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A volunteer of the French Red Cross doing face painting to a little boy

World Red Cross Red Crescent Day 2012

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International Federation
of Red Cross and Red Crescent Societies

Editorial

“Dear friends,

It is with particular pleasure that I address you today, on the World Red Cross Red Crescent Day. Like every year, the 8th of May offers us the opportunity to celebrate the day-to-day efforts that staff and volunteers of the Red Cross Red Crescent around the world make to save lives and change minds in their communities, in the spirit of our Seven Fundamental principles.

But this year, a special attention goes to all the young people in our Movement, who represent almost half of the 13 million Red Cross Red Crescent

roles as contributors, but also tomorrow as the next generation of young leaders of our Movement.

The inclusion of youth into decision-making processes, one of the cornerstones of the recently-approved Youth Policy, was indeed among the main topics discussed at the European Youth Cooperation Meeting (EYCM) in Bulgaria last month, which saw the participation of 81 youth representatives from 41 National Societies in the Europe Zone.

As stated in the Youth Policy of the Federation, “National Societies provide their young volunteers and in particular the youth leaders with the opportunity to participate in decision making processes not only at the national but also at the international level”, and again, “Young



volunteers worldwide. Today, and throughout 2012, we are celebrating “Youth on the Move”, recognising the key role that young people play in leading positive changes in their communities and acknowledging their potential to keep driving that change.

In Europe and Central Asia alone, new and emerging humanitarian priorities are forcing us to rethink the way we work and the way we support the communities that we inhabit. Forced migration, stigma and discrimination, HIV/AIDS and tuberculosis, non communicable diseases, climate change, violence and new poverties represent just a few of these challenges, where youth can make a difference in addressing them not only today, in their multiple

people are fully included in the governance and management of their National Societies at headquarters and branch levels”.

Only if Red Cross Red Crescent Societies commit themselves to empower young people and nurture youth leadership, and only if young people themselves take active responsibility in being true Red Cross Red Crescent leaders, shall we be able to bring forward today our humanitarian mandate for tomorrow.

Anitta Underlin
Europe Zone, Director

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In 2009, youth representatives on behalf of young Red Cross Red Crescent volunteers worldwide made the **Solferino Declaration**: a commitment to do more, do better and reach further in service to vulnerable people. Based on that commitment, youth around the world continue to make a significant impact in their communities today.

This year we call upon young volunteers to advance the ambitions of the Solferino Declaration, to continue to make their communities stronger by taking action in one of three areas: **1) helping communities better prepare for disasters and emergencies, 2) increasing access to health care, or, raising awareness around the lack of safe access to health care in armed conflict and other emergencies, and 3) building a culture of non-violence and peace.**

Here is a roundup of some of the many youth programmes run across Europe in these three areas.

Kazakh Red Crescent youth: how to get prepared for a disaster?

Helping communities better prepare for disasters and emergencies

Central Asia is a region highly prone to natural disasters. In such a context, risk reduction represents an area where the youth of Red Crescent Societies in the region invest considerable efforts in order to help their communities better prepare to minimize the humanitarian impact of disasters. Since May 2011, the youth in the **Kazakh Red Crescent** have implemented a project on disaster preparedness for the population of Almaty, and targeted at youth volunteers in the first place. The project aims at providing them with the needed skills and training – including first aid – to act correctly and prudently before, during and after an earthquake.

“The project has made a significant contribution to the professional and personal development of young people”, commented Assel Kalmagambetova, Volunteer and Youth Coordinator in the Kazakh Red Crescent. “Through this training, a large number of volunteers can acquire the much needed skills, knowledge and, most importantly, they can understand how essential their action can be within their National Society. Many of them are able to overcome their fears and learn to work in a team.”

Since the beginning of the project, 175 youth have been involved and 115 of them have received training in disaster preparedness and first aid.

Migration 2.0

Building a culture of non-violence and peace

Migration is a growing phenomenon in the Europe of today, which often results in the difficulty for migrant people to integrate into the social fabric of the country of destination, where they may be faced with xenophobic and intolerant attitudes by local residents sometimes.

