



MALAYSIAN RED CRESCENT

Strategy 2020

... saving lives, changing minds



Member of the International Federation of Red Cross and Red Crescent Societies

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Chapter 1 - Introducing Strategy 2020

Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies was adopted by the 17th Session of its General Assembly in November 2009 that provides the basis for the strategic plans of National Societies.

The Malaysian Red Crescent Society (**Malaysian Red Crescent**) shall implement this Strategy 2020 building upon the progress achieved under our earlier 5-year strategic plan (2005-2009), guided by the Statutes and Policies of the National Society and the Movement; and as auxiliary to the public authorities in the humanitarian field. We shall also be guided by the relevant policies and guidelines of the Malaysian Government such as National Social Policy (*Dasar Sosial Negara*), National Health Policy (*Dasar Kesihatan Negara*), National Youth Policy (*Dasar Belia Negara*), National Education Policy (*Dasar Pelajaran Negara*) and National Disaster Management Policy (*Dasar Pengurusan Bencana Negara*). This Strategy is also in tandem with the 1Malaysia concept.

The new Strategy 2020 focuses on the identity, functions and approach of the **Malaysian Red Crescent** in realizing its strategic aims. This Strategy is meant to guide our National Headquarters, Branches and Chapters as well as our officials, volunteers and staff in organizing their activities.

Additionally it also helps our members, volunteers, staff and supporters to engage with one another in a more creative and innovative manner by promoting the following shared values:

People: We build the capacities of people and communities to work in solidarity to find sustainable solution for their most pressing needs and vulnerabilities.

Integrity: We work in accordance with our fundamental principles in a transparent and accountable manner.

Partnership: As members of the International Red Cross and Red Crescent Movement and, guided by its statutes, we cooperate with governments, and with other organizations in line with the fundamental principles, without compromising our emblems and the independence, impartiality and neutrality that they represent.

Diversity: We respect the diversity of the communities we work with and of our volunteers, members and staff, based on non-discrimination and our principles of impartiality, unity and universality.

Leadership: We show leadership and strive for excellence in our work, drawing attention to the rights, needs and vulnerabilities of communities and the factors that underlie them.

Innovation: We draw inspiration from our shared history and tradition, but are equally committed to finding creative, sustainable solutions to problems that threaten human well-being and dignity in a changing world.

THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL 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, cooperation and lasting peace amongst all people.

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 worldwide.

Chapter 2 - Who We Are – Our Place in the Community

The **Malaysian Red Crescent** has its beginnings in 1948 as a branch of the British Red Cross Society in Sabah and Sarawak. Upon the independence of Malaya in 1957, the Branches in the Malayan Peninsula were organized as the Federation of Malaya Red Cross Society, which was later statutorily incorporated by the Federation of Malaya Red Cross Society (Incorporation) Act, 1962.

The **Malaysian Red Crescent** received official recognition as an independent National Society from the International Committee of the Red Cross (ICRC) on 4th July 1963 and was admitted as a member of the then International League of Red Cross and Red Crescent Societies on 24th August 1963.

With the formation of the Federation of Malaysia on the 16th September 1963, an Act to incorporate the Federation of Malaya Red Cross Society and the Branches of the British Red Cross Society in Sabah and Sarawak under the name of the 'Malaysian Red Cross Society' was passed by Parliament vide the Malaysian Red Cross Society (Incorporation) Act, 1965.

In 1975, the Malaysian Parliament passed "the Malaysian Red Cross Society (Change of Name) Act 1975", changing the name of the organization to its present name, **Malaysian Red Crescent Society**. Both the Acts of Parliament were revised and updated in 1995 and is today referred to as **Act 540**.

The **Malaysian Red Crescent** is presently one of 186 National Societies worldwide that are members of the International Federation of Red Cross and Red Crescent Societies (**International Federation**) which together with the International Committee of the Red Cross (**ICRC**) are components of the International Red Cross and Red Crescent Movement (**Movement**). At the International Conference of the Red Cross and Red Crescent in 2007, States Parties to the Geneva Conventions, including Malaysia, agreed that National Societies in their countries shall be auxiliaries to the public authorities in the humanitarian field to overcome humanitarian issues during crisis and peace time in accordance with the Fundamental Principles of the Movement and guided by strategic plans.

