



STRATEGIC WORK PLAN
of Azerbaijan Red Crescent
Society
for 2008-2010

The Azerbaijan Red Crescent Society became a reliable supporter to its government in the humanitarian field

Giving by the government an adequate importance to the development of the humanitarian policy which is one of the priority activity areas of the government, conditions established for the international humanitarian organizations to open their representations in our republic and to work, at the same time 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 our citizens.

In all periods of its 88 years of glorious history, the Azerbaijan Red Crescent Society (Az.RC) has worked for the welfare of the people and guided by the principles of humanity, charity and kindness. The National Society has always been supported by its government.

The Azerbaijan Red Crescent Society uses modern working experiences and methods of other developed National Societies in its activities. The representatives of the International Red Cross and Red Crescent Movement highly appreciated the achievements of the Azerbaijan Red Crescent Society resulted from a successful implementation of different programs. Taking into account that we need support from government, in order to strengthen even more our activities, the President of Azerbaijan Republic and at the same time an honorable member of the Azerbaijan Red Crescent Society Mr. Ilham Aliyev signed a decree on “increasing government’s care to the Azerbaijan Red Crescent Society” on January 31, 2004. This historical document is recommended as a sample to other National Societies which are members of the International Federation.

Just after our National Society passed through these stages of development, a draft of the Law on the Red Crescent was presented to the National Parliament to be discussed by the initiative of the President of Azerbaijan Republic and at the same time an honorable member of our Society Mr. Ilham Aliyev. It is a pleasure that this Law came into force on May 23, 2007 after being published in local newspapers. This fact shows once again a positive attitude of our government to the Red Crescent Society.

Various socio-medical projects implemented by the Azerbaijan Red Crescent Society in the country served as a base for successes achieved by the National Society in a public health and population’s perception of the rules of behavior in time of emergencies. The programs with participatory community development approach implemented by the National Society in the fields, maximum mobilization of human resources, working together towards solving of problems encountered, strengthening cooperation relations with local authorities – all these are among important contributions towards improving of a social welfare of people in the regions.

The strategy of 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 even more closely with each other within the International Movement's family and to carry out successfully activities related with dissemination of humanitarian values. The overall goal of the Strategic Plan of the Az.RC for the years 2008-2010 is to strengthen the capacity of the Azerbaijan Red Crescent in order to carry out efficient and sustainable activities at central and local levels responding to the local needs. All these factors point once again to the successes of the National Society. To ensure the sustainability of these successes the Az.RC uses all possible resources and opportunities.

Finally, I would like to note that the Azerbaijan Red Crescent Society is a public Society. Therefore, each citizen of Azerbaijan should not stand aside; on the contrary they should participate actively in the implementation of charity and humanitarian mission of the National Society...

Dr. NOVRUZ ASLANOV

**President of the Azerbaijan
Red Crescent Society
Member of Parliament**

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BRIEF SUMMARY

“.....I am absolutely sure that the Azerbaijan Red Crescent Society will turn into an auxiliary to its Government in solving social problems of independent state of Azerbaijan by using more active its capacities.”

From the congratulation letter of H.E. Heydar Aliyev, nationwide leader, devoted to the 80th anniversary of the Azerbaijan Red Crescent Society.

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

The Law on “Azerbaijan Red Crescent Society” was adopted with an initiative of Mr. Ilham Aliyev, President of the Republic of Azerbaijan

07 April 2008

Mr. Ilham Aliyev, President of the Republic of Azerbaijan, signed a Decree about official celebration of annual 10th of March as a date of establishing of Azerbaijan Red Crescent.

The Azerbaijan Red Crescent Society which was founded on March 10, 1920 during Azerbaijan Democratic Republic had a great role in solving social problems of our country, developing charitable initiatives, traditions of our people.

The Red Crescent Society continued to function even after the collapse of the Azerbaijan Democratic Republic. It continued to play an important role in social life of our country. In all periods of its activity the Society gain respect and love of people by assisting the victims of wars and natural disasters and supporting most vulnerable groups of population.

The sanitary teams of the Azerbaijan Red Crescent Society played an important role in fighting against malaria, cholera, tuberculoses, diphtheria and other diseases raged in our country at that time. People still remember all – round assistance rendered by the visiting nurses during 1941 – 1945 the Great Patriotic War. It should be mentioned that among those who were awarded with medal “Florence Nightingale” – a high award of the International Red Cross and Red Crescent Movement were the nurses of the Azerbaijan Red Crescent Society.

Between 1992 -2000 the Azerbaijan Red Crescent Society, which is a part of the International Red Cross and Red Crescent Movement, conducted important activities aimed at reducing the sufferings and solving the problems of more than 1 million refugees and internally displaced people who were forced to leave their homes as a result of Garabagh conflict.

