

Each company or organization willing to function effectively in our rapidly changing modern world not only reflects certain innovations but also realizes a necessity and importance of putting these innovations into practice. Among these innovations a concept of a “strategic planning” takes a special place. Sometimes the organizations consider a planning as a useless thing because it takes too much time. However, if we look into a world practice we can see obviously that this is absolutely a wrong opinion. The process of planning has some directions. One of them is a forecasting, more exactly, working out of ways towards achieving of strategic aims. One of the most significant factors of a strategic planning is an impact of outer world. Analyzing beforehand of outer world allows the organization to analyze its own resources and potentials as well.

For a comparison, it should be noted that before 1999 the Azerbaijan Red Crescent Society was fully dependent on foreign donors. However, beginning from the year 2000 the National Society began to implement activities based on its phased development strategy and made a sufficient progress consequently. One of our achievements is that in Caucasus region the Azerbaijan Red Crescent Society has a network of active local branches and regional centers covering the whole territory of the country. The number of members and volunteers of the National Society is increasing

AVAILABILITY OF AN EFFECTIVE STRATEGY IS IMPORTANT FOR SUCCESSFUL FUNCTIONING OF AN ORGANIZATION

from a year to a year.

During the last years the National Society implemented its activities in different directions. The Azerbaijan Red Crescent Society carried out successfully different important projects in the Republic. This work has been done in line with the Strategic Plan for years 2008-2010. A priority was particularly given to a social sphere. The projects implemented in this direction were addressed to the strengthening of health promotion activities among the population in order to improve their health.

The developed National Societies used effectively the privileges given by their states and achieved to strengthen their material-technical bases which are necessary for the implementation of activities. Therefore, they do not encounter any problems including financial problems while implementing their humanitarian programs.

The Azerbaijan Red Crescent Society with its 91 years of glorious history became a reliable supporter to its government in humanitarian field. This was possible due to a care provided at all times by the government of Azerbaijan to the National Society. The Red Crescent Society has now

a strong legal base supported by relevant decrees signed by the head of the state. The president of Azerbaijan Republic and at the same time an honorable member of the Azerbaijan Red Crescent Society always provided care to our National Society.

As regards a preparation process of the Azerbaijan Red Crescent Society’s new Strategic Plan for the years 2011-2015, this process has been interactive. The staff of local branches and regional centers of the AzRC participated in a preparation process. We had consultations with our partners – the International Committee of the Red Cross and the International Federation. The strategy of the Az.RC is based on the Movement’s fundamental principles and it is in line with the Movement’s standards. This enabled all National Societies including the Azerbaijan Red Crescent Society to cooperate more closely with each other within the International Movement’s family and to carry out successfully activities related with dissemination of humanitarian values. On the main priority directions of the Azerbaijan Red Crescent Society’s Strategic Plan for the years 2011-2015 is to establish a stable financial-technical basis



of Azerbaijan Red Crescent Society through providing diversified financial sources.

Finally, I would like to thank all of those, including governmental and non-governmental structures, international organizations and volunteers for their assistance to implementation of noble mission of the Azerbaijan Red Crescent Society.

Dr. NOVRUZ ASLANOV
*President of Azerbaijan
Red Crescent Society,
Deputy of Parliament*





“... I hope that Azerbaijan Red Crescent Society will continue from now on to implement with dignity its noble mission and play an important role in a public life and social development of our country”.

From a letter of the president of Azerbaijan Republic and an honorary member of the Azerbaijan Red Crescent Society H.E. Mr Ilham Aliyev, addressed to the XXII General Assembly of the Azerbaijan Red Crescent Society.

Baku city, 07 April 2008

MISSION

To serve the vulnerable people by mobilizing the capacity of Azerbaijan Red Crescent and the power of humanity.

VISION

To make the Azerbaijan Red Crescent Society a strong organization helping the vulnerable people on national and international level.

THE AZERBAIJAN RED CRESCENT SOCIETY'S STRATEGIC PLAN 2011-2015 IS BASED ON STRATEGY 2020 OF THE INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES.

The structure of Azerbaijan Red Crescent Society's **Strategic Plan 2011-2015** consists of 3 elements:

- Who we are?
- What we do?
- How we work?

Strategy 2011-2015 of Azerbaijan Red Crescent Society is the fourth in number. The uniqueness of this Strategic Plan is that the local branches covered by the regional centers, volunteers and staff of the Azerbaijan Red Crescent Society's Secretariat

participated actively in a preparation process which was interactive.

The present Strategic Plan differs from previous Strategic Plans of the AzRC. It is designed for 5 years instead of two years as it was before. The Strategy 2011-2015 of the AzRC is interlinked Strategy 2020 of the International Federation.

A start was given to preparation of Strategy 2011-2015 after the previous Strategy 2008-2010 was analyzed. The staff of the regional centers and

local branches of the AzRC took an active part in this process. There were identified the strengths and weaknesses towards an implementation of the objectives of Strategy 2008-2010.

The International Federation and the International Committee of the Red Cross supported to preparation of the AzRC's Strategy 2011-2015 by giving their comments and recommendations. All these were taken into account while preparing a new Strategic Plan.

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WHO WE ARE
WHAT WE DO
HOW WE WORK

WHO WE ARE

Being established on March 10 1920 the Azerbaijan Red Crescent Society was established in spirit of Geneva Conventions of 1949 to which Azerbaijan Republic is also a state party. In accordance with the Geneva Conventions of 1949 and according to decree N 926 dated of 25 November 1994 issued by the National Parliament of Azerbaijan Republic on “Improving activity of the Azerbaijan Red Crescent Society”, being a part of the Movement the Society is the only public, voluntary, non-political, humanitarian organization acting in this field in the country territory. The Society is auxiliary to its Government in the humanitarian field. The Society carries out its mission in accordance with its Statute through its local structures throughout the whole territory of the Republic. AzRC in accordance with Fundamental Principles of the Movement reserves its autonomy in its relations with state bodies. The authorities always respect the Society’s adherence to the Fundamental Principles and do not interfere into the Society’s internal affairs.

The Society is legally established organization. It has a legal status. In accordance with the Constitution of the International Red Cross and Red Crescent Movement the Azerbaijan Red Crescent Society cooperates with the International Committee of the Red Cross and the International Federation of Red Cross and Red Crescent Societies and other international humanitarian organizations.

The ICRC officially recognized the Society on November 1, 1995.

The Society was admitted as a full member into the International Federation on November 25, 1995.