The Movement is widely perceived as a “public good” – available to everyone, everywhere, to prevent and reduce human sufferings. The ideals of the Movement are represented all over the world, not just through the visible impact of our work in countless towns, villages and neighbourhoods, but also by influencing hearts and minds of individuals.

The work of the Red Cross and Red Crescent is inspired by the fundamental principles of *humanity, impartiality, neutrality, independence, voluntary service, unity and universality*. These principles are underpinned by shared values – relating to *people, integrity, partnership, diversity, leadership and innovation* – that guide its work.

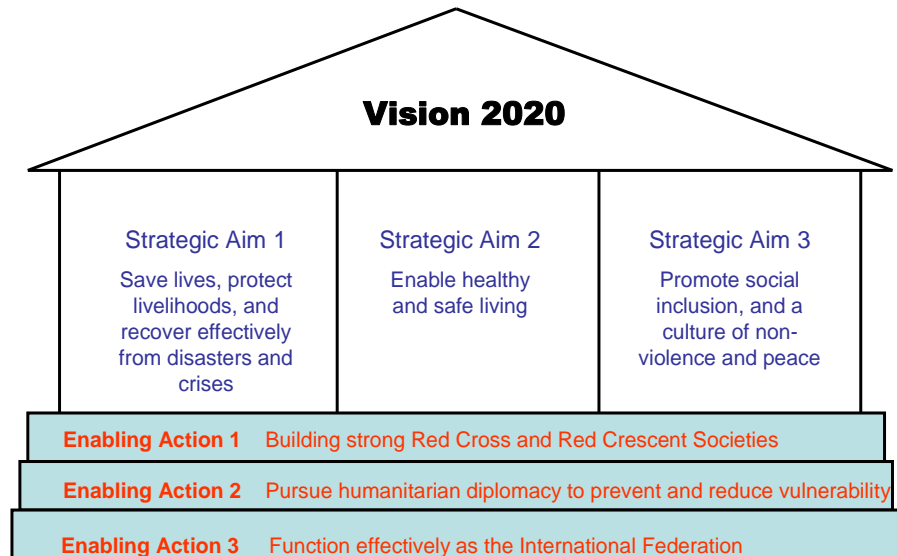
The Red Cross and Red Crescent emblems are universally recognised, trusted and legally protected symbols of the Movement. The work of the Red Cross and Red Crescent is carried out by a network of elected officials, volunteers, staff and members.

The organization of the **Malaysian Red Crescent** comprises the National Council being its supreme body, delegating the management of its affairs to the Governing Board. Branches and Chapters are established corresponding to States, Districts and selected tertiary educational institutions. Generally the activities of the **Malaysian Red Crescent** are carried out by volunteers organized under its subsidiary units, namely Red Crescent Links in primary schools, the Junior Red Crescent in secondary schools and Voluntary Aid Detachments (VADs) or Health and Social Services Groups (HSS) for members above 18 years old.

The auxiliary role of the **Malaysian Red Crescent** to the public authorities in the humanitarian field is emphasized by its inclusion in the National Disaster Management Plan vide the National Security Council (*Majlis Keselamatan Negara*) Directives 18, 20 and 21. Further collaboration is carried out with specific Government Agencies including the Social Welfare Department (*Jabatan Kebajikan Masyarakat*), Ministry of Youth and Sports, Ministry of Education, Ministry of Foreign Affairs and the Malaysian Armed Forces.

Chapter 3 - What We Do – The Strategic Aims

Informed by the local needs and vulnerabilities of the diverse communities where we work, and guided by the rights and freedoms to which all humans are entitled, Strategy 2020 is designed to ultimately benefit all who look to us to help to build a more humane, dignified, and peaceful world.



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In line with Strategy 2020, the **Malaysian Red Crescent** shall implement its application as follows:

Strategic Aim 1 – Disaster Management

Disaster Management was at the forefront of the **Malaysian Red Crescent** activities. It was the benchmark of our performance and image. Amongst our strategic objectives were to strengthen and reorganize our structure to better respond and undertake humanitarian relief actions, both locally and internationally, and improve the credibility and reliability of our volunteers and staff as a professional entity effectively equipped with state of the art facilities.

Since the adoption of the 5 year strategy in 2005, the **Malaysian Red Crescent** has established the Disaster Management Centre at our Headquarters in Kuala Lumpur with three sub-centres in Penang, Kota Bahru and Johore Bahru. 49 volunteers have been trained as RDRT members out of 390 RDS members. A WatSan Unit has been established together with a Field Clinic.