Today the Society has important task as the development of its activities in the field of Disaster Preparedness and Response, Tracing Service, Health and Care, Humanitarian Values, First Aid, Humanitarian Aid, Youth and Volunteers, Brunch Development.

At present, the Azerbaijan Red Crescent is carrying out activities through 7 Regional Centers and 92 local branches. There are more than 230.000 members and closed to 16.000 volunteers in National Society

BRIEF SUMMARY

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

OVERALL GOAL of STRATEGIC PLAN

To strengthen the capacity of the Azerbaijan Red Crescent in order to carry out efficient and sustainable activities at central and local levels

FUNDAMENTAL PRINCIPLES

HUMANITY

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

IMPARTIALITY

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours 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 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 worldwide.

STRATEGIC GOALS

- 1.** To strengthen disaster preparedness and response capacity of the National Society by mobilizing the capacity of the Azerbaijan Red Crescent Society and updating disaster management system.
- 2.** To increase the awareness of the population on health issues through health promotion activities and health services.
- 3.** To endeavor to change behavior of people to increase tolerance, non-discrimination and respect for human being by disseminating the humanitarian values, the basics of IHL and the Fundamental Principles of the Red Cross / Red Crescent Movement.
- 4.** To develop an infrastructure of the Azerbaijan Red Crescent Society (to increase the number of new local branches and members of the National Society) including Nakhichevan Autonomous Republic Committee, Regional Centers, district and city branches, in order to provide more effective and qualitative services, responding to the local needs
- 5.** To develop youth and volunteers management system in order to improve involvement, registration and management of youth and volunteers. Thus, to improve providing voluntary services to socially vulnerable people and people in need of care over Azerbaijan, through all structures of the Azerbaijan Red Crescent Society.
- 6.** To establish stable financial resource base of the Azerbaijan Red Crescent Society through providing diversified financial sources.

DISASTER PREPAREDNESS AND RESPONSE

Guided by an article 3.0.3 of the Law of Azerbaijan Republic about the Red Crescent Society, Disaster Preparedness and Disaster Response Department organizes a non-governmental emergency aid service which is one of the core activities of the National Society. It ensures operating of the camps for victims of armed conflicts and the people affected by disasters. In time of emergency situations Disaster Preparedness and Disaster Response Department of the Az.RC provides necessary, free-of charge medical and social assistance to the population.

Guided by its Statute, the Azerbaijan Red Crescent Society provides within the frames of its resources, urgent relief items to the people affected by different natural disasters in the country. The National Society delivers the international humanitarian aid received from National Red Cross/Red Crescent Societies and other international agencies to the affected people. The Red Crescent Society carries out disaster preparedness activities to liquidate in a short period damages caused by a disaster. For this purpose the National Society establishes and strengthens a material-technical base of its regional and local structures.

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

The main goal of Disaster Preparedness and Disaster Response Department of the Azerbaijan Red Crescent Society is to provide “Psychological support” and initial “emergency relief items” to the people affected by disasters in the country (natural and technological disasters, population movement, household fires and etc.) after assessment of situation and the needs.

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

Based on Vulnerability and Capacity Assessment (VCA) manual prepared in 2003 the Red Crescent conducts public awareness campaigns aimed at increasing disaster response capacities of the population living in disaster-prone areas. During these campaigns priorities are given to increase awareness of the population on disasters and to reduce disaster hazards.

In time of disasters that occurred between 1999-2007 in various regions of Azerbaijan:

- Flood caused by heavy rains of 1999 in Sabunchu settlement of Baku city;
- Earthquake of 2000 in Baku and landslide of 2000 in Bayil settlement of Baku;
- 22 house fires of 2001 in Ganja city;
- Floods of 2002-2003 in Salyan, Neftchala and Sabirabad districts;
- Fires of 2004 in Dashkasan district;
- Flood of 2005 in Gabala district;
- Heavy rains of 2006 in Ali-Bayramli city
- Heavy rains and fires of 2007 in Lerik and Sheki districts

5022 families (16066 people) got initial emergency relief items such as blankets, mattresses, kitchen sets, electric heaters, portable gas-stoves, bedding sets, shoes, clothes, hygienic sets, tents and etc.

In order to make a scientific analysis of disasters in the Republic, to prevent of and to cope with future disasters, a Cooperation Agreement was signed between the Ministry of Ecology and Natural Resources of the Republic of Azerbaijan and the Azerbaijan Red Crescent Society on May 19, 2004.