WHAT WE DO

We- the members of Azerbaijan Red Crescent Society, representatives of different professions, age, nation, religious beliefs, political opinions, be guided by importance of disseminating humanity and charity principles among population, in accordance with existing documents adopted in International Red Cross and Red Crescent Movement (hereinafter referred as the Movement) such as the 4 (four) Geneva Conventions of 1949 on “Protection of war victims” and other international acts, decree N 926 dated 25 November 1994 issued by the National Parliament of Azerbaijan Republic on “Improving activity of the Azerbaijan Red Crescent Society”, Law of Azerbaijan Republic issued in the year 2001 on “the use of Red Cross and Red Crescent Emblems and their protection”, Law of Azerbaijan Republic on “Azerbaijan Red Crescent Society” adopted on 2007 May 22, decided to mobilize our efforts and intentions to provide free of charge medical - social, humanitarian and other assistance to vulnerable group of the population in the Republic, people affected by war, natural and technological disasters, regardless of basic human rights, human dignity and value, religious beliefs and nationality, sustaining people’s equal rights, beliefs to humanity and to implement Fundamental Principles of the International Red Cross and Red Crescent Movement, its aim and duties on the territory of Azerbaijan Republic.

HOW WE WORK

Azerbaijan Red Crescent Society is guided by principles of International Humanitarian Law, 7 Fundamental Principles of the International Red Cross and Red Crescent Movement, Law of Azerbaijan Republic on “Azerbaijan Red Crescent Society”, its Statute and Strategy. The structure of

Azerbaijan Red Crescent Society is fully completed improved and fully coordinates its activities with governmental structures. Bilateral memorandums combining all aspects were signed with relevant government structures. Society renders humanitarian, medico-social assistance through its local branches to the victims of disasters and socially vulnerable people.

Azerbaijan Red Crescent Society’s structure:

1. The General Assembly.
2. The Governing Board and the Presidium.
3. Governance.
4. Secretariat (leadership, coordination, management, control, strategic issues, execution of decisions of General Assembly, Governing Board and the Presidium, control over the use of the emblem)
5. Primary organizations, that could be established on unit territory based on decision of the Governing Board of the Red Crescent Society and combining regional centers, city and district branches.
6. Regional centers, urban, district branches ensuring implementation of the activities of Red Crescent Society in whole territory of Azerbaijan Republic.
7. Nakhchivan Autonomous Republic Committee and its urban and district branches that ensure implementation of the activities of the Red Crescent Society in whole territory of Nakhchivan Autonomous Republic.

STRATEGIC AIMS

1. To be better prepared to disasters and emergencies by mobilizing the capacity of the Azerbaijan Red Crescent Society to save human lives, thus to strengthen recovery from disasters both within the country and abroad.
2. To increase the awareness of the population through health promotion activities and health services, thus enable healthy and safe living of people.
3. To develop youth and volunteers management system in Azerbaijan Red Crescent Society and to increase sustainability and efficiency of a voluntary service to socially vulnerable people and people in need.
4. To improve the activities of local branches of the Azerbaijan Red Crescent Society, including Nakhichevan Autonomous Republic Committee, Regional Centers, city and district branches. Thus, to provide more effective and qualitative services, responding to the local needs
5. To establish a strong financial-technical base of the Azerbaijan Red Crescent Society through providing diversified financial sources.

ESTABLISHING OF STABLE FINANCIAL-TECHNICAL BASE

In all periods of its 91 years of glorious history, the Azerbaijan Red Crescent Society (Az.RC) has worked for the welfare of the people in the humanitarian sphere. Guided by the principles of humanity, charity and kindness the National Society provided at all times free of charge service to its people and government. Now these traditions are being followed with dignity. The Red Crescent Society is one of the non-governmental organizations in the country which has the biggest social basis. At present the Azerbaijan Red Crescent Society has about 300.000 members and 19000 volunteers throughout the country. According to the Law on the Azerbaijan Red Crescent Society free of charge medical-social and humanitarian assistance are being provided to people affected by conflicts, natural and technological disasters, refugees and internally displaced people, shortly all those who need care.

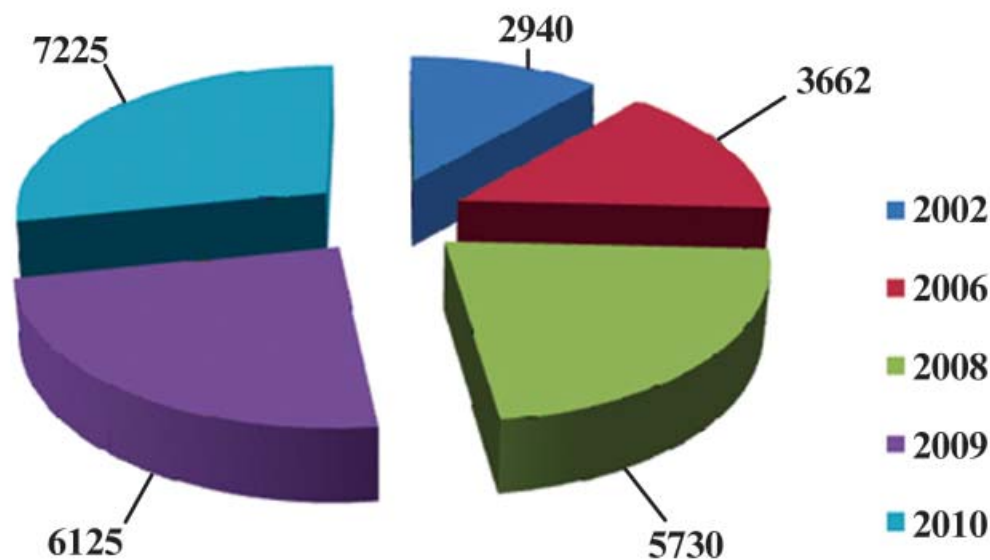


Diagram 1.
The number
of primary
organizations



STRATEGIC AIM 1.

To be better prepared to disasters and emergencies by mobilizing the capacity of the Azerbaijan Red Crescent Society to save human lives, thus to strengthen recovery from disasters both within the country and abroad.

Guided by its Statute, the Azerbaijan Red Crescent Society has been providing an emergency aid to the people affected from different natural disasters in the country within its own limited resources. National Society was delivering the international humanitarian aid received from the International Federation of Red Cross and Red Crescent Societies and other international agencies to the affected people. In time of natural disasters through its National Disaster Response Teams, the National Society has been conducting an impartial assessment of the situation in accordance with its mandate and mission, the standards of the International Federation. Besides, the Red Crescent Society has been implementing disaster preparedness activities with the aim to recover quickly damages caused by a disaster. For this purpose the National Society has been establishing and strengthening a financial basis of its regional and local structures.