In December 2011, the **Italian Red Cross Youth**, drawing inspiration from the “Positive Images” toolkit developed by the British Red Cross, launched the so called Migration 2.0, a sensitization and advocacy



Maidan Aiman has been one of the most active volunteers in the Kazakh Red Crescent project since the very beginning. In the future, she wants to be become a surgeon. She thinks that earthquake preparedness and first aid trainings can be lifesavers, and even before she enters university, those learning activities give her the most practical basic skills to help vulnerable people in disaster situations.

The **Croatian Red Cross** marked the World Red Cross Red Crescent Day and Croatian Red Cross Week by organizing a public event in the park in the centre of Zagreb on Saturday, the 5th of May, under the slogan “Youth on the Move”. Young volunteers from all Croatian regions took part in the event, presenting the activities and services of the Croatian Red Cross and distributing leaflets, brochures and posters. Visitors had the opportunity to have their blood pressure and blood glucose level checked, and their lung functions measured. Volunteers staged a demonstration of first aid techniques, disaster response, water life saving, etc. With the support of a well-known Croatian musician, the Croatian Red Cross youth made a video with a group of dancers, where they call upon citizens to come and join the celebration.

The video can be found at this [link](#).

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project on migration phenomena, targeted at Italian Red Cross volunteers as well as secondary school and college students, and focused on promoting positive attitudes towards vulnerable migrants, so as to facilitate their integration in the Italian society.

Consisting of training modules for facilitators and regional workshops for Red Cross youth, as well as sessions at schools and activities in public places and on city squares, the project targets youth - including both youth as beneficiaries and youth as protagonists of the awareness raising activities in their own communities; youth who are agents of behavioural change in society. Specifically, the goals of the project activities are to raise the general awareness of the humanitarian aspects of migration and of the Red Cross activities targeted at vulnerable migrants among youth; to stimulate critical thinking about the relations between migration, social inclusion and development; and to provoke a positive change of perspective and mindset about migrant people and a multiplier effect of this change into the broader society.



Sensitizing the youngest to humanitarian values and promoting a sense of solidarity

Building a culture of non-violence and peace

For over three years now, the **French Red Cross** has been implementing the programme "Mission: mobilize your power of humanity" which aims to foster a culture of peace and non-violence among the youngest citizens (13 to 15 years old), disseminate humanitarian values, raise awareness of the action of the Red Cross Red Crescent Movement and invite young people to act every day with a sense of solidarity and citizenship. This two-hour module is at the heart of the youth policy of the French Red Cross, and it is part of the strategic ambition to respond to the needs of youth by taking action, educating them on humanitarian issues, involving them in humanitarian issues and participating in their individual and social development.

Nearly 12,000 children were reached in 2011, thanks to the work of 50 youth volunteers involved in the coordination of the programme in the schools. In order to continue the rollout of the programme, an agreement was signed with the French Ministry of Education in December 2011, which reaffirms the key role of the French Red Cross in the dissemination of humanitarian values and in the exposure to the topics of citizenship and health education issues, which exposure fosters the voluntary commitment of the students.

"The French Red Cross disseminates the Fundamental Principles of the Movement in order to develop within the population, especially among children and youth, the ideals of peace, tolerance and mutual understanding among people and nations."

Article 1
Statutes of the French Red Cross



Irish Red Cross Youth Anti-Bullying Campaign

Building a culture of non-violence and peace

Irish Red Cross Youth (IRCY) is poised to celebrate World Red Cross and Red Crescent Day 2012 on May the 8th by announcing the winner of their "Anti-bullying Campaign" slogan competition at a ceremony in Dublin. The IRCY Anti-bullying Campaign was created as a direct result of a motion passed at the National Youth Forum in 2011 and continues the tradition of youth-lead programming by the IRCY which empowers youth to become peer educators and make real changes in their

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communities. The Anti-bullying Campaign sub-group, which is composed chiefly of members under the age of 18, has been developing ideas for building a culture of non violence and peace in line with this year's World Red Cross and Red Crescent Day 2012 celebrations. So far the sub-group, with the support of the National Youth Working Group (NYWG) and the Youth Department, issued awareness-raising wristbands to all youth members who attended the National Youth Challenge 2012. The winner of the Anti-bullying Campaign slogan competition will see their slogan used to promote the campaign nationally in 2012. Tom Doyle, NYWG member and programme lead for the campaign said, "Bullying is something that has been experienced by nearly everyone at some stage in their lives. IRCY is taking action to highlight and combat bullying on a national level by asking young people to lead the way in creating a more peaceful and tolerant environment for everyone."

