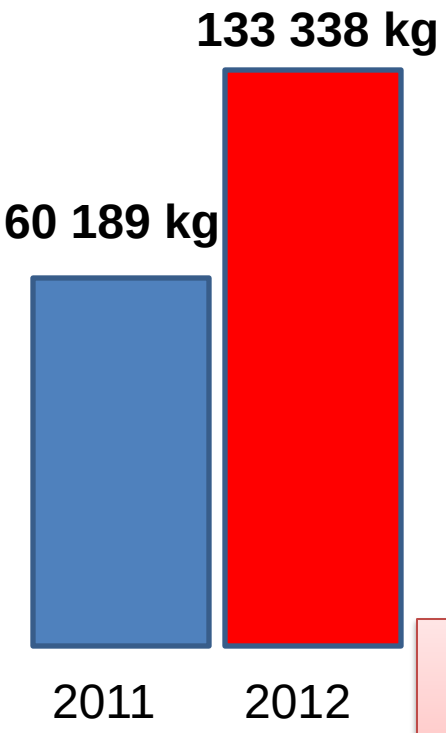
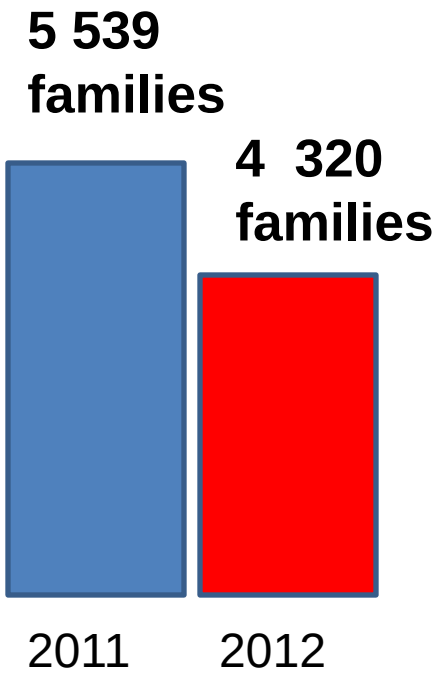
Red Cross Food Bank – national program

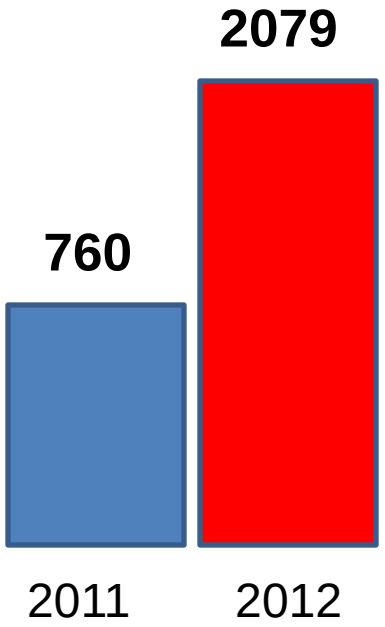
Collected Food products



Beneficiaries



Volunteers



Value of collected food products

2011: 251 848 lei

2012: 777 805 lei

Food Bank for extra 18 counties

Implementation: April-September 2012

Budget: 200.000 euro

Funded by:

- ✓ 150 000 euro Carrefour Foundation and Carrefour Romania
- ✓ 50 000 euro Romanian Red Cross

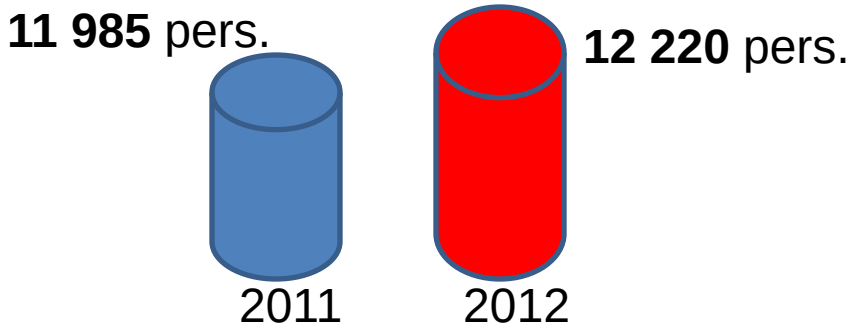
Objective :

Offering support to **15 786** families/poor people

Through 18 RC branches: Alba, Bistrița, Botoșani, Caraș Severin, Covasna, Dâmbovița, Giurgiu, Ialomița, Neamț, Olt, Sălaj, Tulcea, Vaslui, Teleorman, Harghita, Gorj, Vâlcea, Călarași.