Disaster Preparedness and Disaster Response Department of the Azerbaijan Red Crescent Society was established in 2000.

During the last years there was observed an increase in number of natural disasters occurring in the world. The psychological and livelihood damage caused by natural disasters have also increased. This situation has forced each of the states to strengthen their activities and efforts in solving of this global problem in the world. The Ministry for Emergencies of Azerbaijan also assists to its government in this policy. The activities of the Ministry for Emergencies as a main



power leading States' policy cover all regions of the country and it provides assistance to population in time of disasters. Certain progress has been achieved by the Ministry for Emergencies in this field.

On November 11, 2006 bilateral Memorandum of Understanding was signed between the Ministry for Emergencies and Azerbaijan Red Crescent Society. The Memorandum of Understanding defines the directions of cooperation related with providing of assistance to the population in time of emergency situations and carrying out of special measures with the aim to recover livelihood and

psychological damage caused by disasters in the Republic.

The Azerbaijan Red Crescent Society conducts disaster preparedness activities among population (communities) through 7 Regional Centers (Baku, Nakhichevan Autonomous Republic Committee, Sumgayit, Sabirabad, Lenkaran, Ganja and Mingchevir).

The staff and volunteers involved in the activities of local branches covered by the Regional Centers increase their knowledge and skills in the field of disaster preparedness and response through relevant trainings.



In time of disasters that occurred between 2008-2010 in various regions of our country, 1188 families (5499 people) were provided with initial emergency food and non-food relief items such as blankets, mattresses, kitchen sets, electric heaters, portable gas-stoves, bedding sets, hygienic sets, tents, robber boots, food parcels and etc).

In 2009, the AzRC provided humanitarian relief to 300 families (1287 people) affected by heavy rains occurred in Navahi settlement of Hajigabul region. For this purpose the Az.RC used the finances allocated by “Disaster Response Emergency Fund” (DREF) of the International Federation of Red Cross and Red Crescent Societies.

Beginning from May 2010, thousands of people have been affected as a result of natural disasters resulted from an increase of the level of water in Kur and Araz rivers. In order to remove the consequences of these disasters, the resources of relevant ministries and non-governmental structures have been mobilized. As the scale of these disasters was large, the AzRC immediately conducted assessment work through its NDRT and mobile volunteers teams. Following a humanitarian policy of the National Society a delegation of the AzRC headed by the president Mr. Novruz Aslanov visited disaster zones and met with affected people. As a result of an initial assessment 70 families (210 people) in Zerdab district and 53 families (240 people) in Goygol district and Hajikend settlement were provided with humanitarian aid. The results of the assessment work were sent to all partners of the AzRC including the International Federation of Red Cross and Red Crescent Societies.

On 18 May-24 September 2010, 400 families (a total of 2195 people) in Zerdab, Hajigabul and Imishli district were provided with humanitarian aid through DREF program of the International Federation.

To avoid duplication in providing of humanitarian aid, the Azerbaijan Red Crescent Society improves its relations with the Ministry for Emergencies and inform it about its humanitarian activities.

Beginning from the year 2008, the Memorandum of Understanding on “Collecting of data about the victims of mine accidents” signed between ANAMA (Azerbaijan National Agency for Mine Actions) and the Azerbaijan Red Crescent Society is renewed and extended for the next year.

OBEJCTIVES

Objective 1. To achieve a recovery both within the country and abroad before and after a disasters.

- To continue cooperation and coordination of activities with the Ministry for Emergencies and other partners.
- To continue the defined role of the AzRC in a national disaster management system with broader activities.



- To plan and carry out humanitarian and psychological rehabilitation projects in order to assist in time of disasters occurred in the region at international level.

- To update emergency response plan of the Az.RC in order to manage disasters.
- To negotiate with relevant governmental and non-governmental structures about establishment of a system that would ensure the safety of tourists in a newly built mountain-tourism resort center in Gusar district. (this resort center will start to operate in 2012).

- In 2012, a team of 4 people trained on first aid by Gusar local branch of the AzRC will start to work in shifts in order to ensure safety of tourists.

Objective 2. To improve the quality of humanitarian services of the Az.RC for victims of disaster.

- To increase a number of weapon contamination activities in front-line districts and to strengthen infrastructure projects (water supply, support to agriculture and cattle-breeding) towards reducing of poverty.
- To update a warehouse system in order to strengthen disaster preparedness and response activities.
- To create a system that would ensure safety of people in the field of tourism.
- To increase effectiveness of risk reduction (mitigation) measures in disaster-prone areas.

Objective 3. Restoring of Family Links missed as a result of disasters. To carry out activities aimed at providing technical and psychological support to people suffered from Nagorny Garabagh conflict and migration problems as a whole.

- To continue tracing service activity in time of emergencies based on a tracing strategy.



- To conduct trainings on tracing in view of staff turnover that might happen in local branches.
- To continue cooperate with governmental and non-governmental organizations in regard with tracing activities.
 - To continue promotion activity on tracing for the National Society staff.
 - To organize planning and implementation of various activities with the view of providing humanitarian aid to people facing migration problems and people who became refugee and internally displaced person as a result of disasters and wars.
 - To continue cooperate with governmental and non-governmental organizations in the field of migration by means of overall coordination.
 - By coordinating its activity with relevant governmental and international humanitarian organizations to ensure the development of Migration program at international level.
 - By participating in repatriation process of internally displaced people in 2011-2015 to provide an effective assistance to internally displaced people and to conduct population awareness campaigns within the framework of Migration program.
 - In 2014-2015, to establish a legal base (migration policy) in order to extend activities of the National Society in the field of migration and in order to work with refugees and internally displaced people.
 - In 2011-2012, by conducting investigations and analysis in compact places of residence of refugees and IDPs to prepare projects and programs responding to local needs. To strengthen cooperation with international humanitarian organizations in order to implement these projects.
 - To cooperate with governmental and non-governmental organizations in order to help mig-



rants having financial difficulty to meet with their relatives and to ensure that AzRC is able to cover these costs.

INDICATORS

- By 2012-2015, the population facing risk will be better prepared to emergencies and disasters. In the field of minimum risk reduction the AzRC will ensure that population is better prepared to disasters and respond to disasters more effectively.

- By 2012, the work of informing partners about any activity that AzRC carried out in the field of disaster management within the framework of its obligations at the national level will be created in a systematic form.

