



2018 - 2024

# A PATHWAY TO FLOOD RESILIENCE IN MEXICO

## FINAL REPORT ON THE FLOOD RESILIENCE PROGRAM





The Zurich Flood Resilience Alliance is a multi-sectoral partnership which brings together community programmes, new research, shared knowledge and evidence-based influencing to build community flood resilience in developed and developing countries. We help people measure their resilience to floods and identify appropriate solutions before disaster strikes. Our vision is that floods should have no negative impact on people's ability to thrive. To achieve this, we are working to increase funding for flood resilience; strengthen global, national and subnational policies; and improve flood resilience practice.

Find out more: [www.floodresilience.net](http://www.floodresilience.net)



Cover image: *Early Warning System module implemented by community brigadistas. March 2022. Mexican Red Cross archive.*

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## ACKNOWLEDGEMENTS

*We extend our heartfelt gratitude to all those who have been part of this journey.*

*To our dedicated team members, both past and present, your hard work, passion, and innovative spirit have been the backbone of our initiatives. Your tireless efforts, often under challenging conditions, have transformed lives and strengthened communities.*

*We are profoundly grateful to our community partners and local leaders. Your collaboration, trust, and local knowledge have been invaluable. We also extend our appreciation to the partner organisations that have worked alongside us. Your cooperation and shared vision have been crucial in advancing our goals and amplifying our reach.*

*To the residents of the communities we serve, thank you for your resilience, courage, and active participation. Your stories of hope and perseverance inspire us daily and drive us to continue our work with renewed vigor.*

*As we reflect on the past ten years, we are filled with pride for what we have achieved together and optimism for the future. Let us continue to work hand in hand, building on our successes and forging new paths toward a resilient and sustainable Mexico.*



# EXECUTIVE SUMMARY



*For the Mexican Red Cross, [the Zurich Flood Resilience Alliance] will always be one of our flagship initiatives, so I can only express my gratitude to Z Zurich Foundation, which has also driven our National Society to grow in this effort, and, above all, has helped us to seek other partners that enable us to reach further in providing humanitarian aid to the population.*

José Antonio Monroy Zermeño, General Director, Mexican Red Cross

Globally, flood risk is a major concern, with floods often leading to substantial economic and social ramifications that are projected to increase in the future. In Mexico, approximately 62% of the population resides in flood-prone zones and floods represent the most frequent and damaging natural hazards in the country<sup>1</sup>. Since 2013, the Mexican Red Cross, as part of the Zurich Flood Resilience Alliance (the Alliance), has worked to increase flood resilience in communities of the state of Tabasco and, since 2021, in San Luis Potosí too.

Through the Alliance, the Mexican Red Cross has implemented a diverse range of evidence-based resilience building interventions and has scaled up best practice in collaboration with local communities and influenced policies and strategic plans in line with Disaster Risk Reduction (DRR) experts and policymakers.

## PILLARS OF CHANGE

In this report, we explore **3 fundamental pillars of change** that, between 2018 and 2024, have led to significant impact at both the local and national level:



**Families have the knowledge and skills to protect their lives.**



**Communities are more organised, committed and connected.**



**Flood resilience is prioritised and implemented by diverse sectors in collaboration.**

The combination of these interconnected and interdependent approaches, as well as the unique partnership with the private sector, who participates actively with the Alliance to provide support and technical knowledge at the national and global level, is the key to the program's impact.

*The Zurich Flood Resilience Alliance has not only represented a pillar in building stronger more prepared and resilient communities, but it has been the beginning of what we hope will be the basis for building greater awareness of overall climate resilience.*

Marc Martínez, CEO, Zurich MX

## LESSONS LEARNED AND RECOMMENDATIONS

As the climate crisis leads to more frequent and intense extreme events, as well as increased vulnerability of communities across the world, it is paramount that we scale up and deepen resilience work.

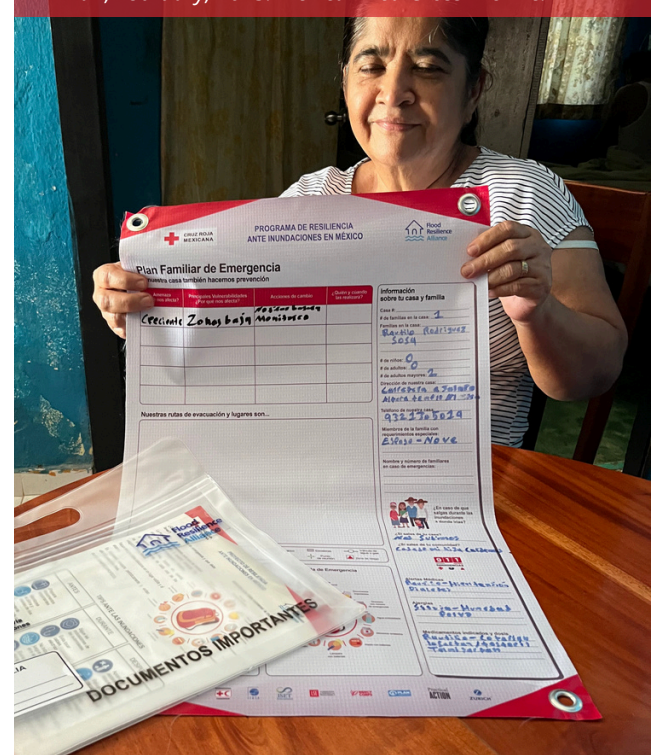
This report highlights how the achievements and challenges faced have resulted in important lessons learned and recommendations for future resilience initiatives.