Social vouchers– national program

Beneficiaries:



- **Objective: offering vouchers of** 50 lei value for poor people
- Through **47 RC branches**
- The beneficiaries have been evaluated according to the Law 416/2001, regarding the minimum income guaranteed.

Budget:

- **2011: 600 000 lei**
- **2012: 610 000 lei**

Social projects 2012
Home care services

Area	RC branches	Beneficiaries
Home Care services	Sibiu, Covasna, Bacau, Hunedoara	People in need
Generations Clubs	Sibiu, Harghita, Salaj, Bucharest - sector 4	Elderly people
Programs for children	Harghita (1.2.) Tulcea (1.)	1. Children with parents working abroad or poor children 2. Children with Down Syndrome
Social inclusion of Rroma population **(Participatory Community Development)**	Harghita	Rroma population

Social projects 2012

Locations: Satu Mare, Carei, Tușnad, Ardud, Negrești
Obj: Training for home care giving or baby sitting
Beneficiaries: 81
Buget: 1 402 490lei
Finantator: ESF
Results: 81 people with certificate

- **Obj:** Support for children from poor families: lunch after school and homework assistance by volunteer teachers. Benefits: education assistance and care, pshichological support.
- **Beneficiaries:** 15 children
- **Volunteers:** 15 / 2000 h
- **Budget:** 21 437 lei
- **Financed by:** County Council Tulcea

- **Location:** 22 places in Covasna
- **Obj**: distribution of food packages during 4 months for poor families
- **Beneficiaries:** 5 920
- **Volunteers**: 120
- **Budget:** 238 054 lei
- **Financed by**: Swiss RC, Pro Romania Association, Gods Children Org., Lia Foundation
- **Results:** 5487 packages

Mondojob
New chances for unemployed persons in urban and rural areas
SATU MARE

A chance for the future
TULCEA

Winter program
COVASNA

3

HEALTH

- ✓Objective
- ✓Projects
- ✓Awareness campaigns
- ✓First Aid

Strategic Objective

Improving the health of the Romanian population

Courses of action:

- Promoting health, prevention and addressing risk factors
- Developing the national system for instruction and training in giving basic First Aid (BFA)
- Prevention, intervention and combating the effects of natural disasters
- Advocacy at the local authorities level