To date, 60 VADs with 2,000 trained volunteers actively participate regularly in disaster preparedness and relief work in Malaysia, like the Johore Floods in 2007, and internationally during the Tsunami in 2004/5 and several earthquakes in the Asian Region.

The way forward:

We shall further enhance our Disaster Management System and further train and equip our volunteers to be effectively prepared for appropriate and timely response to disasters and crises.

We aim to ensure people affected by a disaster or crisis start rebuilding their lives and communities in such a way so as to rebuild more inclusive societies and reduce vulnerability to future disasters.

As a component of the Movement, the **Malaysian Red Crescent** is committed to support other National Societies, the International Federation and the ICRC by drawing on the complementary capacities in a seamless arrangement that connects global, regional, national and local capabilities.

We shall emphasize national legal preparedness and international legal cooperation through the development and promotion of disaster laws, principles and rules.

Expected results:

- **Every Branch and Chapter will have appropriate tools and equipment for Disaster Management with specially trained and qualified personnel linked in a nationwide communication system.**
- **Local communities are empowered with specific capacities to address the most urgent situations in their own societies.**
- **We are an effective and contributing component to the Movement in responding to disasters and crises, institutionalizing the parameters and guidelines in disaster response and measures.**

Strategic Aim 2 – Health and Social Services

The importance of a healthy lifestyle and quality community living has been strongly advocated by all. This is in accordance with the Movement's aim in protecting human dignity and the vulnerable, with effective humanitarian action worldwide to establish sustainable community based health programmes, reaching out to the needy and those affected by disasters; as well as sourcing for funds and expertise.

From 2005 to 2009, Kampong Angkat projects have been established in ten (10) villages in Malaysia and three (3) villages in Aceh, Indonesia. Fifty (50) "*Prihatin*" programmes (social welfare activities) were organized regularly to coincide with festive seasons. 960 First Aid instructors have been registered and 500,000 people have undertaken the "First Aider In Every Home" programme. Collaborating with the National Blood Bank, the **Malaysian Red Crescent** has increased voluntary blood donation from 38,000 pints in 2005 to 56,000 pints in 2009. Together with Government Agencies and NGOs, annual awareness campaigns on the dangers and spread of HIV/AIDS, drug abuse and communicable diseases were conducted in schools and to the general public.

The way forward:

We shall continue to implement our "First Aider In Every Home" and "Partners in Humanity" programmes in meeting the target of empowering every household and work place with skills and responsive capabilities to address local emergencies.

We shall organize outreach programmes to tackle the destitute and marginalized communities, enabling them to be self reliant thus reducing their exposure to environmental, health and social risks.

We shall collaborate with Government Agencies and other like-minded organizations, to work together in influencing public policies and social mobilization to act specifically, striving to assist local communities with knowledge and tools to prepare for and overcome challenges in underlying social, behavioural and environmental factors that determine good health.

Expected results:

- **Each household benefits from a member in the family who is able to respond to domestic calamities.**
- **To minimize the number of vulnerable people by empowering local communities to be self-reliant.**
- **We are relevant by complementing the public authorities in reducing risks in health, social and safety issues.**

Strategic Aim 3 – Humanitarian Diplomacy

The **Malaysian Red Crescent** plays a leading and recognizable role in the promotion of humanitarian principles and values in the country. As auxiliary to the Government in the humanitarian field, the **Malaysian Red Crescent** establishes a sustainable and effective working relationship with Government Agencies and components of the Movement to collaborate with technical experts for evaluation mechanisms in promoting humanitarian principles and values nationwide, disseminating awareness amongst its members, decision makers and the local communities. This is best exemplified by our collaboration with the National Security Council (*Majlis Keselamatan Negara*) and the Department of Social Welfare (*Jabatan Kebajikan Masyarakat*).

The Malaysian Government has now established the National IHL Committee in which the **Malaysian Red Crescent** is regularly involved in dissemination programmes covering issues relating to the protection of the emblem and cultural properties, ratification of relevant treaties and the promotion of humanitarian values. The Ministry of Education has introduced the Exploring Humanitarian Law (EHL) module as part of the Civics Studies. Between 2005 and 2009, courses and workshops relating to IHL were held regularly benefiting 639,000 participants. In addition, the **Malaysian Red Crescent** organizes youth and volunteer camps to inculcate intercultural and inter-racial harmony and tolerance. This is further cultivated through joint celebrations of multiple festivals.