- ➔ Ensure people are at the centre of resilience-building actions.
- ➔ Collaborate with stakeholders to improve outreach and advocacy in risk management and resilience efforts.
- ➔ Strengthen institutional capacities with a focus on long-term community resilience.
- ➔ Expand the network of allies to strengthen community resilience practices.

Community volunteers support with data collection for resilience measurement, October 2022. Mexican Red Cross Archive.



Community resident with their Family Emergency Plan, February, 2023. Mexican Red Cross Archive.



The **Zurich Flood Resilience Alliance** (the Alliance) is a multi-sectoral partnership bringing together actors in the humanitarian, development, research, and private spheres to strengthen climate resilience. Driven by the vision of a future where floods have no negative impact on people’s and businesses’ ability to thrive, the Alliance combines community programs, new research, shared knowledge, and evidence-based influencing to build community flood resilience.

As the Alliance celebrates over ten years of operation, the collective impact of increasing flood resilience through community actions, scaling up and influencing work across **10 partners** and more than **25 countries** has reached over

**3** MILLION PEOPLE


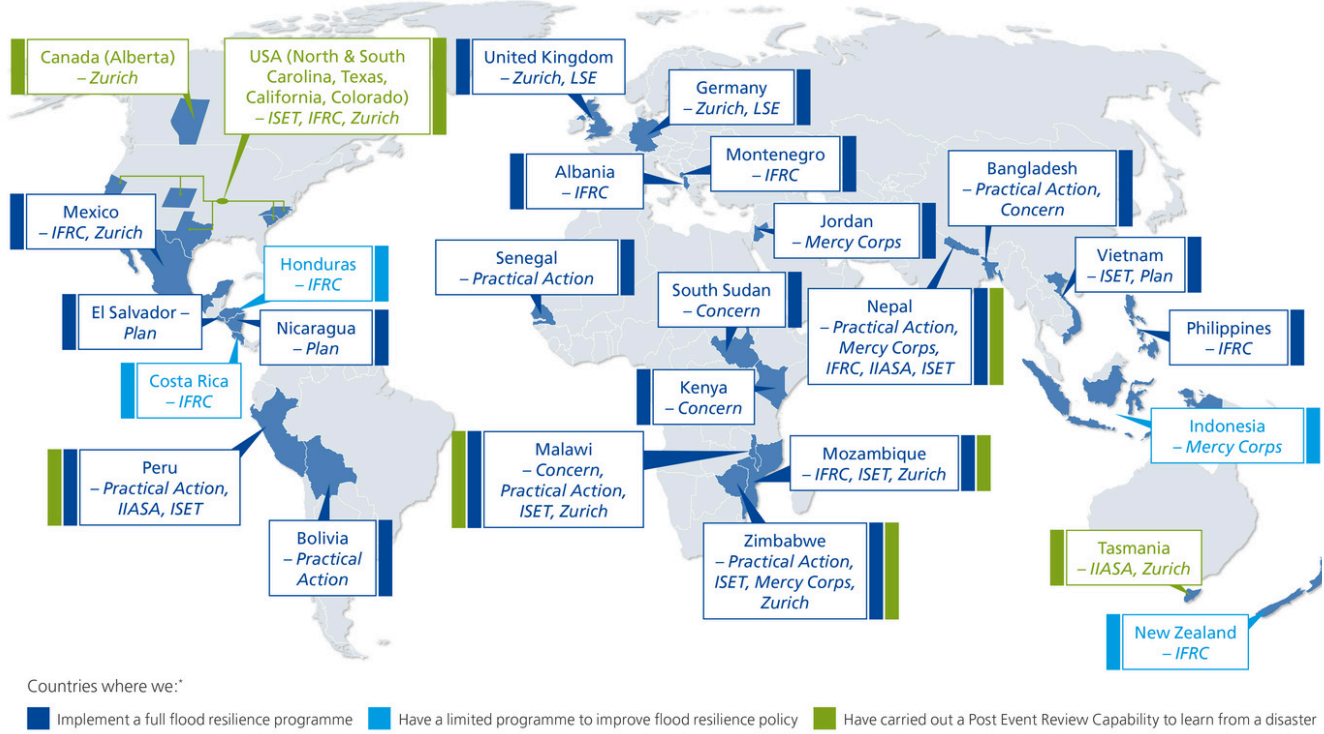


Figure 1: Alliance activities and programs across the world



In partnership with:

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Presentation of emergency backpacks to the winners of the 'Flood Resilient Families' drawing contest, March 2022. Mexican Red Cross archive.

Figure 2: Scales of impact

## LOCAL

Deep and lifelong changes in mindsets and practices related to flood resilience.

## SUBNATIONAL

Replication and scaling up of best practice to broader populations and key sectors.

## NATIONAL

Integration of community priorities in national plans, policies and budgets.

## GLOBAL

Contribution of Alliance knowledge and experience to global initiatives.

