

OUR TOP 10 GUIDING PRINCIPLES FOR THE AMERICAS REGION



1

We work to create an Information Management Integrated and Integral System (IMIIS) that will continue to promote evidence, automatization, monitoring, transparency and accountability, both from the IFRC as well as National Societies in order to improve decision-making.

We encourage interconnection among the Humanitarian Hub and its systems, reference centers, cells of excellence and other think tanks, training, innovative and e-learning initiatives to optimize, develop and consolidate a network of evidence-based knowledge and practices to deliver our humanitarian mandates in the framework of Strategy 2030 and Regional Action Plan (Buenos Aires Commitment).

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We promote, develop and believe in a Humanitarian Leadership that takes advantage of the strength of volunteering and the solidarity of communities for strengthening our Red Cross National Societies.

We are a local network that seeks inner change, the development of skills and to promote harmony, coordination, inclusion and positive attitudes within our teams and processes. We live our seven Fundamental Principles as agents of behavioral change in our communities. We renounce violence, promote non-discrimination and respect for diversity, and a culture of peace in the world through the Protection, Gender and Inclusion area of focus.

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We understand and apply Humanitarian Diplomacy as a strong tool to improve regulatory frameworks, the awareness of states and other actors regarding the importance of creating platforms for action, promoting the role of NSs and legal agreements, always seeking resilience.

We develop, monitor and apply our Plans of Actions in the countries of the region with the support of our internal and external Partnerships, strengthening Movement Cooperation and Coordination (SMCC) and seeking resources mobilization to help those in need.

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We work tirelessly to improve both physical and mental Health, increasing activities to promote and prevent diseases (including epidemics and pandemics) and hospital care. In addition, we support Water, Sanitation and Hygiene services, as well as public health in emergencies and Psychosocial Support. #Healthton

We fight every day to support and improve the lives and paths of the people on the move, working for their respect, protection, dignity and provision of livelihoods for their well-being. #Migrathon

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We build Resilient Communities through Community Engagement and Accountability (CEA) and Integrated Risk Management, while working to promote awareness, prevention and mitigation of the negative effects of climate change by focusing on community livelihoods and nature-based solutions. #Climathon

We represent a Secretariat that seeks to strengthen the institutional capacities of the 35 National Societies in the region, be a reference for other regions and share their experiences with the world.

10

WE ARE A FORCE THAT CONTRIBUTES TO SUSTAINABILITY, THE PROTECTION OF HUMAN DIGNITY, THE IMPROVEMENT OF HEALTH, THE SAVING OF LIVES AND THE RESILIENCE OF ONE BILLION PEOPLE IN THE AMERICAS IN FULL ACCORDANCE WITH OUR FUNDAMENTAL PRINCIPLES.