On November 11, 2006, bilateral Memorandum of Understanding was signed between the Ministry for Emergencies and the Azerbaijan Red Crescent Society. This Memorandum of Understanding defines the directions of cooperation related with providing a relevant assistance to the population in time of emergency situations and to carry out special measures aimed at liquidating material and moral damage to the population caused by disasters in the Republic.

Beginning from the year 2008, according to the Memorandum of Understanding signed with ANAMA (Azerbaijan National Agency for Mine Actions) the Azerbaijan Red Crescent Society will start to collect data about the people affected by mines.

Strategic Goal:

To strengthen disaster preparedness and response capacity of the National Society by mobilizing the capacity of the Azerbaijan Red Crescent Society and updating disaster management system.

OBJECTIVES

Objective 1. To update disaster management system of Azerbaijan Red Crescent

- To strengthen cooperation between Azerbaijan Red Crescent Society and the Ministry for Emergencies of Azerbaijan Republic.
- To define the role of the Red Crescent Society in a national disaster management system.
- To prepare emergency response plan of the Az.RC in order to manage disasters.
- To strengthen disaster response capacity of Azerbaijan Red Crescent Society.

Objective 2. To improve the quality of humanitarian services by Az.RC delivered to victims of disasters.

- To conduct trainings and seminars on Disaster Preparedness and Response, Telecommunication, Psychological First Aid, Humanitarian Aid, Migration and Tracing for the staff and volunteers of Az.RC.
- To strengthen mine action activities of the Az.RC.
- To strengthen central, regional warehouse structures and response centers to ensure timely and effective response to disasters.

Objective 3. To strengthen community based disaster preparedness activity

- To increase community awareness in hazards in disaster - prone areas.
- To initiate risk reduction (mitigation) measures in disaster-prone areas.

Objective 4. Tracing of family members missed as a result of disasters, to assist in restoring the family links and detailed data collection about the persons missed as a result of Nagorny Garabakh conflict.

- To prepare Tracing strategy as a part of Disaster Preparedness and Response activities in order to update tracing work in time of disasters.
- To conduct trainings on tracing for the staff of local branches and volunteers in communities.
- To strengthen cooperation with governmental and non-governmental organizations regarding tracing activities.
- To organize detailed data collection about the persons missed on the territory of the Republic of Azerbaijan.

Indicators

- In 2008, clear role and responsibilities of the Red Crescent within the National Disaster Management System defined and the partners are informed on it.
- By the end of 2008 emergency response plan of the Az.RC is prepared and distributed to the partners.
- In 2008, trained Mobile Volunteer Teams are functioning in all 7 Regional Centers
- By the end of 2009, efficient warehouse system established in all 7 Regional Centers.
- In 2010, the emergency stock for 500 families (500 families x 5 warehouses = 2500 people) affected from disasters established in all warehouses.
- In 2009, a warehouse with the emergency stock for 50 families established in Sumgayit Regional Center.
- By the end of 2008 efficient telecommunication system established in all 7 regional centers.
- In 2008, Tracing strategy as a part of DP/DR activities prepared.
- In 2008, Tracing strategy of the Az.RC discussed with the partners and approved.
- In 2009, the training center for volunteers will be established in all 7 regional centers.
- By the end of 2009, 50 community groups active in disaster preparedness will be established in disaster-prone areas.
- In 2009-2010, group leaders will receive systematic trainings.
- In 2008-2009, 210 volunteers from 7 regional centers will receive 7 trainings and be trained as instructors. The trained instructors will participate in the process of registration of the people affected by disasters and resettled in new places as a result of population movement, assessment of their urgent needs and meeting at least partially their needs.
- In 2008, “Safe Play Areas” project which is a part of Mine Risk Reduction Strategy will be implemented in another 7 mine affected villages near to front line.
- In 2008, the role of the Red Crescent Society as an organization which is officially recognized to work in the field of solving mine problems in Azerbaijan will be defined in a national mine action activities plan of Azerbaijan.
- Cooperation with governmental and non-governmental organizations in the field of tracing will be strengthened.
- The staff of 11 local branches will receive trainings on tracing.
- All procedures regarding restoring the family links will be standardized
- The rules for restoring of family links will be prepared.
- In 2008, the guidelines regarding the rules for distribution of humanitarian aid among vulnerable people will be prepared. Trainings on how to organize humanitarian aid work will be conducted in all 7 regional centers.
- By 2010, detailed data collection about 3.000 missing persons on the territory of the Republic of Azerbaijan will be done.

External Factors

- Weak cooperation with the Ministry for Emergency Situations
- Lack of the long-term agreements with the partners
- Lack of financial and technical resources
- Insufficient number of the staff and volunteers of DP/DR department

HEALTH

Large-scale public health promotion activities have an important place among other activities of the 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 the public health.