The way forward:

We advocate for a broader understanding and practical application of our fundamental principles. We strive for equality at all levels in our organization and in all our work, and in using the same approach beyond our own establishment, promote intercultural dialogue and harmony, within and between communities. We partner with our Government to disseminate International Humanitarian Law with the support of the ICRC and the International Federation.

We nurture the development of livelihoods and good citizenship skills that enable disadvantaged groups to function better in society. We promote respect for the specific humanitarian conventions relating to disadvantaged people and facilitate access to more open and adaptable health and social security services.

We continue to pursue the education and inculcation of fundamental humanitarian values amongst the youth and encourage them to be more participatory in community activities and programmes.

Expected Results:

- **Conflicting issues and social differences will be resolved through reconciliation and peaceful means with better understanding and implementation of fundamental humanitarian principles**
- **Disadvantaged people will be integrated in their own communities by being relevant and contributing to the betterment of society.**
- **Youth are adequately skilled and participatory in alleviating deprivation and unfairness amongst the marginalized communities.**

Chapter 4 - How We Work – An Effective National Society

We seek to excel in what we do and are committed to sustainable growth. We define our core characteristics for their effectiveness, including good leadership with clarity on the respective roles of governance and management, and effective internal communication arrangements. We take responsibility for the protection of our integrity and for sustaining our organizational development, service delivery and advocacy capacities. We aspire to meet our own organizational structure costs through our own efforts, enterprise and partnerships, and by the sound and transparent management of available resources.

Within our own context, we shall be responsible for planning the scope and size of the services we can deliver on a reliable basis including specific delivery targets. We strive to ensure that our Branches, Chapters and Subsidiary Units are strengthened and can sustain their activities within their capacities. Through governance and management, members, volunteers and staff are able to participate meaningfully in relevant decision making processes, have the opportunity to be elected themselves or to elect others to office and agree to abide by the fundamental principles and the statutes of the **Malaysian Red Crescent**.

A special focus on young people is a crucial investment, not only for the future but even for today. In the multiple roles young people are educated; they shall be empowered to be active in leading and participating in voluntary activities and in the governance, management and services of the **Malaysian Red Crescent**.

Voluntary service is at the heart of community-building. Our volunteers, including the elderly, serve vulnerable people and work towards a more humane and peaceful world. We are committed to improve quality, standards, capacities and volunteer retention by creating a welcoming and socially inclusive environment.

Our humanitarian diplomacy is concerned with persuading decision-makers and opinion leaders to act, at all times in the interests of vulnerable people and with full respect for fundamental humanitarian principles.

With our auxiliary role, we shall strengthen our relations with the public authorities by pursuing the specific and distinctive partnership through dialogues, trust, cooperation, mutual understanding and respect, thus allowing the most sensitive humanitarian questions to be raised in a confidential, constructive and independent manner.

As a key pillar of the international humanitarian community and the development assistance system, we are committed to greater consistency in our global, regional and in-country cooperation with partners, including those in the United Nations system, financial institutions, regional groupings, non-governmental and civil society groups, professional networks and academic bodies, as well as in the private sector.

The **Malaysian Red Crescent** together with the other National Societies makes up the International Federation, each with equal status. Together with the ICRC, we are guided by a code of conduct in our working methods and identify our respective roles when delivering our services. By encouraging efficient collaboration through a set of practical rules for harmonization, defining operational strategies and division of labour amongst partners, adhering to commonly agreed resourcing, performance and accountability tracking, the components of the Movement accept individual and collective responsibility in rendering assistance and respect for vulnerable people.

We are committed to a culture of transparent accountability to our stakeholders, namely the people we serve, those who entrust us with resources for action, our members, volunteers and staff, government agencies and the external partners who collaborate with us. Therefore, as we have an obligation to uphold common standards, we are committed to compliance within a performance and accountability framework.

This Strategy shall serve to guide and direct the work of the Malaysian Red Crescent over the period 2011 to 2020 with a mid-term review to be conducted in 2015. Specific plans of action will be established to organize and manage the activities and programmes in implementing this Strategy. The indicators set for assessing progress shall act as a proxy for the Malaysian Red Crescent to be *“doing more, being better and reaching further”*.