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*Success is based on the maturity of what we do, the credibility and visibility of how we do it, including the proof of concept at the beginning, how we measure and define resilience and the deliberate growth in our knowledge management, advocacy, and above all, collaboration efforts.*

Michael Szönyi, Climate Alliance Director, Adapting to Climate Change - Z Zurich Foundation

# INSTITUTIONAL CONTEXT

*Multi-sectoral partnerships bring together different points of view - governments, non-profit organisations, academia, private companies such as Zurich and most importantly, community perspectives - to work towards a common goal. This collaboration allows for the sharing of resources, experiences, and ideas, leading to more effective and coordinated efforts.*

Francisco Ianni, Senior Officer – Floods Resilience, IFRC

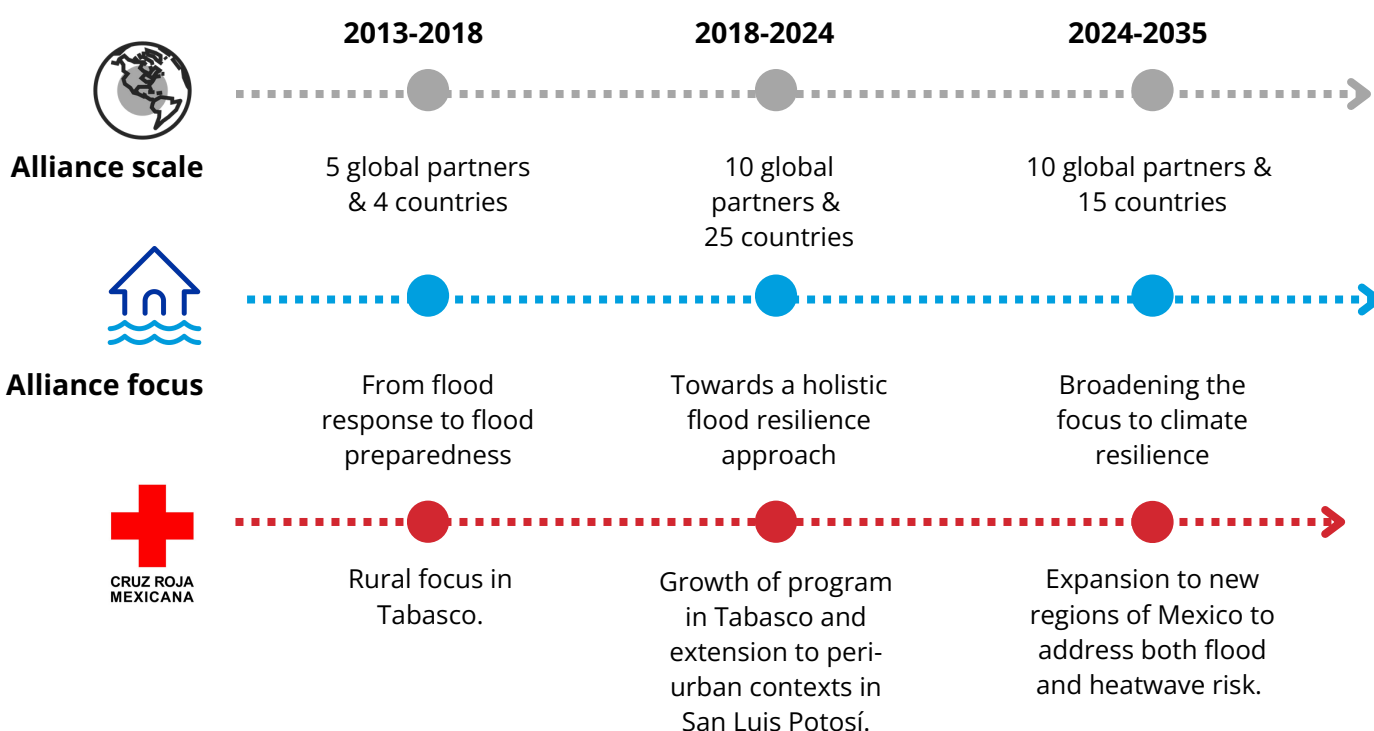
As a founding partner of the Alliance, the **International Federation of Red Cross and Red Crescent Societies** (IFRC) has supported the strategic direction and empowerment of country programs and local communities to take the lead in understanding, preparing for and adapting to flood risks across the regions of Africa, Americas, Asia-Pacific and Europe.

The **Mexican Red Cross** (MRC) is dedicated to preventing and alleviating human suffering, through immediate relief efforts and the enhancement of living standards through community empowerment and the promotion of a proactive culture of self-protection. Within the disaster management framework in Mexico, the Mexican Red Cross is recognised as a pivotal actor with a national network of local branches and volunteers that are active in preparedness, response, and recovery efforts.

*Disasters are not going to stop, unfortunately they keep happening, tomorrow it's a flood, the day after it's a hurricane, then it could be some other event; at the Red Cross we are prepared for that and are working to prepare communities throughout Mexico.*

Carlos Freaner, President of the Mexican Red Cross

Figure 3: Evolution of the Alliance and the Mexican Red Cross





# COUNTRY CONTEXT

As part of the Alliance, the Mexican Red Cross has been at the forefront of flood resilience work in rural communities of the state of Tabasco and urban and peri-urban areas of the state of San Luis Potosí. Between 2000 and 2022, around 80% of disaster-related costs in Mexico were related to hydrometeorological events.<sup>2</sup>

In Tabasco, the most significant floods occurred in 2007 and 2020, affecting 1.5 million people and 800,000 people, respectively.<sup>3</sup> In San Luis Potosí, the 1955 floods stand out in collective memory as the most damaging. More recently, numerous municipalities have declared state of emergency and state of disaster due to rainfall and flooding, with the most recent in 2015.<sup>4</sup>

Figure 4: Target communities

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# OUR IMPACT

The program has generated significant impact on flood resilience, by **scaling out** to spread resilience practices and models to more communities, **scaling up** to contribute to strategies and programs at the sub-national and national scales, and **scaling deep** via cultural and structural shifts within the Mexican Red Cross.