FIRST AID

- ✓Objective
- ✓Professional training
- ✓FA Services offered

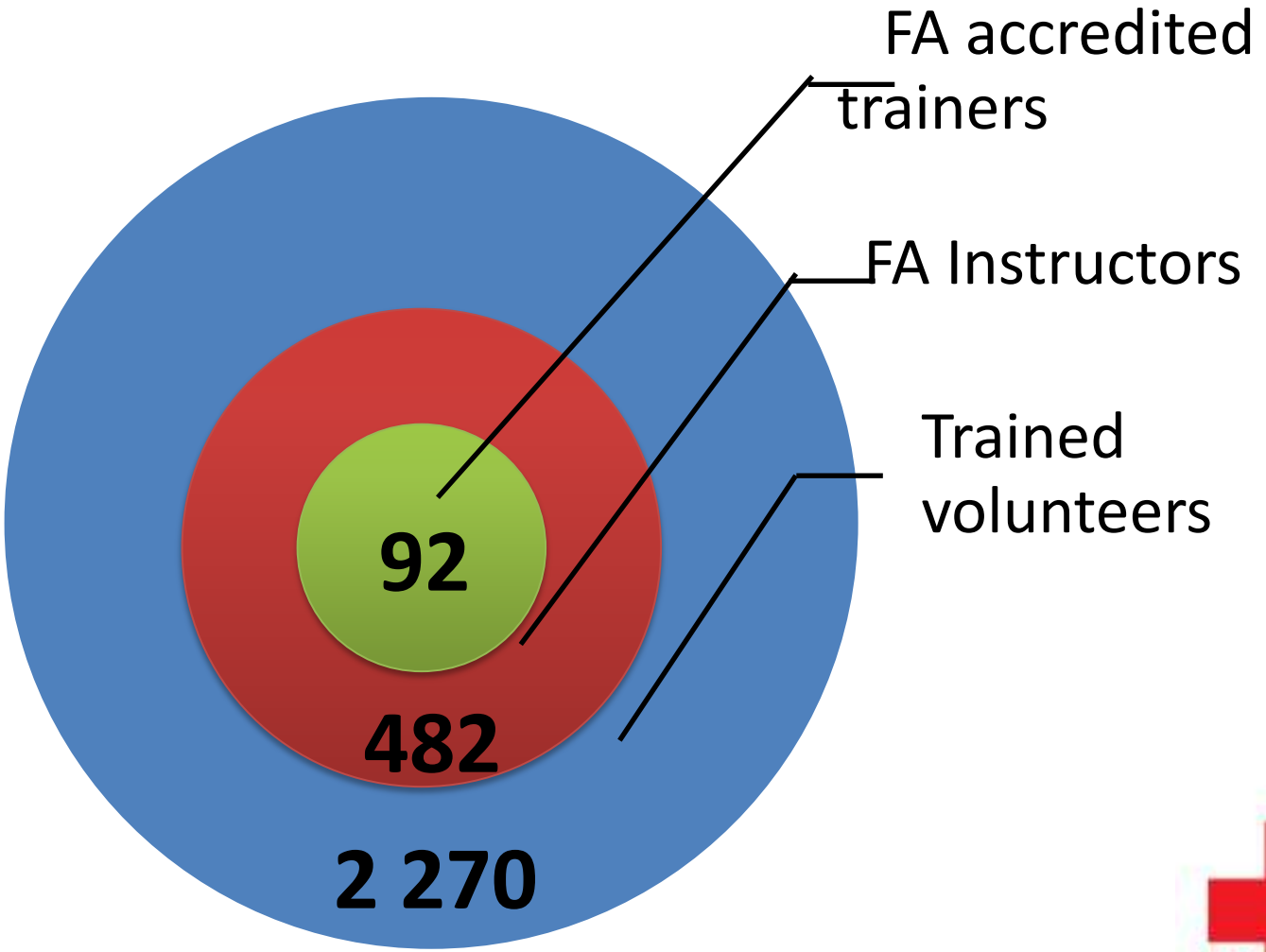
Strategic Objective

Developing the national system for training in giving basic first aid (BFA)

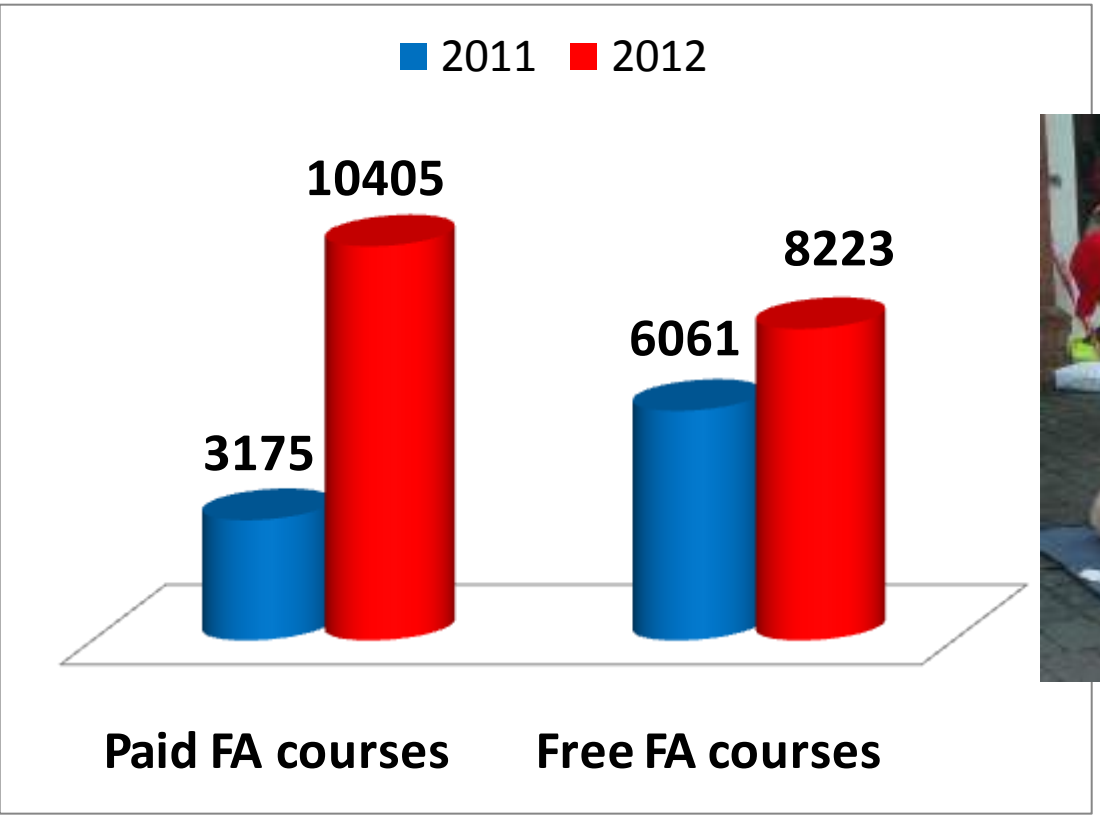
Courses of action:

- Offering BFA courses to private companies/organizations
- BFA Programs adapted for different groups: elderly, disabled, rroma communities
- Including BFA programs in the Health Ministry's national strategy

First aid human resources



First Aid Courses

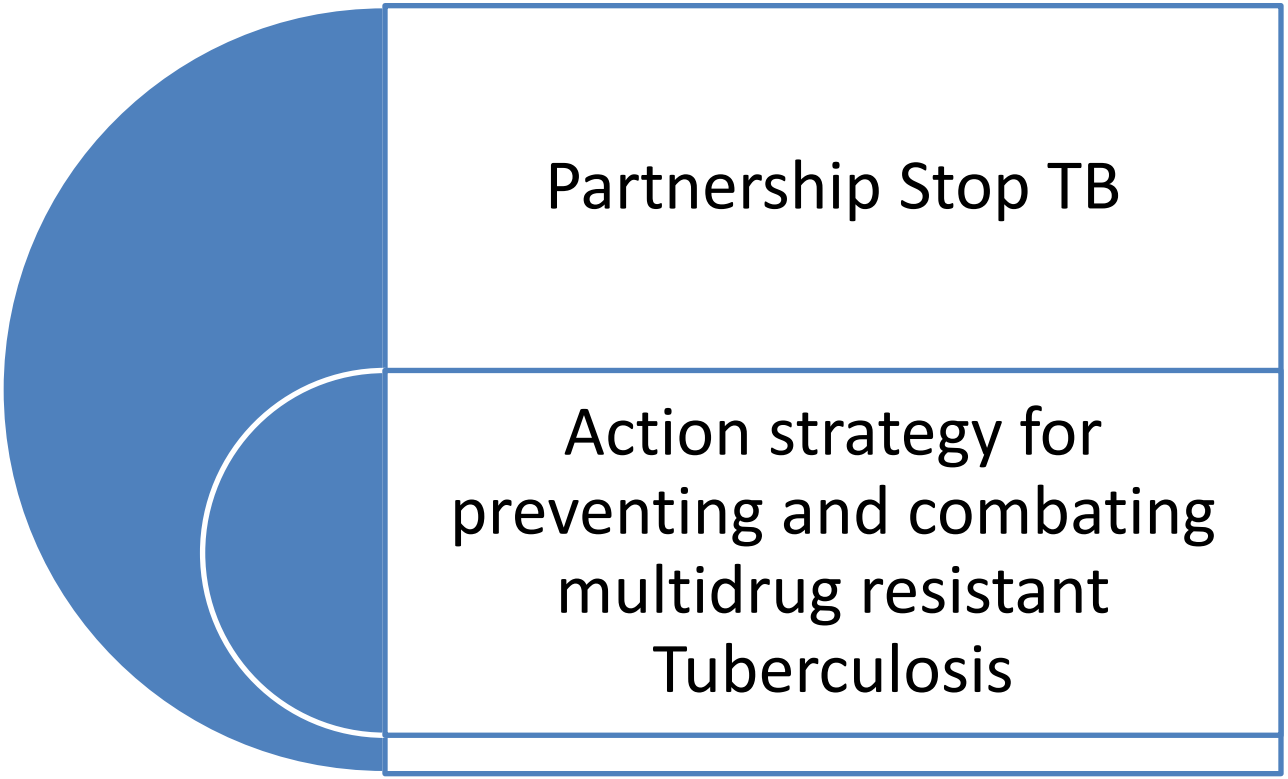


National program – First Aid stations in isolated areas

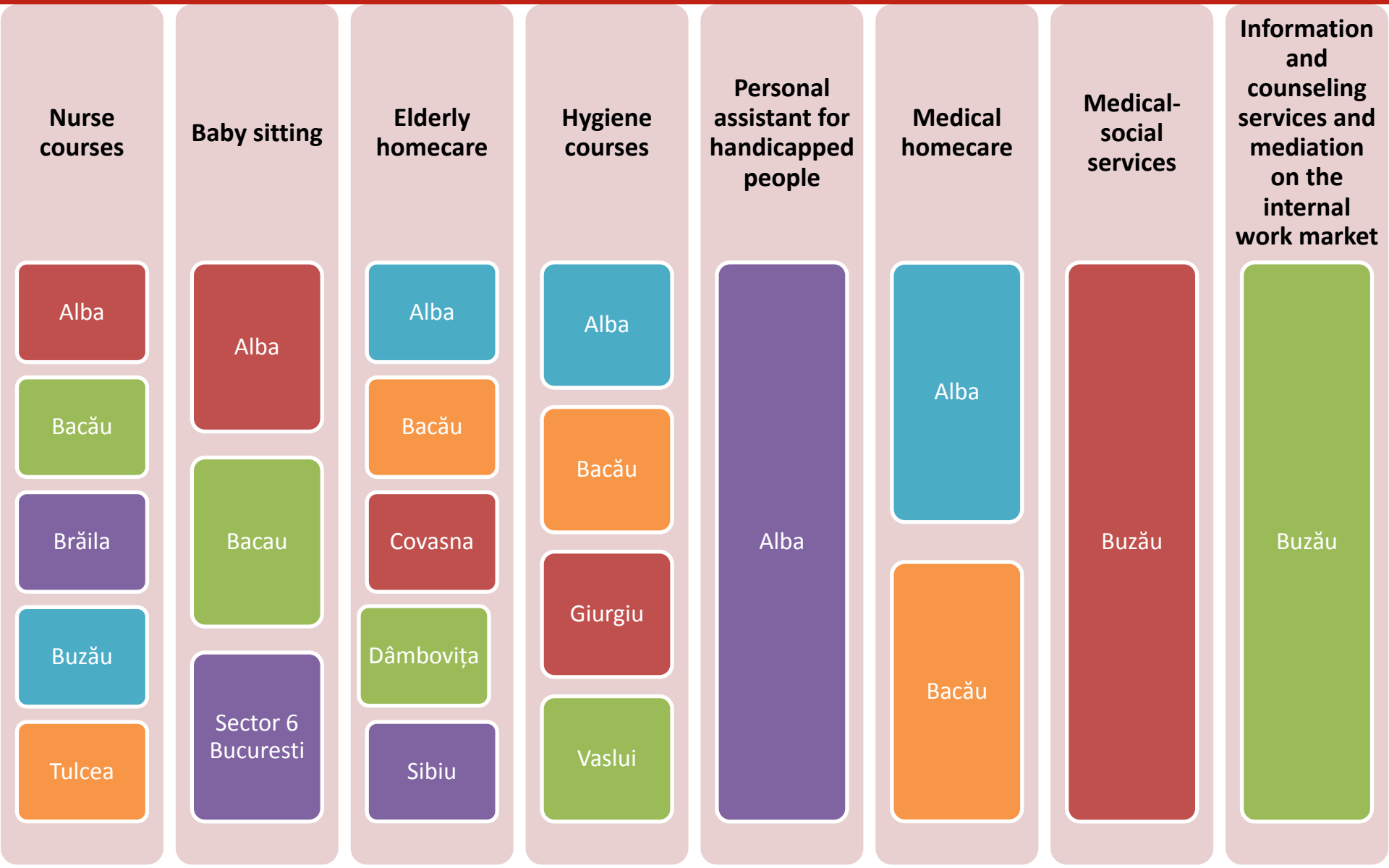
Main activities September 2011 – April 2012