- By the year 2013, Disaster Preparedness and Response department of the AzRC will prepare a mobile team consisting of 10 people specifically trained for international operations.
- By 2013-2015, a special mobile team of the AzRC trained for international operations will be

deployed during a disaster in one neighboring country.

- By the year 2012, the existing contingency response plan for disaster management of the AzRC will be updated according to the requirements of modern period.

- By the year 2013, mobile volunteer teams in 7 Regional Centers of the AzRC will be equipped with special new uniforms and all kind of equipments designed for emergency operations.

- In 2011-2015, activities and projects (Safe Playgrounds and etc) towards risk reduction of people exposed to danger of various weapons (mines, explosive remnants of war) in the territory of Azerbaijan Republic, particularly in front-line districts will be continued.

- In 2011-2015, projects and programs on social support to families who lost one of heads of a family as result of mine/ERW accidents in the territory of the Republic, particularly in front-line districts will be continued in partnership with different donors, including the International Committee of the Red Cross.

- In 2011-2015, according to the terms of the Memorandum of Understanding which AzRC and ANAMA (Azerbaijan National Agency for Mine Action) renew every year the work of collecting data on mine incidents and victims of mines/ERW will be continued.

- In 2011-2012, in partnership with the ICRC infrastructure activities and projects on “Economic Security” aimed at improving at least partially economic status of people living in communities (villages) situated in a front zone will be implemented.

- In 2015, the emergency stock for 700 families (700 families x 5 warehouses = 3500 people) will be established in all warehouses of the AzRC.

- In 2015, a telecommunication system existing in the National Society’s Headquarters, Regional Centers, warehouses and local branches will be replaced with modern equipments.

- In 2012-2015, actions on disaster risk reduction will be carried out.

- By the year 2015, the number of workshops and trainings on risk reduction and psychological rehabilitation in the prepared community groups and other communities that conduct disaster preparedness activities in disaster prone areas will reach 70.

Starting from the year 2011 quarterly coordination meetings on tracing with governmental and non-governmental organizations will be held.

EXTERNAL FACTORS IMPACTING ACTIVITIES:

- Cooperation with the Ministry for Emergency Situations

- Lack of the long-term agreements with the partners

- Unstable situation that might occur as a result of military conflict



STRATEGIC AIM 2.

To increase the awareness of the population through health promotion activities and health services, thus enable healthy and safe living of people.

High level of medical knowledge is an important factor in forming of a healthy society. The World Health Organization always advocates for identification of the level of medical knowledge, information related with protection of the health of people as well as to give possibility for taking of properly directed necessary measures in solving of main issues of public health. The factors influencing negatively to the health of people as a result of accidents, disasters occurring in the world, infectious diseases among the population, spreading of mental disorders are observed. At the same time due to unsafe life style of people spreading of factors such as HIV and AIDS, tuberculosis, drug-abuse, cigarette smoking is still remaining. Taking it into account the Azerbaijan Red Crescent Society as an auxiliary to its government extends its activities towards fighting the factors such as HIV and AIDS, tuberculosis, drug-abuse, cigarette smoking.

Large-scale public health promotion activities have an important place among other activities of Azerbaijan Red Crescent Society. In cooperation with communities, the National Society conducts activities towards increasing knowledge of population on health issues through its trained volunteer health workers and staff in different regions of the country. It also conducts important public health promotion activities which are one of the main conditions for the development of public healthcare.

In 2008-2010 within the framework of “Community based health” program, health pro-

motors of the National Society held educational activities on prevention of environmental pollution, general and personal hygiene, family planning, nutrition, infectious diseases and importance of immunization of children, HIV and AIDS, breast cancer and preventive measures against breast cancer among 149108 people in all regions of the country. Within the framework of “Humanitarian Pandemic Preparedness” project 76560 people were educated. 2 nurses of the Azerbaijan Red Crescent Society were awarded with “Florence Nightingale” medal.

First aid teams consisting of 5 people trained in First Aid centers established in some local branches of the AzRC (Guba, Zagatala, Ujar, Agdam, Fizuli)

taught first aid skills to 3241 community members. 3 campaigns on First Aid and 5 simulations on the theme of pandemic preparedness were held. The representatives of Magen David Adom Society of Israel organized 2 first aid trainings for the staff of the National Society.

Within the framework of “Development of non-remunerated volunteer blood donor recruitment in Azerbaijan”, program the members of “Club-25” which was established in 2008 in Baku educated 7172 people on blood donation.

In 2010, within the framework of “Humanitarian Pandemic Preparedness” project 112 community volunteer health workers were trained on providing home care and psycho-social assistance to patients





in time of influenza pandemic. 4 nurses of the AzRC were involved in “Control over DOTS treatment of tuberculosis ill patients” project. Within the framework of this project they carried out control over 20 tuberculosis ill patients at home and provided medical, psycho–social service to them. 11 nurses of AzRC provided care and medical-social service to 300 elderly alone people in Baku.

Different kind of promotional materials on health issues were distributed among the population.

For the years 2011-2015, the Azerbaijan Red Crescent Society is planning to increase know-

ledge of population on health issues through its trained nurses and volunteer health workers carrying out educational activities on healthy life style (fighting HIV and AIDS, drug-abuse, cigarette smoking), tuberculosis, mental disorders, infectious, cancer diseases, safety in roads, influenza pandemic, non-remunerated volunteer blood donor recruitment. The National Society also is planning to increase the role of preventive programs by extending public health promotion activities among the population.

OBJECTIVES

Objective 1. To organize community based health promotion activities

Through volunteer health workers and nurses in branch committees and Regional Centers of the AzRC to make aware communities on diseases, to distribute promotional materials and to increase populations’ knowledge on diseases (prevention of diseases) by organizing large-scale events and campaigns on public health. To continue cooperation with governmental and non-governmental organizations working in the field of public health in the Republic.

- To involve volunteer health workers in local branches and regional centers of the AzRC.
- To organize training sessions on public health for the health workers of the AzRC.
- To conduct surveys on health related problems of the population.
- To conduct among the population health related events by volunteer health workers of local branches and Regional Centers of the AzRC.

Objective 2. To support to the development of non-remunerated volunteer blood donor recruitment system in Azerbaijan

The Azerbaijan Red Crescent Society will support to the development of non-remunerated volunteer blood donor recruitment in the Republic by organizing different events (surveys, training–sessions and dissemination campaigns) among the population in the field of non-remunerated volunteer blood donation.