**+129,000 lives improved**

*New attitudes and behaviours that have a deep and sustained positive impact on people's lives.*

**+3 million indirect reach**

*Estimated population that benefits from community interventions, scaling up and influencing initiatives, as well as the reach of awareness raising campaigns.*



Resilience work carried out in communities in urban and rural contexts, as well as government actors at all levels, academia, NGOs and others.



More than 700 resilience actions implemented, ranging from meetings with stakeholders, resilience fairs, forums, household visits, trainings, events and workshops.

Raising Awareness about the Risk Reduction and Preparedness campaign, March 2022. Mexican Red Cross archive.



## OBJECTIVES

- ➔ Build local capacity for flood resilience.
- ➔ Develop innovative and scalable resilience practices.
- ➔ Measure flood resilience to support locally led, risk-informed decision making.
- ➔ Develop and share knowledge and expertise on flood resilience with stakeholders.
- ➔ Influence policymakers and donors at the national level.

## Dulce's story

Living in a small rural community in Tabasco, Dulce is a 32-year-old mother who has been closely engaged with the Flood Resilience Program. As a child, Dulce used to cross the river on rafts to collect firewood and spent her free time swimming and diving into the water; *"from a young age we had to learn how to row because there wasn't a bridge and the only way to cross was in cayuco [traditional wood-carved canoe],"* she says. Over time, the river and the community have changed, and that has also led to different experiences of flooding; *"there wasn't so much trash. The riverbanks were clean ... there weren't flood walls that protect the highway or the banana plantations."*

In recent years, Dulce's house has been flooded numerous times, causing significant setbacks for the economic stability of the family, especially through the damage to household appliances, furniture, and other belongings, and through the suspension of normal work activities.

As a member of the 'Warrior Ants to the Rescue' community brigade, Dulce has participated in diverse trainings to allow her to support her family and neighbours in preparing for and responding to floods; *"we like to participate and we always say to our neighbours, come on, let's go, and you will see that we will achieve many changes here in the community, as long as we take on the challenge and work together,"* says Dulce.



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# FROM MEASURING TO BUILDING RESILIENCE

The **Flood Resilience Measurement for Communities** (FRMC) is a framework and tool developed by the Alliance. The results generated by the FRMC serve as a decision support tool for both community programming and for prioritisation in advocacy and networking.

To understand the causes of historic flooding in the state of Tabasco in 2020, the program implemented the **Post-Event Review Capability** (PERC) methodology to analyse the event and develop a set of recommendations for the future.



32 FRMC studies carried out in 16 communities in rural and urban contexts and 5 Post-Event studies.

**Baseline FRMC studies** strengthen understanding of the risk context at local and subnational levels, support connections with stakeholders, identify priorities and potential entry points, and define possible interventions.

- FRMC baselines in San Luis Potosi helped identify the opportunity to implement a strategy with key sectors in the urban context.
- This strategy involved collaborations with other government agencies such as the Ministry of Education, Civil Protection, and Health, as well as academia and other independent organisations.

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**Endline FRMC studies** are key to learning how resilience changes in response to diverse interventions and to providing up-to-date information to stakeholders to support ongoing resilience-building.

- The FRMC endlines mainly showed how the program strengthened the human and social capitals, as well as the preparation stage in the Disaster Risk Management Cycle.



*Historical memory plays an important role in community resilience. After every experience of flooding there is an opportunity to learn and change habits.*

Gabriel Reyes, Operational lead - Flood Resilience Program in Mexico, Mexican Red Cross



Presentation of the Flood Resilience Study at the National Civil Protection Congress, September 2022. Mexican Red Cross archive.

Lessons learned from this program have become a model for similar initiatives, sharing best practice and inspiring future efforts. 10 years of implementation in Mexico has seen a remarkable evolution, exceeding expectations driven by innovation, adaptability and, above all, the commitment of the entire team.

Francisco Ianni, Senior Officer – Floods Resilience, IFRC

Final result of the FRMC design for the 3 municipalities of San Luis Potosi, February, 2022. Mexican Red Cross archive.



# PILLAR 1



Dissemination of the Family Emergency Plan at the Children's Day celebration by the Local Delegation of Tamuín, April, 2022. Mexican Red Cross archive.

## IMPACT

Families are more aware of flood risk and better prepared for reducing the impact of floods through measures to mitigate and adapt, thereby protecting lives.

Family preparedness was strengthened by numerous interventions aimed at **raising awareness of risk**, understanding how to best respond to an emergency or disaster and learning what actions can be taken to **reduce the impact of floods at the household level**.

As a result of **first aid trainings**, individuals respond to emergencies, provide basic treatment of injuries and illnesses, and support the day-to-day health of their families. This has a particularly transformative effect on populations where health and emergency services are not readily accessible.

On the other hand, learning about flood risk through information and recommendations shared on **radio and social media** or through participation in local resilience fairs ensured families not only became conscious of the risks they face but also began to see themselves as key agents for change, including youth and children.

Such progress highlights a positive trend towards readiness and resilience at the household level, signalling a future where families are not just prepared for floods but also integrate risk reduction more broadly into their daily lives.



The percentage of the population with knowledge of first aid increased after the provided training sessions.

## ACTIVITY SPOTLIGHTS

### ▶ Family Emergency Plans

A family emergency plan is a set of activities, information and elements that help families prepare for risk and makes it possible to anticipate hazards and save lives. In the rural context, volunteers engaged directly with families by going door-to-door to support the emergency planning process. In the urban context, teachers and Red Cross volunteers were trained to replicate this process in their classrooms and localities. Traditional and social media platforms were leveraged to further amplify awareness and wider participation in the intervention.