1. 41 isolated communities have been identified.
2. Recruiting a family which was trained in offering First Aid in com. Frecăței, village Titcov, Brăila
3. The local instructors from 8 counties have been established for the pilot phase.
4. The training agenda for the First Aid families has been established.
5. Purchasing materials for equipping the FA stations in isolated areas: first aid kit, glucometer, blood pressure monitor, a recording device with remote reading EKG tracing.

Advocacy at the authorities' level



Accredited courses or services



4

Disseminating IHL Humanitarian Education

Strategic Objective

Promoting humanitarian values and a culture of non-violence and peace

Directions of action:

- Consolidating the role of educational actor
- Using humanitarian diplomacy in the dialogue with the public authorities
- IHL practitioners can count on the RRC support for updated and detailed information
- The Romanian society understands and respects the protective role of the Red Cross emblem
- The Tracing service is adapted to the migration phenomenon and major disasters

Promoting humanitarian values and a culture of non-violence and peace

Disseminating International Humanitarian Law

2011

Courses with the RRC volunteers

- 97 courses
- 1 946 beneficiaries

Courses in schools

- 62 courses
- 4 011 beneficiaries

2012

Courses with the RRC volunteers

- 112 courses
- 1 369 beneficiaries

Courses in schools

- 193 courses
- 5 780 beneficiaries

Sibiu, februarie 2012

Consolidating the role of educational actor

Youth as Agents of Behavioral Change

- 193 trained volunteers
- 5464 students sensitized
- 9 teachers trained by the headquarters
- 198 classes:
  - 121 gymnasium
  - 77 high-school
- 239 beneficiaries– partnership “Terre des hommes” Dolj
- Youth as Agents of Behavioral Change Camp
- Humanitarian Education Camp

Exploring Humanitarian Law

- Directly trained:
  - 77 teachers or inspectors of socio-human subjects
- 15 RRC branch directors
  - Total of 1.256 teachers and inspectors
- Participation at the Regional Reunion of EHL Coordinators
- Member of the Humanitarian Education Platform

Exploring Humanitarian Law - Sinaia, March 2012

VOLUNTEERS
✓Objective
✓ Projects

Strategic Objective

Volunteering

Courses of action:

- Creating and implementing a standardized system for reporting and monitoring
- Volunteer fidelity
- Volunteer recruiting based on the specific activities

Creating and implementing a standardized system for reporting and monitoring

Project Goal

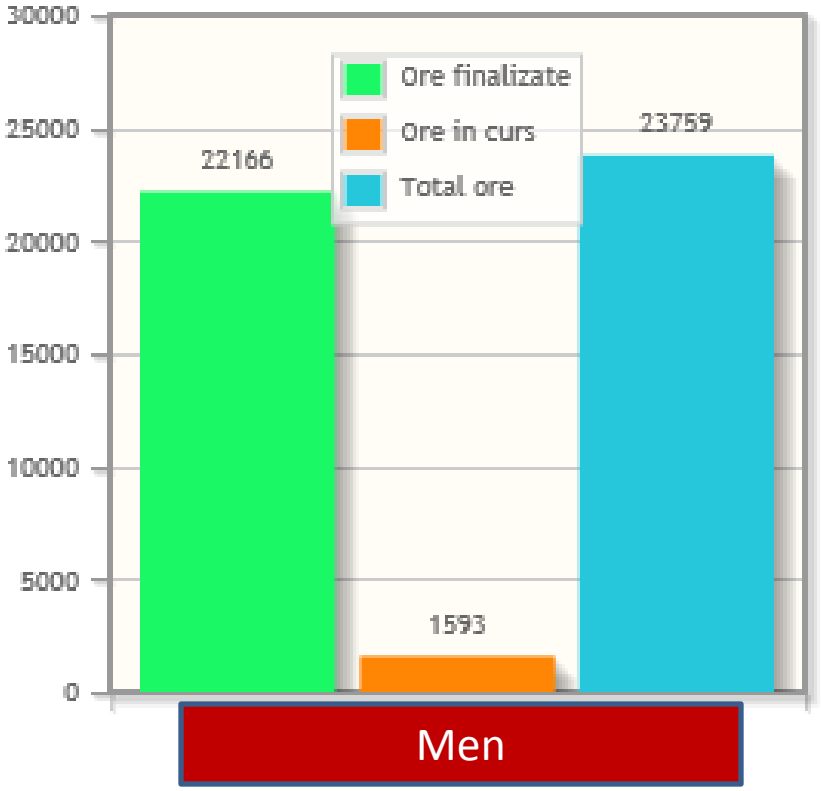
- **Increasing the quality of the volunteer management process in the RRC**