- To establish volunteer groups in branches and Regional Centers of the AzRC
- To extend activities of “Club -25” consisting of volunteer non-remunerated blood donors in local branches and Regional Centers.





- To organize seminars/training sessions on a volunteer non-remunerated blood donation for the National Society's volunteers
- To organize dissemination campaigns on blood donation among the population
- To conduct mass blood donation campaigns.

Objective 3. To extend activities in the field of teaching First Aid skills.

Newly established First Aid teams consisting of volunteers of local branches and Regional

Centers of the Azerbaijan Red Crescent Society will teach first aid skills to the population. The staff of the Regional Centers, local branches and the members of First Aid teams will gain knowledge about on how to provide first aid and organize health system in time of Disaster Preparedness and Disaster Response through training sessions.

- To organize simulation – competitions among first aid teams formed of volunteers in local branches and Regional Centers of the Az.RC.

- To extend the activities of community based First Aid training centers in Regional Centers of the Az.RC.
- To refresh the knowledge of first aid teams formed of volunteers of local branches and Regional Centers of the Az.RC.
- To conduct training-sessions on community based first aid, organizing the basics of public health system in time of Disaster Preparedness and Disaster Response, first aid, providing psychological support to the affected people.

Objective 4. To improve the health of the population through health services, to reduce the number of diseases and vulnerability of the people to health problems.

Care to elderly alone people and patients who need special care at home (tuberculosis ill patients, people living with AIDS, cancer ill patients) will be improved and vulnerability of these people to health problems will be reduced as a result of activities (palliative care) of the visiting nurses working in local branches and Regional Centers of the Az.RC.

- To establish a network of the visiting nurses in local branches and Regional Centers of the Az.RC.
- To organize trainings (home care, social work, psychological support, palliative care) for visiting nurses in local branches and Regional Centers of the Az.RC.
- Reorganize visiting nurses courses of the AzRC.
- To conduct public health related events by involving nurses and health workers.

Objective 5. To organize health system of the Azerbaijan Red Crescent Society in time of disaster preparedness and emergency situations (Pandemic preparedness)

- To establish and instruct health groups in order to prepare communities in front-line districts to a pandemic.
- To conduct activities in communities with aim to prepare the population to a pandemic. To establish working groups together with representatives of governmental organizations in 14 districts in order to prepare pandemic preparedness plan of communities.
- To organize 3 round table discussions and 5 simulation events on a pandemic.

INDICATORS

- Through the activities of health groups 20.000 people in 2011, 25.000 people in 2012, 30.000 people in 2013, 35.000 people in 2014, 40.000 people in 2015 will increase their knowledge on HIV and AIDS, drug-abuse, the harms of cigarette smoking, tuberculosis, mental health, infectious and cancer diseases.
- “Club-25” will be established in educational institutions of Baku in order to increase the number of volunteer non-remunerated blood donors in the Republic.
- By 2015, 20.000 people will be educated on blood donation in order to increase the number of volunteer non-remunerated blood donors in the Republic.
- 1000 people in 2011, 1500 people in 2012, 2000 people in 2013, 2500 people in 2014, 3000 people in 2015 will become volunteer non-remunerated blood donors.
- In 2011-2015, 13 people will be trained as First Aid trainers and 15 First Aid te-

ams will be established in local branches of the AzRC (Fizuli, Agjabedi, Agdam, Ter-Ter, Barda, Goranboy, Gedebey, Tovuz, Gazakh, Agstafa, Shemkir, Dashkesen, Goygol) situated in conflict zones.

- 25.000 people will gain Fist Aid skills as a result of activities of Fist Aid teams.
- In 2011-2015, 100 TB ill patients will receive DOTS treatment.
- In 2011-2015, 50 nurses will attend visiting

nurses course (home care, social work, psychological support, palliative care)

EXTERNAL FACTORS IMPACTING ACTIVITIES:

- Unstable socio-economic situation in the country as a result of war or a conflict
- Problems encountered in cooperation with governmental and non-governmental structures.





STRATEGIC AIM 3.

To develop youth and volunteers management system in Azerbaijan Red Crescent Society, and to increase sustainability and efficiency of a voluntary service to socially vulnerable people and people in need.

Developing of volunteerism for the National Societies comes to a meaning of investing in people and long-term commitment. In this respect, volunteers management is important for a National Society. This process starts with analyzing of how the National Society manages its volunteers in a real situation.

The youth and volunteers support to a belief and mutual exchange. It encourages people to be responsible citizens.

Within the National Society the voluntary service is carried out by people who believe to fundamental principles and not prompted in any manner by desire for gain. Our young volunteers protect socially vulnerable people and work for more humanity and peace-loving country.

The Azerbaijan Red Crescent Society has made a progress in organizational development of its youth structures. The support and commitment of Azerbaijan Red Crescent leadership, active involvement of volunteers into the activities of the Red Crescent Society as well as the support of the International Federation, the ICRC, local and foreign donors in the years 2008-2010 was made a significant input to this process.

The established Central and Regional youth Boards gave an opportunity to youth to discuss their issues and coordinate their activities. In 2008-2010 by means of development of management, involvement and electronic registration system of volunteer's guidelines; training modules were developed for young volunteers. Leadership and so-

cial trainings were conducted. During that period a number of activities were carried out with participation of youth. These activities included:

- the meetings of Central and Regional Youth Boards;
- training sessions on the history and activities of the International Red Cross and Red Crescent Movement;
- international and local summer camp projects for orphans and disabled children;

- educational camps for youth;
- different promotional materials were developed;

25258 young people and teenagers participated in different campaigns and trainings. 4870 socially vulnerable children participated in summer camps and different shows. The youth clubs were established in 6 Regional centers and 11 local branches. It is planned to establish youth clubs in 2011-2015. Youth and volunteers are involved into all core activities of the Azerbaijan Red Crescent Society.





However, there are still some programs, which are mainly volunteer based with active participation of young people. For example: different trainings and campaigns in order to stimulate volunteers, blood donation, First Aid, fighting drug-abuse, dissemination of information on HIV and AIDS among the young people,

social work in orphanages, disaster preparedness and disaster response, the establishment of rescue quick mobile groups, a rehabilitation center for vulnerable and disabled children, social work

with physically and mentally disabled children, summer camps, assistance to orphan children, a return to school, road safety, hot meals program, sport events and others. The development of new projects for youth and volunteers will enable the Red Crescent to increase the effectiveness of its activities.

OBJECTIVES

Objective 1. To prepare the volunteers of the AzRC with high performance and behavior rules.