In Tabasco and San Luis Potosí, families have undertaken this methodology to **identify the main risks in and around the home** and to **establish protocols and roles for preparing and responding to floods** and other emergencies. Families speak of improvements when it comes to conducting evacuations, having identified safe meeting points, and recognising the unique needs of each family member in times of crisis.

*“We hadn't ever heard of an emergency plan, and we didn't have one in our household, but now our Family Emergency Plan helps us to be better organised and to know what to do in the event of a flood.”*

Romelia, program participant, Ranchería La Unión, Tabasco



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Community brigadistas performing the 'Chito's adventures in a resilient community' puppet show, November, 2021. Mexican Red Cross archive.

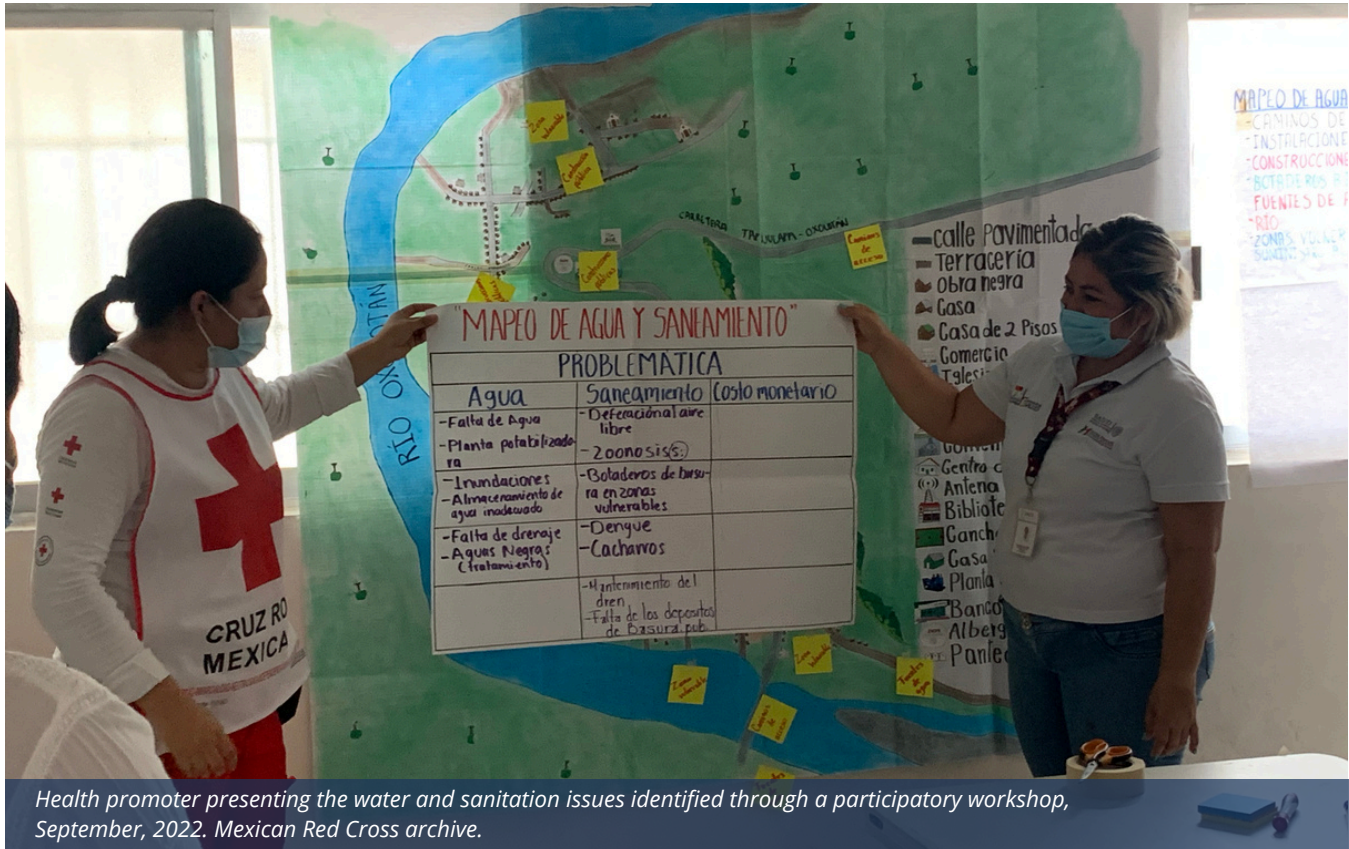
### ▶ Community resilience fairs

Resilience fairs are dynamic community activities whereby families participate in a series of **interactive modules** with the purpose of **increasing awareness of flood risk** and **building knowledge on how to prepare** their families. The Mexican Red Cross implemented regular resilience fairs in both rural and urban contexts, announcing the event through community radio stations and other networks and leveraging central locations to garner greater participation. Important links were generated between various key actors, including Civil Protection, Firefighters, and community brigades, who collaborated with the Red Cross in leading the activities at each fair.

This intervention successfully engaged many families on the topic of flood resilience, especially through the enthusiasm of **children and youth** to participate in games and activities.

*“Through this collaboration we have been able to raise awareness of risk, particularly with the population that reside in flood-prone areas, and this helps us to ensure that people know how to prepare and respond to floods safely.”*

Jesús, Municipal Civil Protection representative, Tamiín, San Luis Potosí



Health promoter presenting the water and sanitation issues identified through a participatory workshop, September, 2022. Mexican Red Cross archive.