Beginning from January of the year 2001, within the framework of “Community based health” program, health promoters 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/AIDS, breast cancer and preventive measures against breast cancer among 58646 people in all regions of the country.

“Development of non-remunerated volunteer blood donor recruitment” project supported by the Norwegian Red Cross Society was implemented by the Azerbaijan Red Crescent Society in the Regional Centers of Baku, Ganja, Mingachevir and Sabirabad since 2003. In 2004-2007, within the framework of “Development of non-remunerated volunteer blood donor recruitment” program, 76 trained volunteers of Baku, Ganja, Sabirabad and Mingachevir Regional Centers held educational activities on blood donation among 29165 people in the country. As a result, 2488 people became volunteer blood donors.

In 2006, the Azerbaijan Red Crescent Society initiated “Control over DOTS treatment of tuberculosis ill released prisoners” pilot project aimed at preventing the spread of tuberculosis, reducing the vulnerability of released prisoners to tuberculosis and treating them from tuberculosis disease. This program has been implemented in joint cooperation with the International Committee of the Red Cross. Within the framework of the program, 6 nurses of Az.RC involved in this project carried out control over DOTS treatment of tuberculosis ill released prisoners living in Narimanov, Sabunchu, Yasamal, Garadag, Binegedi and Azizbeyov districts of Baku.

In 2006-2007, 66 tuberculosis ill patients have been covered by the program. 52 patients finished their DOTS treatment. The others continue to receive treatment.

Within the framework of “Medico-social” programs the Azerbaijan Red Crescent Society is planning to control over DOTS treatment of tuberculosis ill released prisoners including other citizens ill with tuberculosis, to provide psychological – social support to them, to establish “Club-25” consisting of regular blood donors who will disseminate healthy life style among the population and contribute to the development of a volunteer non-remunerated blood donor recruitment in the Republic, to train volunteer health workers and to increase their knowledge and skills, to conduct large-scale health promotion activities among the population in the years 2008-2010.

On 30 December 2007, an Agreement was signed between the Ministry of Health of the Republic of Azerbaijan and the Azerbaijan Red Crescent Society. According to this Agreement public health promotion activities on AIDS, TB, malaria, drug-abuse, and alcoholism will be conducted among the population in the country. The Agreement also includes taking measures to reduce morbidity and mortality among the population in the Republic, providing patients in need of blood with safe blood and its components, conducting health promotion activities on First Aid and public health in time of Disaster Preparedness and Disaster Response.

Strategic goal:

To increase the awareness of the population on health issues through health promotion activities and health services.

OBJECTIVES

Objective 1. To organize community based health promotion activities

Through health workers in branches and Regional Centers of the Az.RC 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 endeavor to reduce the number of diseases and to improve the health of the population by continuing to cooperate with governmental and non-governmental organizations working in the field of public health in the Republic.

- To select volunteer health workers in local branches and Regional Centers of the Az.RC
- To organize training sessions on public health for the health workers of the Az.RC.
- To conduct surveys on health related problems of the population.
- To conduct among the population health related events by volunteers of local branches and Regional Centers of the Az.RC.

Objective 2. To organize health system of the Azerbaijan Red Crescent Society in time of Disasters and Preparedness

Newly established First Aid teams consisting of volunteers in 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 receive knowledge on how to provide first aid and organize health system in time of Disaster Preparedness and Disaster Response through training sessions.

- To establish first aid teams consisting of volunteers in local branches and Regional Centers of the Az.RC.
- To conduct training sessions on community based first aid, providing first aid in time of Disaster Preparedness and Disaster Response, providing psychological support to the affected people and organizing health system.
- To organize simulation – competitions among first aid teams formed of volunteers in local branches and Regional Centers of the Az.RC.
- To establish community based First Aid training centers in Regional Centers of the Az.RC.

Objective 3. To support for development of non-remunerated volunteer blood donor recruitment system in Azerbaijan

The Azerbaijan Red Crescent Society will continue to cooperate with the Ministry of Health of the Republic of Azerbaijan and Scientific Research Institute of Hemophilia and Thalassemia in the field of blood donation. The National 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 population in the field of non-remunerated volunteer blood donation.

- To establish volunteer groups in branches and Regional Centers of the Az.RC
- To establish a network 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 volunteers
- To conduct surveys on a volunteer non-remunerated blood donation among the population.
- To organize dissemination campaigns on blood donation among the population
- To conduct mass blood donation campaigns

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

Care to elderly alone people and bedridden patients will be improved and vulnerability of these people towards health problems will be reduced as a result of activities 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) for visiting nurses in local branches and Regional Centers of the Az.RC.
- To conduct public health related events
- To conduct health promotion activities in order to increase awareness of population on AIDS and TB, to reduce stigma against people living with AIDS/ TB.