- To ensure that the volunteers provide effective service to vulnerable groups through the activities of the Azerbaijan Red Crescent Society.
- To improve effective management system of volunteers.
- To ensure that the volunteers are actively involved in activities of the AzRC towards the remove of consequences of disasters.
- To provide appropriate trainings, workshops, new models to volunteers on activities that they are involved.
- To ensure dissemination of humanity and tolerance according to the Law of Azerbaijan Republic on “Volunteer activity” adopted in 2009.
- To strengthen the activities of Youth and Volunteers Boards as well as youth clubs at regional and local branch level.
- To organize dissemination of volunteerism which is a positive and important contribution to the work of improving the lives of vulnerable people, of developing communities and civil society.
- Appraise all volunteers according to their personal contributions, dedication, experience and knowledge.

Objective 2. To ensure the development of the Youth Committee

- To update the structure of the Youth Committee and to make relevant changes and amendments.
- To develop database of local and foreign donors in order to strengthen the activity of the Youth Committee.





- To cooperate closely with Fundraising department of the AzRC in order to strengthen financial basis of the Youth Committee.
- To conduct different campaigns and events under the slogan of “Find volunteer inside you ” in connection with announcement by the International Federation the year 2011 as the Year of Volunteers and Volunteerism.
- In the field of volunteerism to ensure integration with the Youth and Volunteers department of the AzRC, to held discussions on topics such as volunteer action and business community: partnership, modernization of the society.

Objective 3. To promote Road Safety behavior rules in streets and roads

In cooperation with the State Road Police Office of Azerbaijan Republic to support to the following activities related with promotion of road safety rules in streets and roads:

- Organizing of surveys, gatherings, competitions, excursions, quizzes;
- Conducting of first aid trainings;
- Purchasing of relevant uniforms and equipments for volunteers and cultural public events;
- Forming of road culture in children, teenagers and youth;
- Teaching of safe behavior rules in streets and roads. Provide learning about the activity of dissemination of road traffic rules and to organize this activity among the children.
- To participate in the work of forming of humanity attitude, the feeling of solidarity and other moral values in young people in relation to other people.

- Teaching of the rules of proving first aid to people affected in a traffic accident.

INDICATORS

- By the end of 2015, the structure and financial basis of the Youth Committee will be strengthened.
- By 2015 the representatives of the Youth Committee and a group of volunteers of Azerbaijan Red Crescent Society will be represented in all governance bodies of the National Society.
 - By the end of 2015 recruitment and electronic registration system of volunteers will be updated in all 7 Regional Centers and local branches.
 - By 2015 the number of the volunteers involved into the activities of the Red Crescent will increase 25.000 persons and thus, a total number of volunteers of the National Society will be 25.700 people.
 - By the end of 2015, 19480 volunteers will get relevant trainings.
 - By the end of 2015 Youth clubs will be established in 30 local branches of the AzRC.
 - By the end of 2015, 10.000 children, teenagers and young people will be educated on road safety skills.

- In 2011, 7 youth projects will be started.
- The level of receiving trauma by teenagers and youth in traffic accidents will be decreased.

EXTERNAL FACTORS IMPACTING ACTIVITIES:

- Insufficient support to the activities of youth and volunteers from local branches and Regional Centers of the National Society.
 - Lack of coordination between the departments of the AzRC.
 - Lack of financial support to the youth programs
 - Lack of experience sharing among volunteers
 - turnover of volunteers





STRATEGIC AIM 4.

To improve the activities of local branches of the Azerbaijan Red Crescent Society, including Nakhichevan Autonomous Republic Committee, Regional Centers, city and district branches. Thus, to provide more effective and qualitative services, responding to the local needs

The Azerbaijan Red Crescent Society has 83 city and district branches, 9 field units, 7 regional centers and Secretariat in Baku. Taking into account the limited activities and management capacity of the National Society, the International Federation started in 1993 to implement a large-scale humanitarian relief programs for internally displaced people, socially vulnerable people, disabled children and other vulnerable groups of the population. Starting from 1999 changes and dynamic development process took place. The Federation started to hand over step-by-step its activities to the Azerbaijan Red Crescent Society. This has resulted with effective response of the AzRC to humanitarian requirements. Shifting of activities from humanitarian relief to the organizational development and giving more responsibilities to the AzRC, of course, is a long term objective.

One of the main superiority of the Azerbaijan Red Crescent Society is local branches serving the vulnerable people all over the country in all regions. Just through these local branches, the AzRC delivers in a timely and effective manner relevant humanitarian relief to people in need. During the last 2 years there has been observed a change in the activities implemented by local branches of the AzRC. Particularly, the staff and volunteers of local branches in front line districts participated actively in weapon contamination, safe playgrounds projects implemented through the International Committee of the Red Cross, in an assessment process related with economic security and surveys conducted among the members of missing persons.

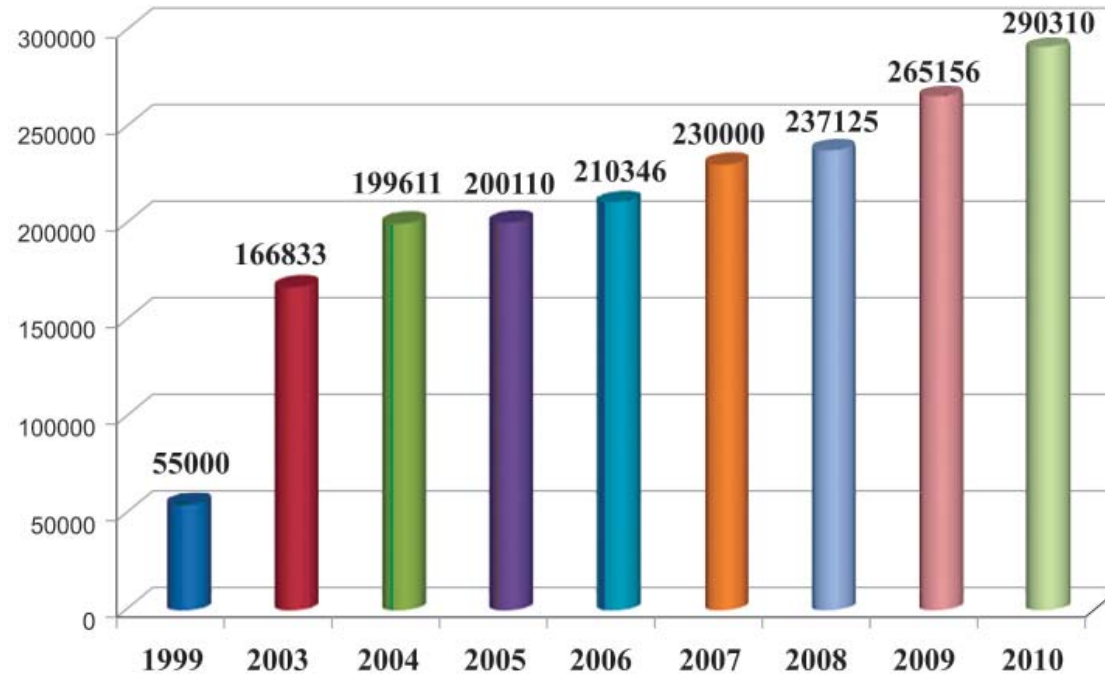


Diagram 2.
The number of members.