## IMPACT

### Communities are better organised, understand their risk, take leadership on strengthening flood resilience and advocate for their needs.

Flood resilience at a community level in Tabasco and San Luis Potosí was fostered through a series of interventions targeting **social cohesion, local leadership, and collective action**. The participatory Flood Resilience Measurement for Communities (FRMC) approach brought diverse community actors together in the analysis of the strengths, gaps, and priorities within the local context. This shared understanding of flood resilience developed through the FRMC process was documented in **Community Development Plans, Community Sustainability Plans**, and broader regional reports as resources to guide community level decisions and as a call for collective action. Furthermore, in the wake of historic flooding in the state of Tabasco in 2020, a comprehensive research project was undertaken using the Alliance’s Post-Event Review Capability (PERC) methodology to analyse the event and develop a set of recommendations for the future.

Community resilience cannot be achieved solely through the efforts of a single community actor, rather resilience has been pursued through strategies of inclusion and collaboration between diverse local stakeholders. Training and awareness programs have directly engaged with schools, through the **Safe Educational Centres** intervention, and health centres, through the Improving My Water and Sanitation intervention. A wider group of internal and external actors have come together in the preparation of **Community Emergency Plans** and **Early Warning System protocols**, which were then tested in drills. These methodologies were shared with a wider network of actors in the urban context through workshops, facilitator trainings and **inter-institutional meetings**, simultaneously achieving greater integration and coordination between entities and providing the knowledge and tools for the replication of community resilience-building throughout the region.



Analysis of FRMC baselines in San Luis Potosí showed that despite short-term official forecasting capacities, there was a need to increase closer integration and coordination between key actors.



## **ACTIVITY SPOTLIGHTS**

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### ► Community Brigades

The formation of community brigades is a flagship methodology developed by the Mexican Red Cross. **Local community members are trained and equipped** to lead resilience activities in their locality before, during and after flood events. The impact of this intervention spans from enhancing community participation in flood-related activities to improving community disaster risk management planning. Moreover, the brigades complement the Civil Protection system by strengthening local human and social capacities and facilitating connectivity between actors.

The community brigades not only represent an essential functional unit within the disaster management cycle, but also a key mechanism for **increasing social cohesion**, through shared responsibility and collective action. Through their self-organising capacity, community brigades ensure resilience-building actions persist beyond the lifespan of any single project.

### ► Improving my Water and Sanitation

Through comprehensive resilience measurement, the Mexican Red Cross discovered that many of the health impacts of floods were related to water and sanitation practices at the community and household level. The Improving My Water and Sanitation intervention **trained health personnel as facilitators** who later raised awareness and promoted action with their local populations. The team employed a **participatory method** to integrate local experiences and customs, allowing communities to take ownership and adapt the activities, resulting in greater buy-in and positive shifts in attitudes and behaviours regarding water and sanitation related to the prevention of flood-related diseases.

Following the methodology's success in Health Centres, the Mexican Red Cross shared the results with the state Health Secretariat, allowing for expanded reach in various Health Jurisdictions, which enabled the provision of tools for local facilitation in each Jurisdiction.



Group photo with the brigadistas after receiving the State Civil Protection Award 2023, September, 2023. Mexican Red Cross archive.

*It has been very useful for us to learn how to raise awareness and to promote better hygiene habits in the community; for example, I learned how to communicate information in a practical, localised way. Through the sessions I was able to get to know my colleagues a little better, build more trust and thus provide a better service to the community.*

Martín, Representative of community health centre, Oxolotán, Tabasco

# PILLAR 3



Report on the results of the Safe Education Centres initiative. Presidium of the event, March, 2024. Mexican Red Cross archive.

## IMPACT

Diverse sectors, including academia, civil protection, health, and education, prioritise flood resilience, are engaged in resilience-building actions and collaborate and coordinate more effectively towards the shared goal of strengthening community resilience.

Knowledge developed via community experiences was reported and leveraged for replication and scaling of the activities. For example, the **Safe Educational Centres** intervention inspired the 'Clean, Safe and Resilient Schools' program established by municipal education authorities in Tabasco, and the community brigade methodology was scaled up nationally via the federal government's **National Strategy for Resilient Communities**.

Additionally, the Mexican Red Cross leveraged the strong foundation of interventions carried out locally to develop guidance and trainings to support the replication of resilience-building methodologies on a wider scale. In the urban context, **inter-institutional workshops** targeted at local, regional, and state civil protection authorities promoted the replication

of methodologies such as the Community Emergency Plan and Early Warning System.

**Strategic partnerships** at local, regional, and state level with the National Water Commission, the United Nations Development Programme, the National Institute for Indigenous Peoples, and multiple universities, among others, expanded the prioritisation and uptake of flood resilience measures in a collaborative manner.

Internal to the Mexican Red Cross, the program laid the foundations for the creation of the **National Disaster Risk Reduction Program**, which allowed for the replication of resilience-strengthening activities in other projects that consider different hazards and geographic regions but with the same principles and community methodologies.



## ACTIVITY SPOTLIGHTS



*The National Center for Disaster Prevention and the United Nations Development Programme were inspired by the methodology of the Alliance in the development of the National Strategy for the formation of Community Committees.*

Constanza Rivera, Coordinator of Public Policies for Disaster Prevention at the National Center for Disaster Prevention

### ▶ National Strategy for Resilient Communities

The Mexican Red Cross forms part of the national civil protection system and has for many years provided expertise and support across the country in emergency and disaster response activities. Today, the Mexican Red Cross is also recognised nationally as an expert in community preparedness and has played a key role in supporting a broad paradigm shift towards resilience.