Indicators

- 25.000 people in 2008, 27.000 people in 2009 and 30.000 people in 2010 will be reached by health promoters.
- In 2008-2010, 5 First Aid teams will be established in the Regional Centers of Baku, Nakhichevan Autonomous Republic Committee, Sumgayit, Ganja, Mingechevir and Sabirabad.
- In 2008-2010, 5 First Aid medical–training centers (first-aid posts) will be established in the Regional Centers of Baku, Nakhichevan Autonomous Republic Committee, Sumgayit, Ganja, Mingechevir and Sabirabad.
- 3600 people will be trained on first aid skills by first aid teams.
- “Club-25”– a network of volunteer non-remunerated blood donors will be established in the Regional Centers of Baku, Nakhichevan Autonomous Republic Committee, Sumgayit, Ganja, Mingechevir and Sabirabad in order to increase the number of volunteer non-remunerated blood donors in the Republic.
- By 2010, 150.000 people will be educated on blood donation in order to increase the number of volunteer non-remunerated blood donors in the Republic.
- 1500 people in 2008, 1700 people in 2009 and 2000 people in 2010 will become non remunerated blood donors
- In 2008-2010, 50 TB ill released prisoners will receive DOTS treatment.
- In 2008-2010, 30 nurses will attend visiting nurses courses (home care, social work, psychological support)
- In 2008-2010, 300 people will be trained as HIV/AIDS trainers and thus 6000 people will be educated on HIV/AIDS.
- In 2008-2010, 60 people living with AIDS/TB will be involved into health promotion activities and as a result of it, stigma and discrimination against them will be reduced.

External factors

- Unstable socio-economic situation in the country
- Problems encountered in cooperation with governmental and non-governmental structures

DISSEMINATION OF HUMANITARIAN VALUES, THE INTERNATIONAL HUMANITARIAN LAW AND THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

The National Society's Information and International Relations department has an important role in disseminating "Humanitarian values" program which has been implemented by the Azerbaijan Red Crescent Society since 1999. The program was done in close co-operation with the International Federation of Red Cross and Red Crescent Societies which constitutes one of the components of the International Red Cross and Red Crescent Movement. Dissemination of the Red Cross/Red Crescent Movement has been carrying out with financial support of the International Committee of the Red Cross Delegation in Azerbaijan since 1997. Volunteers are involved into the program to disseminate more widely this program among the general public. Being disseminated among different groups of population the program calls people for humanity and peace in the world.

Strategic goal:

To endeavor to change behavior of people to increase tolerance, non-discrimination and respect for human dignity by disseminating the humanitarian values, the basics of International Humanitarian Law, the legal base of the Azerbaijan Red Crescent Society and the Fundamental Principles of the Red Cross / Red Crescent Movement.

Objectives

- To ensure the dissemination of humanitarian values among general public, to carry out campaigns against violence and discrimination.
- To ensure the dissemination of knowledge of the basics of International Humanitarian Law (IHL), Red Cross/Red Crescent Movement, its Fundamental Principles among general public, to prevent incidences of misuse of the Red Cross and Red Crescent emblems.
- To ensure the dissemination of knowledge of the basics of International Humanitarian Law (IHL), Red Cross/Red Crescent Movement, its Fundamental Principles among general public, especially among the volunteers and members of the Az.RC, journalists and military personnel.

Indicators

- In 2008-2010 the number of events conducted through information/dissemination volunteers in local branches of 7 regional centers will be 10. 5,000 people from different categories of population will be reached as a result of these events.
- The number of campaigns against violence and discrimination organized by regional centers of Nakhichevan Autonomous Republic Committee, Lankaran, Mingechevir, Ganja, Sabirabad and Sumgayit will be 2 campaigns and in 2010 this number will increase to 4 campaigns.
- In 2008 the number of campaigns about dissemination of the basics of IHL, the Movement, its Fundamental Principles, prevention of misuse of the Red Cross and Red Crescent emblems in secondary schools and high educational institutions, military units and among the general public will be 2 campaigns and in 2010 this number will be increased to 4 campaigns.

External Factors

- Lack of interest of general public in conducting campaigns.
- Lack of interest of volunteers towards implemented program.
- Lack of interest of target groups towards conducted campaigns.
- Lack of funding

ORGANIZATIONAL DEVELOPMENT

One of the main superiority of the Azerbaijan Red Crescent Society are branches serving the vulnerable people all over the country in all regions. Today, there is no second other organization in Azerbaijan having such resources. The main goal of the organizational development of the Azerbaijan Red Crescent Society is to increase knowledge and skills of its staff as well as to strengthen its branches.