OBJECTIVES

Objective 1. To establish a system of providing aid and services to those in need countrywide

- To approve the Humanitarian Relief policy of the AzRC in the Presidium of the National Society and to ensure the implementation of the policy.
- To provide humanitarian and social assistance to people in need at local and international levels and to increase efficiency of this assistance.
- Through primary organizations of the National Society established in different institutions and enterprises to ensure the collection of membership fees in a centralized way.
- To strengthen cooperation with executive, self-governing structures and other organizations at local branch level.

- To prepare a manual form of the Statute of the National Society and to print it.
- By 2015, to increase the number of members of the AzRC to 350000 persons.

Objective 2. The AzRC demonstrates advocacy in the name of communities it serves.

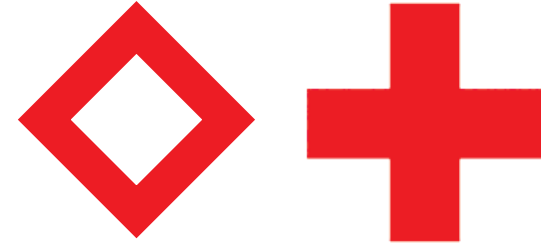
- To define the needs of the local branches in the fields and to implement appropriate activities in this direction according to the mission of the Az.RC.
- To hold relevant trainings and seminars by the Secretariat of the Az.RC with the aim to increase knowledge and professional skills of the local branches' staff.
- To provide local branches of the AzRC with modern computers and other equipments. To provide offices of local branches with standard logo.





MOVEMENT AND SOCIAL MEDIA

twitter



WE ARE ON
facebook.

You Tube
Broadcast Yourself



Objective 3. Dissemination of the basics of the IHL, the Fundamental Principles of the International Red Cross and Red Crescent Movement, use of the Red Cross and Red Crescent emblems.

- To involve youth instructors working in local branches in front-line districts into the dissemination activity and to strengthen carry out dissemination activity there.
- In 2011-2015, to increase the number of campaigns on dissemination of the knowledge of the basics of the IHL, the Fundamental Principles of the International Red Cross and Red Crescent Movement, misuse of the Red Cross and Red Crescent emblems in high educational institutions and schools, military units and among general public.

Objective 4. Development of Communication strategy and implementation of strategy at local branch level. To increase an image of the AzRC.

- To held 8 meetings on Communication strategy at local branch level, to make presentation on the strategy and follow-up implementation of the strategy throughout the year.
- To disseminate information on the activities conducted in the regional centers and Nakhchevan Autonomous Republic Committee based on Communication strategy.
- To install a fast internet connection and to set up common network e-mail addresses of local branches by using @redcrescent.az domain.
- To increase an image of the Az.RC by highlighting information on the activities of the National Society through local and foreign media, internet websites and social internet websites such as “facebook”, “twitter” and “youtube”.

INDICATORS

- By the end of 2015, 47 local branches will finish an assessment in 115 communities and implementation of relevant activities based of the results of the assessment will be finalized.
- By 2015, there will be professional staff in each local branch. (75 %)
- Information on the activities of the National Society will be highlighted through local and foreign media, internet websites and social internet websites such as “facebook”, “twitter” and “YouTube”.
 - Fast internet connection will be installed in 50% of local branches of the Az.RC. E-mail addresses will be opened in local branches by using @redcrescent.az domain.
- By 2015 the number of the National Society’s members will be 350000 people.

EXTERNAL FACTORS IMPACTING ACTIVITIES:

- Local natural disaster or emergency situation that might occur in the fields.
- Lack of support from local authorities.
- Lack of interest of the population to the campaigns conducted.
- Lack of finance support

STRATEGIC AIM 5.

To establish a strong financial-technical base of the Azerbaijan Red Crescent Society through providing diversified financial sources.

Giving by the government an adequate importance to the development of the humanitarian policy which is one of the priority areas of the government, favorable conditions established for the international humanitarian organizations to open their representations in our republic and to work, at the same time favorable conditions established for local humanitarian organizations in order to carry out their activities according to modern requirements – all these are a bright example of the work by our government towards improving social welfare of citizens.

OBJECTIVES

Objective 1. Improving the work with Government

- To make relevant amendment in the Law of Azerbaijan Republic on Azerbaijan Red Crescent Society in regard with membership fees or to sign Collective Chief Agreement with the government.
- To achieve of allocating additional office space for the Red Crescent Society's Secretariat.
- To achieve of highlighting free of charge information on the activities of the National Society in mass media, state television and radio channels and with discount in private media, television and radio companies.

Objective 2. The Az.RC has created an efficient organizational and fundraising performance in order to maximize resources to be addressed for its programs and services.

- To prepare Regulations of Fundraising and income-generation department.
- To prepare guidelines on the activities in the field of fundraising
- To prepare a project on development of fundraising and income-generation activity and to find a donor for the implementation of this project.
- To update a Fundraising policy of the National Society by making relevant changes and amendments to the policy.



- To work out and apply joint fundraising mechanisms by involving local bank and other commercial sectors in accordance with Fundraising policy of the AzRC.
- To design projects related with activities of the National Society and submit them to donors.
- To design legal documents on operational and effective donation collection mechanisms and management of a centralized fundraising activity.

• To set up a separate Fundraising web page section in the internet website of the National Society in accordance with the International Federation's Strategy 2020 and the AzRC's Strategy 2011-2015. For the internet visitors to place information on fundraising activities of the Az.RC in Fundraising section and to create an environment for making donations.

• To disseminate the ideas of philanthropy and charity among the general public by using the experience of the developed countries. To involve the International Committee of the Red Cross and the International Federation as main partners of the AzRC into this activity.

• Signing cooperation agreements defining mutual interests between donors and the AzRC.

