

case study



Indonesia, Mexico, Nepal, 2017

Community testimonials

For the IFRC and National Societies the Flood Resilience Alliance, advocacy and influencing strategies were designed to improve conditions for vulnerable people living in communities at risk from floods. The country programmes in Nepal, Mexico, and Indonesia spoke out in support of community members and helped them speak for themselves. The advocacy approach of all country teams was aligned with and driven by field experiences and complemented field actions.



In Nepal, the Red Cross persuaded local government associations to run livelihood trainings for community members affected by flooding. For example, the story of Mrs. Akaali Devi Das, who lives in Saptari district in a house near the Koshi river, which is at risk of flooding every year during the monsoon season. Twelve members of the family live in Mrs. Devi's house, including vulnerable children and elder people. She is the primary wage-earner and provider. When the Nepal Red Cross carried out a vulnerability and capacity assessment, the community identified livelihood support as a key priority. In response, it encouraged local government agencies to provide weaving training to community members. Now, Mrs. Devi regularly weaves mats, tripling her daily income and allowing her to save for a rainy day.

"Today I feel much more confident that I am able to earn enough because I have a new skill in my hands."

Ms Akaali Devi Das



Mexican Red Cross

In Mexico, the programme increased the participation of women in public activities, traditionally reserved for men in these small, traditional societies. The Red Cross encouraged all members of the community to be trained and included, not only in Red Cross activities but also in the activities of other community groups and other organizations. The inclusion of women in these public roles had two effects. First, it allowed individual women to advance their careers and gain experience; and second, including women's perspectives allowed women (and often their children) to join in disaster preparedness

and livelihood planning. In this traditional culture, health issues are perceived to be women's domain. For this reason, Red Cross volunteer Gabriela's husband Pedro had not been involved in health-related activities. He questioned his wife's absence from home while she attended the courses and meetings, and pressed her to leave the programme. Gabriela made her husband aware of the importance of her work and the ways in which she was helping their community. She also invited him to join her. The inclusive approach adopted by the Red Cross created space for both Gabriela and Pedro, who were welcomed and invited to participate in activities to improve their community. Today, Gabriela and Pedro are both active health promoters and disaster brigade members, and have become managers in several local disaster prevention activities. They are part of a group of 25 people trained in Advanced Emergency First Aid, able to deal with more acute emergencies. Their activities were made possible by Red Cross advocacy that created a cultural shift, where 'women's work' came to be seen as important, and where men and women could work successfully alongside each other to improve their own and their neighbours' lives.

"I took the course to protect my family, for my daughters and grandchildren. As a grandmother or mother I am leading them. Through this, my daughters came to this programme. Here in the community nobody ever came to give us this kind of training. I learned how to help people in an accident. I came to think that I would no longer learn new things because of my age, but now I am able to help other people."

Ms Juana Cruz

In Indonesia, the Red Cross programme trained and equipped 21 community-based first response teams (locally known as SIBAT teams) and supported their co-ordination with local government. Having a formal relationship with the National Indonesian Disaster Response Agency (BPBD) meant that local SIBAT teams gained access to financial, technical, and information technology resources that could support their emergency response capacity and promote key prevention and preparedness campaigns as well. The Indonesian Red Cross also succeeded in persuading BPBD to adopt the community-based capacity-building model that the Flood Resilience Alliance had developed. It is now considered national best practice for disaster risk reduction (DRR) and community resilience. The Red Cross continues to work with local and national branches of the BPBD to replicate successful community-based practices in Indonesia.

“In a real disaster, the first to be able to respond and save the community is the community itself.”

Mr Sarwa Pramana, Chief Executive, BPBD Central Java Province



How we work

Strategy 2020 voices the collective determination of the International Federation of Red Cross and Red Crescent Societies (IFRC) to move forward in tackling the major challenges that confront humanity in the next decade. Informed by the needs and vulnerabilities of the diverse communities with whom we work, as well as the basic rights and freedoms to which all are entitled, this strategy seeks to benefit all who look to Red Cross Red Crescent to help to build a more humane, dignified, and peaceful world.

Over the next ten years, the collective focus of the IFRC will be on achieving the following strategic aims:

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

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Saving lives, changing minds.



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