The Azerbaijan Red Crescent Society has 7 regional centers and 92 branches. Main weakness is a lack of material-technical base of the branches and weak links with local communities resulted from few community based services and activities. Activities implemented by branches not always focused on local needs and in line with the Red Crescent main activities.

During the last 3 years there has been observed a change in the activities implemented by several local branches. That was a result of a pilot branch development project initiated in the targeted several local branches. Material-technical base of 10 targeted branches have been improved. Staff and volunteers have been trained on community development, dissemination of fundamental principles of the Movement, first aid, health promotion. In addition, communities were established in 4 new branches. It is also planned to purchase office equipment for these new branches.

Strategic Goal:

To extend an infrastructure of the Azerbaijan Red Crescent Society including Nakhichevan Autonomous Republic Committee, Regional Centers (to increase the number of new branches and members of the National Society). To update the activities of district and city branches and thus to render more effective and quality services responding to the local needs.

Objectives:

Objective 1. To increase capacity of the Secretariat and local structures of the Azerbaijan Red Crescent Society and to strengthen their potentials.

- To make relevant changes in the Statute of the National Society in accordance with the Law on the Red Crescent Society.
- To hold relevant trainings and seminars with the aim to increase professional skills of the staff of the Secretariat and local branches.
- To strengthen the work with the National Society's members, to increase the membership base, to strengthen cooperation with executive, self-governing structures and other organizations, to provide more effective services to the population through strengthening financial–technical base of the National Society.
- To strengthen exchange of information and coordination between the governance, Secretariat and local structures.

Indicators

- By 2010 the staff of the Secretariat and local branches will receive relevant trainings with the aim to increase their professional skills.
- By 2010 the number of the National Society's members will be 300,000 people.
- The National Society has increased effectiveness of its work with local branches, local executive, self-governing structures and other organizations.

Objective 2. To render services responding to the local needs by local branches through strengthening the work with vulnerable communities.

- According to the mission of the AZ.RC, to define the needs of the local branches in the fields
- To assess the capacity of communities with the aim to carry out relevant activities in the future
- 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.

Indicators

- By the end of 2009, 21 local branches will finish an assessment in 75 communities and implementation of relevant activities based of the results of the assessment will be finalized.
- By 2010 there will be professional personnel in each local branch. (to increase 50 %)

External Factors

- Local natural disaster
- Lack of support from local authorities
- Worsening social-economic situation in the country.

FINANCE

Starting from 2001 the Azerbaijan Red Crescent has been implementing small fundraising activities and income generation projects, in order to diversify its financial sources. In addition, in order to increase the knowledge of the staff on financial management several seminars and trainings have taken place in the National Society.

Donation boxes have been placed in different places of Baku city including shops, branches of the international bank, "Azerbaijan" cinema and various exhibitions organized in Baku.

In 2005-2007, humanitarian aid was distributed to 3905 vulnerable people, 500 orphan children and disabled children by using the funds generated as a result of fundraising activities.

Strategic goal:

To establish stable financial resource base of the Azerbaijan Red Crescent Society consisting of diversified sources.

Objectives:

Objective 1. To develop regulated general finance management and reporting system

- To conduct selected trainings on finance reporting at the Secretariat level and local structures.
- To ensure transparency of finances of the National Society, to organize auditing of the Secretariat by the local company in 2008-2010. After the year 2010, this audit will be made by the international company.

Indicators:

- By the end of 2010 efficient finance - reporting system will be established in all local structures of the Az.RC.
- By 2010, all city and district branches of the Az.RC will be locally audited.
- In 2010 the National Society will take a decision on conducting an international audit and this will be reflected in the Strategic Plan for the years 2010 -2012.

Objective 2. To extend fundraising activity

- To work out fundraising policy of the Red Crescent Society.
- To conduct trainings and seminars, to increase the knowledge of the Secretariat and local branch staff on fundraising activity.
- To develop donation collection system of the National Society to be used for humanitarian activities.
- To encourage local and external donors for funding the activities of the National Society.
- To develop relations with governmental structures.
- To develop relations and cooperation with International Committee of the Red Cross
- To establish bilateral relations with other National Societies through the International Federation of Red Cross and Red Crescent Societies.
- To develop ongoing income generation projects.

Indicators:

- In 2008, a fundraising policy will be worked out.