• To conduct workshops and trainings as learning platform for staff and volunteers of the National Society on fundraising activity.

• To make presentations and to prepare relevant appeal forms in order to increase donors' interest to fundraising activity of the National Society.

• To work out National Society's work plan on fundraising and to prepare advertisements and other standards on fundraising.

• To encourage volunteers to participate in fundraising activity of the National Society and to prepare guidelines on fundraising for volunteers.

Objective 3. To use paid "First Aid" courses as commercial activity and to develop income-generation projects.

• To achieve of making relevant changes to the Law on the Azerbaijan Red Crescent Society or signing of Memorandum of Understanding with

relevant government structures (when receiving a driving license country citizens will attend compulsory “First Aid” courses of the AzRC and they will be given a certificate)

- To involve local and international companies in the Republic to attend paid “First Aid” courses of the Az.RC.

INDICATORS

- By 2015, those in need will be fully provided with humanitarian and social assistance at local and international levels.
- By 2012, collection of the National Society’s membership fees in different institutions and enterprises will be centralized.
- By 2013, local and international companies in the Republic will be fully involved to attend paid “First Aid” courses of the AzRC.
- By 2014, appropriate change will be made to the Law on the Azerbaijan Red Crescent Society

(when receiving a driving license country citizens will attend compulsory “First Aid” courses of the AzRC and they will be given a certificate)

- By 2011, a Fundraising policy of the National Society will be updated by making appropriate changes and amendments to the policy.
- By 2011, Regulations of Fundraising and income –generation department will be worked out. In addition, guidelines on fundraising activity will be prepared. Regulations will define the rights and duties of Fundraising and income-generation department. Relevant rules for conducting of fundraising activity in the country will be defined in the guidelines.
- By 2012-2015, the income from fundraising and income-generation activity of the National Society will increase 3 times each month in comparison with the year 2010.
- By 2012, through a fundraising web-page created in our internet web-site the visitors, es-

pecially the donors will receive full information about fundraising activity of the AzRC. They will be given an opportunity to make direct donations and be familiarized with fundraising projects of the National Society.

- By 2015, the income from fundraising activity of the National Society will increase 4 times in comparison with the year 2010.
- Transparency of fundraising activity, reporting and highlighting of fundraising activity of the National Society through television and newspapers will be provided.

EXTERNAL FACTORS

IMPACTING ACTIVITIES:

- Lack of support from local governmental structures.
- Worsening social-economic situation in the country.
- Lack of interest of potential donors.





HISTORY

10th of March 1920

The day of foundation of the Azerbaijan Red Crescent Society

1920-1991. the member of the League of the Soviet Red Cross and Red Crescent Societies

25th November 1994

Parliament of Azerbaijan Republic issued a decree on “improving the work of the Azerbaijan Red Crescent” recognizing the National Society

01st November 1995

Azerbaijan Red Crescent is officially recognized by the International Committee of the Red Cross

26th November 1995

Azerbaijan Red Crescent is admitted as a full member to the International Federation of Red Cross and Red Crescent Societies

5th September 2003

The Cabinet of Ministers of Azerbaijan Republic issued a decree on “improving the work of Azerbaijan Red Crescent”

31 January 2004

Mr. Ilham Aliyev, President of the Republic of Azerbaijan, signed a decree on “increasing government care to the Azerbaijan Red Crescent”

08 May 2007

Law on Azerbaijan Red Crescent Society was adopted by the National Parliament of Republic of Azerbaijan



07 April 2008

According to a decree signed by Mr. Ilham Aliyev, President of the Republic of Azerbaijan, the 10th of March is officially marked in the country as a date of establishing of Azerbaijan Red Crescent Society.

21 July 2008

According to a decree signed by Prime Minister of Azerbaijan Republic the Government donates 668 square meter office space to the Azerbaijan Red Crescent Society.

12 May 2009

2 nurses of the Azerbaijan Red Crescent Society were awarded with “Florence Nightingale” medal.

04 March 2010

In connection with the 90th anniversary of the National Society, the president of the AzRC was awarded with Third Degree “For a Service to Motherland” order. 16 employees of the National Society were awarded with “Tereggi” (Progress) medal according to a decree of Mr. Ilham Aliyev, President of the Republic of Azerbaijan.

STRATEGY 2020 OF THE INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES

ŞÜURLU OLARAQ, İNSAN HƏYATINI
XİLƏS ETMƏK

strategiya 2020



THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

The International Committee of the Red Cross
The International Federation of Red Cross
and Red Crescent Societies

The National Red Cross and Red Crescent
Societies (The Azerbaijan Red Crescent Society
is the National Society of Azerbaijan)

The International Committee of the Red Cross (ICRC) is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. It directs and coordinates the International relief activities conducted by the Movement in situations of conflict. It also endeavors to prevent suffering by promoting and strengthening humanitarian law and universal humanitarian principles. Established in 1863, the ICRC is at the origin of the International Red Cross and Red Crescent Movement.



The International Federation of Red Cross and Red Crescent Societies (Federation)

is the world's largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions. The Federation's mission is to improve the lives of



vulnerable people by mobilizing the power of humanity.

Founded in 1919, the International Federation comprises 187 member Red Cross and Red Crescent Societies, a Secretariat in Geneva and more than 61 delegations strategically located to support activities around the world.

Federation acts as the official representative of its member Societies in the international field. It promotes cooperation between National Societies, and works to strengthen their capacity to carry out effective disaster preparedness, health and social programs.

The National Red Cross and Red Crescent Societies act as auxiliaries to the public authorities of their own countries in the humanitarian field and provide a range of services including disaster relief, health and social programs. During wartime, National Societies assist the affected civilian population and support the army medical services where appropriate.

Altogether, the National Societies have 105 million volunteers, 300.000 employees, assisting more than 233 million beneficiaries per year.

All the main components of the International Red Cross/Red Crescent Movement work on the basis of 7 Fundamental Principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

All Red Cross and Red Crescent activities have one central purpose: to help without discrimination those who suffer and thus contribute to peace in the world.





FUNDAMENTAL PRINCIPLES OF RED CROSS AND RED CRESCENT MOVEMENT

HUMANITY

The International Red Cross and Red Crescent Movement, born of desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, co-operation and lasting peace amongst all peoples.

IMPARTIALITY

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

NEUTRALITY

In order to continue to enjoy the confidence of all the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

INDEPENDENCE

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

VOLUNTARY SERVICE

It is a voluntary relief movement not prompted in any manner by desire for gain.

UNITY

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

UNIVERSALITY

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is world-wide.