



# FRIENDLY NEIGHBOURHOODS



# Friendly Neighbourhoods

A methodological approach that seeks to create safer environments and improve the well-being of the people who inhabit them while recognizing that different realities and solutions exist for each neighbourhood.

## BECAUSE WE NEED FRIENDLY NEIGHBOURHOODS

Violence is a complex and multi-causal phenomenon; violence in the Americas has been classified as a social pandemic by the Pan American Health Organization.

The International Federation of the Red Cross and Red Crescent Societies (IFRC) has made a commitment to violence prevention. For this reason, the IFRC developed initiatives with diverse approaches, such as social inclusion for the promotion of a culture of peace. These initiatives have been developed along with our partners, such as the United Kingdom's Department for International Development (DFID), the Norwegian Red Cross and the European Commission's Humanitarian Aid and Civil Protection department (ECHO).

Our strategy seeks to salvage the dialogue between peers and address the differences that alienated them from one another through mechanisms consistent with each context, their codes and customs. In this manner, solutions to what alienates and disconnects individuals from their friendly neighbourhoods will be identified.

## THE FRIENDLY NEIGHBOURHOODS INITIATIVE SEEKS TO STRENGTHEN THE SOCIAL FABRIC IN URBAN SETTINGS BY RECONNECTING INDIVIDUALS WITH THEIR COMMUNITIES THROUGH THE TRIPLE S METHODOLOGY (SIMPLE, SUSTAINABLE AND SAFE).



## HOW WE DO IT?

- **We promote** meeting spaces to improve communication between community members through listening exercises, as well as a continuous dialogue with fundamental actors within the environment (government, schools and companies).
- **We facilitate** the identification of needs and search for innovative solutions, which residents of the community propose and help develop. We impart the message that with a little effort we can do great things together.
- **We coordinate** the development of micro-projects from the perspective and with the interests of the distinctive groups that make up the community in order to establish more harmonious living spaces that are friendlier and safer as a result.



## HONDURAN RED CROSS FRIENDLY NEIGHBOURHOODS IN THE COMMUNITY OF SAN JOSÉ DE LA VEGA, TEGUCIGALPA

A result of Friendly Neighbourhoods in the community of San José de la Vega is the formation of a Park Improvement Committee, whose purpose is to rehabilitate public spaces with a view to strengthen them and to establish a Board of Trustees recognized by the municipality of the Central District in the future. The community of San José de la Vega also decided to integrate its three sectors.

Among their achievements was the creation of a work plan, which was ratified. It was later presented at a meeting that was conducted in the park. This plan generated a series of actions that were conducted by the Committee, such as visits to different state offices to present their proposals and requests for the support of park improvements.

## COMMUNITY ACHIEVEMENTS:

- Showed interest and commitment on behalf of community members for the completion of the initiative.
- A community diagnostic using the SWOT tool (Strengths, opportunities, weaknesses and threats).
- Identification of a community Committee, interested in the actions as well as the restructuring of the patronage with the purpose of increasing support from the Central District's mayorship.
- Defining of the first community activity (cleaning the park) conducted on Saturday, 15 March 2014, with the support of representatives from local institutions.
- Dialogue with the municipal authorities on the coordination of activities.





## VENEZUELAN RED CROSS FRIENDLY NEIGHBOURHOODS RESCUES PASEO ANAUCO, IN CARACAS

The team of Venezuelan Red Cross Youth Volunteers promoted the integration and participation of community members who identified the need to rescue areas of Paseo Anaúco; one of the areas was converted into a meeting place for community members.

Over the course of regular community meetings, community members received first aid training, health and sexual education for adolescents workshops and held a soccer tournament.

**THROUGH THE FACILITATION OF THE GENERATION OF PARTICIPATORY SPACES (FRIENDLY MEETINGS) AND COLLABORATIONS (FRIENDLY EVENTS), IFRC HOPES TO RESTORE THE FUNDAMENTAL VALUES OF THE PEACEFUL COEXISTENCE OF COMMUNITIES.**

**THE FRIENDLY NEIGHBORHOODS PROGRAMME IS ALSO A MECHANISM TO ENHANCE THE PRESENCE OF THE RED CROSS IN THE COMMUNITIES BY INTRODUCING ITS PROGRAMMES AND METHODOLOGIES THROUGHOUT THE DEVELOPMENT OF THE INITIATIVE.**

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