- By 2009-2010 the National Society's Strategic Work Plan on fundraising will be worked out.
- In 2010 effective fundraising department will be functioning in the National Society and the profit received from fundraising activities will be increased 3 times in comparison with the year 2007.
- By the year 2010 the projects funded by the local donors will consist of 30 % of the National Society's budget.
- The income from paid "First Aid" courses will increase 5 times in comparison with the year 2007.
- 100 % of the administrative costs of the Secretariat and the salaries of the Secretariat's staff will be covered by the Azerbaijan Red Crescent Society by the end of the year 2010.

Objective 3. To strengthen contacts with mass media

- To develop mass media and public relations system in order to ensure efficient dissemination of information about the activities of the Red Crescent Society.
- To reach an agreement with mass media
- To organize trainings and meetings on the Red Cross and Red Crescent Movement for the employees of mass media.
- To join the efforts of the Az.RC and mass media in serving the people.

Indicators:

- In 2009, an agreement will be signed between the Az.RC and mass media.
- In 2009-2010, the meetings with 50 employees of the mass media will be organized.
- In 2008-2010, the number of articles about the activities of the Red Crescent published in the newspapers will increase to 100 articles.

External factors

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

YOUTH AND VOLUNTEERS

The Azerbaijan Red Crescent Society has made a progress in organizational development of its youth structures. The support of the 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 was made a significant input to this process.

According to a decision of the Presidium of the Azerbaijan Red Crescent Society dated 29 October 2004, the Youth Committee was established for the first time during 85 years of glorious history of the National Society.

Functioning Youth Committee, Central and Regional Youth Boards gave an opportunity for youth to discuss their issues and coordinate their activities. Guidelines, training modules, various promotional materials, social trainings, training sessions on the history and activities of the Red Cross and Red Crescent Movement were developed for young volunteers. The youth clubs were established in 6 regional centers and 4 local branches. 1684 young volunteers got leadership and social trainings, a summer camp project for 374 orphan children was implemented and children from 1003 vulnerable families received humanitarian aid.

The Youth Committee has been carrying out useful activities aimed at increasing knowledge and an outlook of the young people, encouraging the young people in the country to adhere to healthy life style, contributing to mutual understanding, peace and solidarity among the young people in the world.

Strategic goal:

To develop youth and volunteers management system in order to improve involvement, registration and management of youth and volunteers. Thus, to increase a volunteer service to socially vulnerable people and people in need of care by all structures of the Red Crescent Society throughout Azerbaijan.

OBJECTIVES:

Objective 1. To develop management, involvement and registration system of youth and volunteers.

- To carry out volunteer involvement activities by taking into account the services delivered and target groups.
- To give appropriate trainings, seminars, new models to volunteers on activities where they involved.
- To find new ways to encourage volunteers.
- To strengthen the activities of Youth and Volunteers Boards as well as youth clubs at regional level.
- In 2008-2010, by means of development of management, involvement and electronic registration system of volunteers to support of bilateral coordination of activities of volunteers involved in various programs implemented by concerned structures, units and departments of the National Society Headquarters.

Objective 2. To strengthen cooperation with foreign and local donors in order to improve a financial –technical base of the Youth Committee.

- To familiarize relevant donors with Regulations of the Youth Committee, the goals of the Youth Committee and its future activities.

- To hold regularly meetings with donors, guided by the Fundamental Principles of the Movement to negotiate with donors within the framework of the Statute of the National Society.

Objective 3. To sign relevant agreements with governmental and non-governmental organizations, international organizations and to benefit from their experiences.

- To sign necessary agreements to ensure the development of activities of youth and volunteers of the Azerbaijan Red Crescent Society, meaningful pastime for volunteers.

Objective 4. To develop new youth and volunteer programs.

- Youth and volunteers are involved into all core activities of the Red Crescent Society. But there are still some programs, which are mainly volunteer based with active participation of young people (HIV/AIDS peer-education, social work in orphanages, social work with physically and mentally disabled children, summer camps, establishment of rescue quick Mobile groups, rehabilitation center for disabled children, hot-meals project, sport events and etc).
- Development of the new projects for youth and volunteers that will enable the Red Crescent to increase the effectiveness of its activities.

Indicators:

- By the end of 2010 a legal base and structure of the Youth Committee will be strengthened.
- By 2010, financial-technical base of the Youth Committee of the Az.RC will be strengthened. The relevant donors will be familiarized with Regulations and activities of the Youth Committee.
- In 2008 our experienced personnel will conduct freely relevant trainings and promotion activities in the regions.
- By 2009 young volunteers of the Azerbaijan Red Crescent Society will be represented in all governance bodies of the National Society.
- By the end of 2010 recruitment and electronic registration system of volunteers will be developed in all 7 Regional Centers.
- By 2010 the number of the volunteers involved into the activities of the Red Crescent will increase 3400 persons and thus, a total number of volunteers of the National Society will be 20.200 people.
- By the end of 2010, 7800 volunteers will get relevant trainings.
- By 2009, 5 projects with involvement of the youth will be started.