In 2022 the National Civil Protection agency, through the National Disaster Prevention Center, launched the National Strategy for Resilient Communities that drew direct inspiration from the Flood Resilience Program. The Mexican Red Cross contributed to the design of this strategy and, as a result, **the community brigade model has been scaled up nationally**. Furthermore, the Red Cross team has collaborated in creating the National Network of Implementers of the National Strategy for Resilient Communities, which seeks the recognition of community groups by local authorities and interinstitutional cooperation to reduce the negative effects of floods and other risks on people, property, livelihoods, infrastructure, and the natural environment.



*If this 10-year program has taught us anything, it is that resilience does not exist independently. For us, resilience means generating synergies from and between communities, institutions and sectors.*

Brenda Ávila Flores, Lead, National Disaster Risk Reduction Program, Mexican Red Cross

### ▶ Collaboration with the Ministry of Education

The Mexican Red Cross collaborated with the Ministry of Education of the state of San Luis Potosí to expand the reach of flood resilience-building throughout the public education system. The program trained over 837 teachers from 342 schools located across 44 municipalities in the state, on risk identification and management, increasing risk awareness-raising, developing school emergency plans, and establishing school emergency committees. Additionally, tools and guidelines for the Family Emergency Plan were also distributed.

This intervention fostered a cascade of knowledge transfer that strengthened flood resilience at a community and household level. This successful model of collaboration extended impact by **leveraging existing networks to replicate and scale up best practices**.

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In 2019, the community brigades of Jonuta, Tabasco, through the Mexican Red Cross, received the National Civil Protection Award.

# INSTITUTIONAL LEARNING

*The added value of a global partnership is that it has driven the integration of community resilience and preparedness into the Mexican Red Cross' agenda, leading to the spread and scaling up of such initiatives throughout the country.*

Luis Edmundo Pérez, Advisor, Mexican Red Cross

The Mexican Red Cross has evolved alongside the Alliance to explore new opportunities and ways of working for increasing the positive impact of flood resilience activities. The program has driven and supported an internal shift towards integral resilience action. Among these, the **National Disaster Risk Reduction Program**, which is focused on strengthening capacities and replicating resilience-building methodologies in the face of other hazards via different Red Cross teams and volunteers.

The Flood Resilience Program pioneered a number of key methodologies that have become **best community practices** within the institution. Furthermore, the Mexican Red Cross has received **national recognition** for developing and implementing comprehensive community processes that foster sustainable change at the local level and has thus carved out a platform for sharing its expertise and elevating community voices to **national dialogues and initiatives**.

The Mexican Red Cross also directly trained and advised other Red Cross National Societies in the Americas region to replicate and scale up resilience measurement, as well as showcasing the program's experiences at regional and global platforms both online and in-person.

The success of the program in Mexico is largely attributed to the style of program management which has adapted to work effectively in new

contexts, including both urban and rural settings, providing the opportunity to innovate and improve, fostering knowledge management and sectoral collaboration. As a result, the Mexican Red Cross developed a **collaborative approach** that serves as advocacy, closely aligning with the actions and interests of stakeholders.

*Knowledge products are essential for sharing activities and their impact as evidence with stakeholders.*

Jimena Cuevas, Knowledge Manager,  
Mexican Red Cross

External events including the Covid-19 pandemic and the 2020 floods in Tabasco increased demand on the Mexican Red Cross to meet immediate humanitarian needs. These experiences of disaster led the program to **adapt and innovate**. In the case of Covid-19, the Mexican Red Cross leveraged technology and worked closely with key partners in community to counteract the limitations on direct contact with local populations. Where communities were affected by flooding, a temporary shift to disaster response increased engagement of the population in consequent resilience-building activities.

Changing **administrative and financial processes** within the Mexican Red Cross and the IFRC had an impact on the program's operations. It was necessary to improve internal processes, strengthen communication and establish protocols that balanced program needs with institutional accountability.

“ Collaboration is undoubtedly one of the main factors for success; to understand that we are not alone in this effort, that this battle involves many organisations and teams with different capacities; so together we can provide greater support to these communities.

José Antonio Monroy Zermeño, General Director, Mexican Red Cross

Family Emergency Plan module led by brigadista Dulce Gómez, February, 2023. Mexican Red Cross archive.

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# RECOMMENDATIONS

The successful development of the Flood Resilience Program in Mexico over the last 10 years has marked a pivotal improvement in community perception of risk and local capacity to improve disaster preparedness and response. However, as climate risks continue to grow it is important that our approaches remain dynamic and innovative; leveraging the lessons learned from previous experiences.



Ensure people are at the core of resilience-building actions.



*It is not enough to just continue with our community work, the community approach itself requires connecting communities and complementing local work with advocacy and scaling in terms of geographic and population reach as well as with regards to the goals and scope of our program.*

Brenda Ávila Flores, Lead, National Disaster Risk Reduction Program, Mexican Red Cross



Promote community engagement through collaborative work.



Generate a sense of ownership of community activities by reflecting on the conditions of their environment.



Promote an inclusive and respectful environment that values the community's socio-cultural diversity and considers all opinions and abilities.



Leverage existing networks and groups to drive collective solutions at the local level.



Collaborate with stakeholders to improve outreach and advocacy in risk management and resilience efforts.