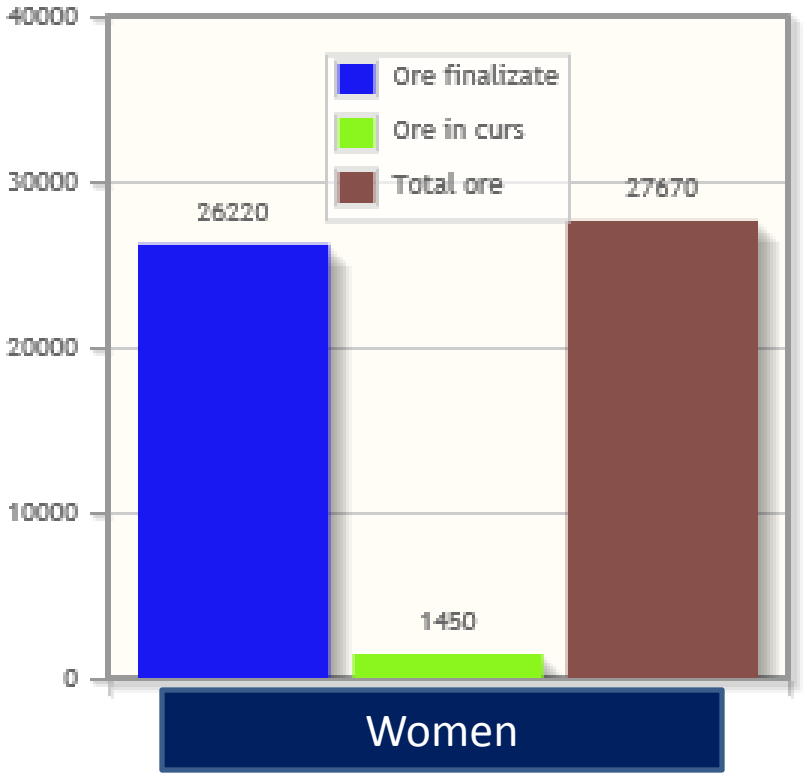
Project Objective

- **Developing a functional network of volunteers at the national level**

BUDGET – 34.140 RON

Volunteering hours according to VMS





TRACING & RESTORING FAMILY LINKS

Tracing service is adapted to migration and major natural disasters

Tracing

- Humanitarian search
- Grave search RM I & II
- Document search POWs

Restoring family links

- Searches related to population migration

TRACING SERVICE

New cases opened	**2011**	**2012**
In the country	118	194
Abroad	47	46
TOTAL	165	240
Solved cases	**120 (72%)**	**187 (79 %)**

COMMUNICATION

- ✓Red Cross Gala
- ✓Monitoring

Strategic Objective

External communication

Courses of action:

- A growing number of people know the RRC specific activities
- RRC communicates efficiently online
- RRC communication is unified, consistent and of high quality
- RRC becomes a statistics supplier in the main fields of activity

Red Cross Gala– 5th edition

23 September 2012 at TVR 1 and TVR Internațional

Guests: Iris, Taxi, Bere Gratis, Animal X, Margareta Paslaru, Monica Anghel, Nicolae Furdui Iancu, Sofia Vicoveanca, Maria Radu, Liviu Hodor & Mona, Alinka și Nick Kamarrera, campionul paralimpic Eduard Novak

Launching the *First Aid for isolated areas* project

Outcomes:

- Through sms and online donations and specific donations 38 000 euro
- **TV: 13 stations and 360 broadcasts**
- **Radio: 830 broadcasts**
- **Written press: 56 layouts**
- **Online promotion – around 2 000 000 views**

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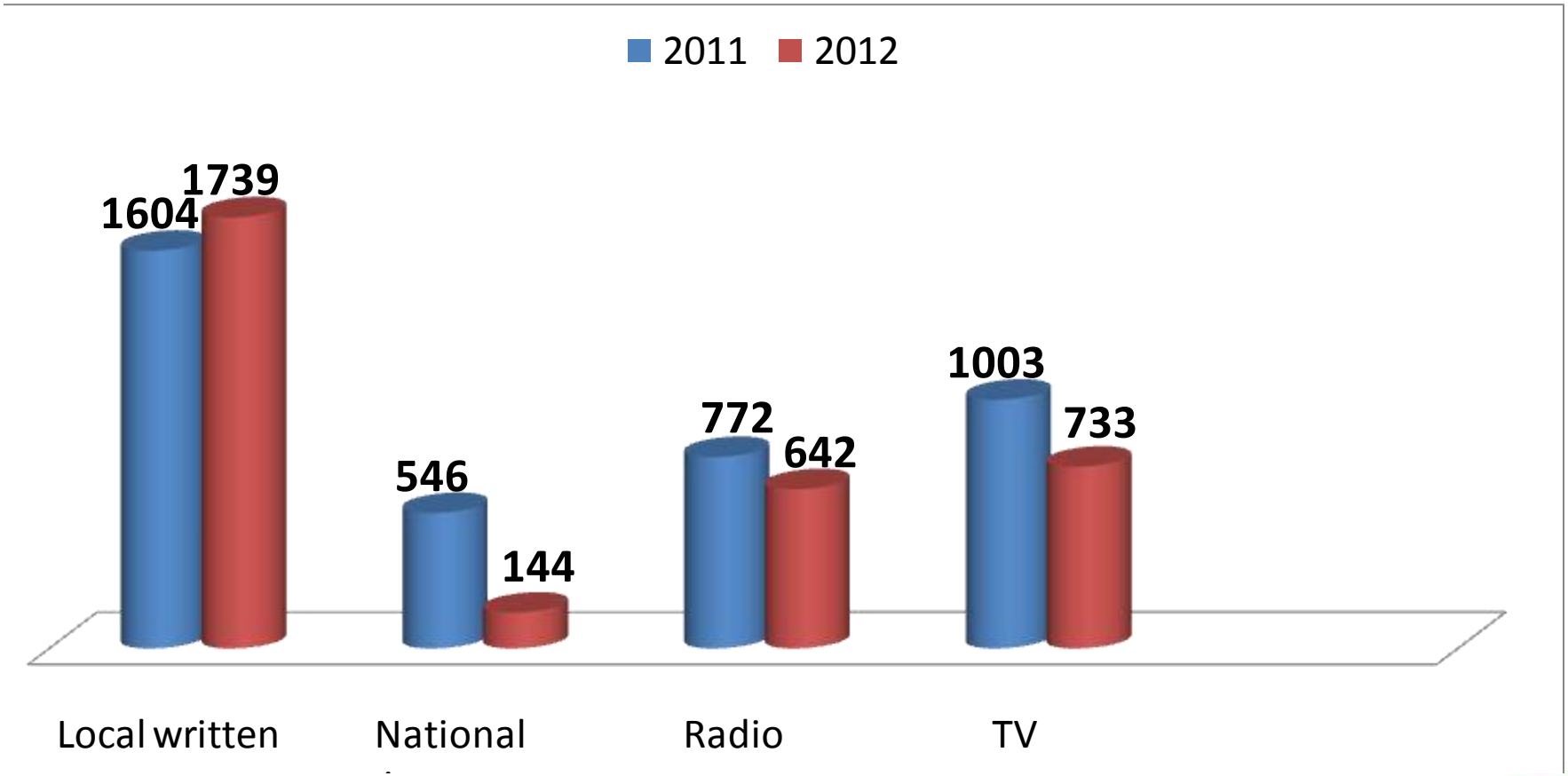
Central and local media appearances



Over 10 000 mentions on blogs, sites and facebook

Thank you!

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