Humanitarian values: a cross-cutting topic

Building a culture of non-violence and peace

All activities and trainings run by the **Red Cross of Serbia** emphasise the promotion of human values – tolerance, intercultural dialogue, respect for diversity, gender equality, action against discrimination and against stigmatization. Since February 2007, the Red Cross of Serbia has been implementing the "Promotion of Humanitarian Values" project with the support of the Spanish Red Cross, the Government of Spain and the IFRC. The implementation of this project first covered twelve municipalities, and soon it was extended to over fifty neighbouring cities and municipalities. The significance of this project has been recognized by the Serbian Ministry of Health – the Ministry most closely liaising with the Red Cross of Serbia -, and the Swiss Agency for Development and Cooperation, which supports the implementation of the project in twelve municipalities of Serbia. The project has been very well received by school-children, teachers, trained Red Cross youth volunteers and school principals. The Red Cross of Serbia has prepared adequate training material for this project to be used by pupils and trainers, which covers the key topics of the project such as tolerance, personal intercultural interaction, respect for diversity, non-violent conflict resolution, prevention of discrimination and stigmatization, gender equality, prevention of cyber bullying and the enforcement of children's rights.

Youth volunteers also participate in the implementation of the various activities and campaigns such as 'Race for a happier childhood', 'Children's safety in road traffic', 'From a friend to a friend', a quiz called "What do you know about the Red Cross", etc.



War has rules...even in Monaco

Building a culture of non-violence and peace

In 2008, the newly-created International Department of the **Monaco Red Cross** started disseminating information in Monaco about various aspects of the International Humanitarian Law (IHL). Behind this initiative, there has been a dynamic, enthusiastic and responsible team of young people who believe in what they do.

In the beginning, it was hard for the people living in one of the wealthiest places in the world, and especially for young people, to understand why they should learn about International Humanitarian Law at all. So, the Monaco Red Cross organized a session to talk about the "Limito" and the "Raid Cross" – two games created by the Belgian Red Cross and the French Red Cross Societies. Teachers and counsellors were happy to discover these new games, and the media reported about them in a positive way.



Youth participants in one of the awareness raising activities organized by the Monaco Red Cross

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Then everything happened fast: trainings of trainers, various sessions at schools, toy libraries, day camps, museums, youth associations... Raid Cross and Limto were successfully integrated in the assortment of youth activities. The Monaco Red Cross also implemented (Exploring Humanitarian Law (EHL) sessions, constantly participated in trainings and meetings on IHL, and organized introduction sessions on IHL for all ages.

"We do believe that if we cannot stop war, we can at least increase public awareness of its limits" said Marine Ronzi, Youth focal point in the Monaco Red Cross. "We believe that if everyone, especially youth, know about IHL, wars will result in less damages among civilians".



A small child during the planting of walnut trees in the regions of Racha-Lechkhumi and Kvemo Svaneti, north-western Georgia

Georgia Red Cross youth to mitigate the effect of natural disasters through tree-planting

Helping communities better prepare for disasters and emergencies

As part of the efforts to effectively respond to the needs of vulnerable people in their communities, the youth volunteers of the Georgia Red Cross, together with the Disaster Management team of the National Society, elaborated a small-scale disaster mitigation project. Within the project, 3,000 walnut trees were planted in landslide prone areas in the region of Racha-Lechkhumi and Kvemo Svaneti, north-western Georgia, as a preventive measure for the local population against erosion and landslides, exploiting the deep-growing special roots of the plants. The project was coordinated with local and regional authorities, Red Cross branches and local residents. This activity has a dual impact: on the one hand, it protects the local population from landslides and, on the other hand, it increases the income of the population through the sale of walnuts and the precious wood.

The local population was happy to see this project. One of the participants in the initiative said that he had named the planted walnuts after his grandchildren, hoping that this would remind them of their grandfather. The Governor of the Racha-Lechkhumi and Kvemo Svaneti region thanked the Georgia Red Cross in a televised interview and underlined the importance of the tree-planting project in building communities resilient to natural disasters.



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