Session 2 of Community Emergency Plans. Tamuin, San Luis Potosi, May, 2022. Mexican Red Cross archive.



Utilise selected networks across different sectors to collaborate on shared goals.



Highlight community capacities for local risk management with various sectors.



Connect communities with local stakeholders to ensure the long-term sustainability of initiatives.



Promote collaborative synergy among institutions to carry out additional resilience-building actions.



*The best practices established by this program, the lessons learned, and the working model have transcended borders.*

Mariana Kuttothara, Regional Head, Health, Disaster, Climate and Crisis, IFRC Americas Regional Office



Strengthen institutional capacities with a focus on long-term community resilience.



*As a team and as an organisation, we have become more specialised to be able to improve our work and learn how to work together with partners, with collaborators and also with the communities themselves.*

Brenda Ávila Flores, Lead, National Disaster Risk Reduction Program, Mexican Red Cross



Utilise existing capacities and tools within the National Society to support community resilience efforts.



Prioritise institutional learning and innovation on resilience and community work.



Adhere to fundamental principles within the institutional framework to ensure credibility and acceptance.



Invest in knowledge management to share best practices for building resilience.



Expand the network of allies to strengthen community resilience practices.



Identify and create a collaborative network of national and international allies that develop flood resilience practices.



Leverage and integrate resources created by allies at national, regional, and global levels into local practices.



Reflect on the relevance of topics and best practices applied in various contexts through knowledge exchanges.



*10 years is a long time to learn, to evaluate, to change ... this continuity of programming allows wisdom and knowledge to be shared, not only within the program in Mexico itself, but also with the whole Alliance.*

Lucile Robinson, Knowledge Manager,  
Zurich Flood Resilience Alliance,  
Practical Action

Activity identifying the trainings that will be carried out as part of the process of the formation of the community brigade, January, 2023. Mexican Red Cross archive.



# APPENDIX 1

## REFERENCE LIST

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# APPENDIX 2

## KEY RESOURCES



Review the following key resources to learn more about the experiences and lessons learned from the Flood Resilience Program in Mexico.

### About the Flood Resilience Program in Mexico

- Country Brief Mexico ([English](#))
- Introductory video: Flood Resilience Program in Mexico ([Spanish](#))

### Our impact

- Community voices ([English](#), [Spanish](#))
- Blog: Never stop learning: ten years of the Alliance in Mexico ([English](#), [Spanish](#))
- Webinar: 10 years of the Alliance, 10 years of learning ([Spanish](#))

### Measuring resilience

- Flood Resilience Measurement for Communities (FRMC)
- Executive Summary. Learning from the 2020 floods in Tabasco, Mexico ([English](#), [Spanish](#))
- 2020 Tabasco floods. Learning from the past to prepare for the future ([English](#), [Spanish](#))
- 2020 floods in Tabasco: lessons learned for strengthening social capital ([English](#), [Spanish](#))
- Learning from the 2020 floods in Tabasco. Moving beyond grey infrastructure ([English](#), [Spanish](#))
- Executive Summary. Study of Flood Resilience in Localities of the Huasteca Potosina ([English](#), [Spanish](#))
- Study of Flood Resilience in Localities of the Huasteca Potosina ([Spanish](#))
- Webinar: The power of post event reviews ([English](#))

*'Reducing Risks from Home' Fair. Facilitators of the Family Emergency Plan with the population of Tamazunchale, San Luis Potosí, November, 2022. Mexican Red Cross archive.*



### Pillar of Change 1: *Families have the knowledge and skills to protect their lives.*

- Video: hygiene habits within the home ([Spanish](#))
- Video: hygiene habits outside the home ([Spanish](#))
- Video: risks and prevention of dengue ([Spanish](#))
- Video: emergency backpack ([Spanish](#))

## KEY RESOURCES

### CONTINUED

#### **Pillar of change 2: *Communities are more organised, committed and connected.***

- Technical Solution Brief: Community brigades ([English](#), [Spanish](#))
- National Civil Protection Award 2019 ([Spanish](#))
- Podcast: Resilient Communities ([English](#), [Spanish](#))
- Blog: Stronger together: inter-community collaboration enhancing resilience in Mexico ([English](#), [Spanish](#))
- Blog: Community brigades were put to the test during floods in Tabasco, Mexico ([English](#), [Spanish](#))
- Blog: Covid-19: From physical distancing to community approach ([English](#), [Spanish](#))
- Infographic: What's the name of our brigade? Shaping the identity of community brigades ([English](#), [Spanish](#))

#### **Pillar of change 3: *Flood resilience is prioritised and implemented by diverse sectors in collaboration.***

- Case Study: 'Emergent advocacy' in long-term programming ([English](#), [Spanish](#))
- National Strategy for Resilient Communities ([Spanish](#))

#### **Institutional learning**

- Case study: Pathways toward change: A model for growth. Insights from the Mexican Red Cross' Flood Resilience Program ([English](#), [Spanish](#))
- Case study: Adaptability in times of Covid-19: exploring digital resilience building ([English](#), [Spanish](#))
- Profile: Empowering Communities, Influencing National Change: The Mexican Red Cross' Approach to Flood Resilience ([English](#))
- Blog: Climate change and community resilience: collaboration between the Mexico Flood Resilience Program and the Climate Center ([English](#), [Spanish](#))
- Video: Nature-based Solutions for flood resilience ([English](#), [Spanish](#))

*Theoretical and Practical Course on Early Warning and Early Action Experiences. Ciudad Valles, San Luis Potosí, July, 2023. Mexican Red Cross archive.*