External Factors:

- Lack of support to the activities of volunteers from relevant unit and department structures of the National Society, local branches and Regional centers.
- Lack of financial support to the youth programs
- Lack of financial support from external and local donors
- Insufficient number of personnel
- Lack of experience sharing among volunteers
- Flow of volunteers

Annex (1)

Preparation, implementation and evaluation of the Strategic Plan

- Preparation of Strategic Plan

This is the third Strategic Plan for the recent years. The first two plans were worked out for the years 2001-2003 and 2003-2005. The main difference is in more interactive process of its planning and preparing.

Red Crescent Leadership and Secretariat, Regional Centers, local branches, youth, volunteers, employees of the International Federation delegation and staff of the International Committee of the Red Cross delegation in Azerbaijan were closely involved in this process. The process consisted of several stages. This was the decision to prepare the Strategic Plan, establishing of a working group, holding discussions with partners, the process of preparing the Strategic Plan.

1st Stage

- In the beginning of 2007 the working group with a new composition for Strategic Plan was established;

2nd Stage

- In May-June-July the working group had meetings on Strategic Plan in Baku, Mingechevir, Ganja, Sumgayit and Lankaran Regional Centers;
- The working group reviewed proposals from regional centers, local branches, volunteers, programme managers regarding the definition of the Red Crescent Mission, Vision and Strategic Plan's Overall Goal;
- According to Strategic Goals, the programme managers prepared logical frames;
- In the middle of February the draft version of Strategic Plan for 2008-2010 was prepared and presented to President of the Red Crescent, Head of the International Federation Delegation in Azerbaijan and Head of the ICRC Delegation in Azerbaijan;
- **Implementation and evaluation of Strategic Plan**

In order to reach the Overall Goal, necessary programs and projects have to be implemented in the frame of Strategic Goals. Because of the closely links between strategic goals the implementation of the programs has to be carried out in close cooperation and integration among Red Crescent departments.

The Monitoring and Evaluation Commission will be established for evaluation of the process of each Strategic Goal and overall Strategic Plan's implementation. The commission will consider reports according to each strategic direction and twice a year present the information to the Presidium of Azerbaijan Red Crescent.

Strategy 2010 of International Federation of Red Cross and Red Crescent Societies

Strategic directions	Expected Results
<p>Responsive and Focused</p> <p>National Society programmes are responsive to local vulnerability and focused on the areas where they can add greatest value. The collective focus will be on promoting the Movement's Fundamental Principles and humanitarian values, disaster preparedness, disaster response, and health care in the community.</p>	<p>National Society programmes are established/continued/discontinued on the basis of local vulnerability, potential impact, the capacity of other institutions and Red Cross/Red Crescent comparative advantages.</p>
	<p>Quality criteria are adopted for service delivery and advocacy in each of the core areas through policy decisions at national and international levels.</p>
	<p>A Federation-wide evaluation system shows measurable progress in all core areas and in the process of achieving the characteristics of a "well-functioning National Society".</p>
<p>Well-functioning National Societies</p> <p>Well-functioning National Societies, which can mobilize support and carry out their humanitarian mission, contributing to the building of civil society.</p>	<p>National Societies work with different models of volunteer engagement. Decision-making bodies better reflect the make-up of the population, particularly better gender, ethnic and youth representation.</p>
	<p>National Societies have a more diversified and sustainable financial resource base.</p>
	<p>The Red Cross/Red Crescent mobilizes people and influences decisions through active advocacy on the basis of core areas.</p>
<p>Working together effectively</p> <p>The Red Cross/Red Crescent and its supporters work together effectively through programme co-operation, long-term partnership and funding, as well as more active advocacy.</p>	<p>A complete set of "cooperation strategies" agreed upon by all, frames well-developed humanitarian and capacity-building cooperation programmes.</p>
	<p>Increased availability of information and demonstration of sharing and learning from experience, (sub) regionally and globally.</p>
	<p>More National Societies contributing internationally on a long-term basis to development cooperation.</p>
<p>All components develop together and implement a common strategy for the Movement.</p>	

THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT



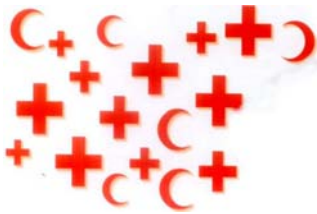
The International Committee of the Red Cross (ICRC) is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. It directs and coordinates the International 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.

Annex (4)

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.

