



STRATEGY FOR THE DEVELOPMENT OF THE VIET NAM RED CROSS SOCIETY TO 2020

CHANGING MINDS - RAISING PROFILE - PROTECTING LIVES



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(At start-up workshop for the implementation of Viet Nam Red Cross Strategy 2020)

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FOREWORD

Viet Nam has achieved considerable success in fighting poverty during the past two decades. The national poverty rate has been reduced from 58.1 per cent in 1993 to 12.1 per cent in 2008 and to less than 11 per cent in 2010. However, the number of people in need of assistance is increasing due to the continuing serious consequences of the war; the impact of climate change, disasters and epidemics; the increasing gap between rich and poor; migration from rural to urban areas; and traffic accidents. Typhoons, floods, droughts, saltwater intrusions, landslides and forest fires are occurring more frequently and with greater severity, putting millions of people at risk and resulting in a loss of around 1.5 per cent of Viet Nam's gross domestic product (GDP) annually. This situation is likely to worsen due to the impact of climate change. Recent studies indicate that a sea level rise of just one metre would affect approximately 5 per cent of Viet Nam's land area and 11 per cent of its population, impacting on 7 per cent of the country's agricultural output and reducing GDP by 10 per cent. These studies suggest that Viet Nam is one of the five countries in the world most vulnerable to the negative impacts of climate change.

Based on the results and lessons from the implementation of the Strategy for Development of the Viet Nam Red Cross Society to 2010; the implementation of Directive No. 43-CT/TW of the Secretariat of the Communist Party dated 8 June 2010 on "Strengthening the leadership of the Party towards the activities of the Viet Nam Red Cross"; the implementation of the Law on Red Cross Activities and of Decree No. 03/2011/ND-CP dated 7 January 2011 providing detailed regulations and measures for the implementation of this law, and other related legal documents; and the Strategy 2020: saving lives, changing minds of the International Federation of Red Cross and Red Crescent Societies; the Central Executive Committee of the Viet Nam Red Cross Society has issued the Strategy for the Development of the Viet Nam Red Cross Society to 2020, with the theme "Changing minds - Raising profile - Protecting lives". The strategy identifies the Viet Nam Red Cross's priorities for developing a strong organisation and providing rapid and effective responses to humanitarian situations in support of poor and vulnerable people throughout the nation.

The Central Executive Committee of the Viet Nam Red Cross Society would like to express its appreciation to ministries, agencies, social organisations, the International Federation of Red Cross and Red Crescent Societies in Vietnam, the International Committee of the Red Cross, the National Red Cross Societies represented in Vietnam and chapters of the Viet Nam Red Cross at all levels for their positive contributions to the formulation of the strategy.

The Central Executive Committee of the Viet Nam Red Cross Society is pleased to introduce the Strategy for Development of the Viet Nam Red Cross Society to 2020: "Changing minds - Raising profile - Protecting lives" and looks forward to the active participation of all Red Cross chapters, staff, members, youth and volunteers as well as the support of ministries, agencies, associations, organisations, individuals and the general public for the effective implementation of this strategy and thus contributing to the well-being and happiness of disadvantaged people in Vietnam.

Viet Nam Red Cross Headquarters, Hanoi, June 2011



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STRATEGY FOR THE DEVELOPMENT OF THE VIET NAM RED CROSS SOCIETY TO 2020

“Changing minds - Raising profile - Protecting lives”

(Promulgated together with Decision No. 14/QĐ-TUHCTD dated 12 January 2011 of the Central Executive Committee of the Viet Nam Red Cross)

The Strategy for the Development of the Viet Nam Red Cross Society to 2010 and Vision to 2020 (Strategy 2010) was adopted in May 2005. The main aims of this strategy were:

- to improve the lives of vulnerable people by mobilizing the full humanitarian strength of the Vietnamese society and by enhancing international cooperation;
- to develop the capacity of the organisation; build up a strong National Society and
- to participate as an active member of the International Red Cross and Red Crescent Movement.

It set out six specific goals⁽¹⁾ as well as the National Society's vision to 2020:

The Viet Nam Red Cross will become a strong national Society, playing a leading role in humanitarian activities and making an active contribution to improving the lives of vulnerable people.

After 5 years of implementing the Strategy (2005-2010), there have been significant improvements in the activities of the Society. The goals of the Strategy have been mostly achieved. The profile and role of the Viet Nam Red Cross have been enhanced. The structure of the Viet Nam Red Cross Society has been strengthened and consolidated at four levels - central, provincial, district and community. The numbers and capacity of the staff, members, youth and volunteers of the Viet Nam Red Cross have increased. International cooperation has expanded. Mobilisation of resources and provision of assistance to beneficiaries have become more effective. Engagement with political leaders and public authorities on policies for humanitarian activities has generated good results.

However, the work of the Society and results of the Red Cross activities have not yet achieved their full potential. The capacity of the local chapters, the quality of their members and staff, the development of the Red Cross volunteer networks and the engagement of youth in their activities are still facing difficulties.

Some chapters still apply outdated approaches and lack professionalism, and the promotion of humanitarian values has not yet met expectations. As a result, the image of the Society and its humanitarian activities is not yet clear. Some chapters have not identified all people facing difficulties in their local areas in order to provide assistance or support to achieve sustainable development. In many localities, the capacity to engage political leaders and public authorities in the humanitarian activities of the Society remains weak.

¹ These were: contributing to improving the health and physical and mental well-being of vulnerable people, particularly victims of war and disasters and poor people with disabilities, so that they can overcome their difficulties and to integrate into the community; strengthening development assistance to build disaster preparedness and response capacity and raise the quality of primary health services available to people in difficult situations; improving the quality of communication activities, mobilising the society to participate in the humanitarian activities of the Society; actively mobilising and utilising financial resources in line with accounting principles and relevant regulations in order to progressively develop a funding base for the humanitarian activities of the Society; developing strong, effective and innovative organisational structures and building the capacity of Viet Nam Red Cross staff, members, youth and volunteers to carry out the mission of the Society; and enlisting the timely support of the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross, other National Red Cross Red Crescent Societies, international organisations, governmental and non-governmental organisations, enterprises and philanthropists for the humanitarian activities of the Society, whilst simultaneously strengthening the international role of the Viet Nam Red Cross within the International Red Cross and Red Crescent Movement.



Based on the results and lessons from the implementation of the *Strategy for Development of the Viet Nam Red Cross Society to 2010*; the implementation of Directive No. 43-CT/TW of the Secretariat of the Communist Party dated 8 June 2010 on “Strengthening the leadership of the Party towards the activities of the Viet Nam Red Cross”; the implementation of the *Law on Red Cross Activities* and of Decree No. 03/2011/ND-CP dated 7 January 2011 providing detailed regulations and measures for the implementation of this law and other related legal documents; and the “*Strategy 2020: saving lives, changing minds*” of the International Federation of Red Cross and Red Crescent Societies; the Central Executive Committee of the Viet Nam Red Cross Society has issued the *Strategy for the Development of the Viet Nam Red Cross Society to 2020*, with the theme “*Changing minds - Raising profile - Protecting lives*”². The strategy identifies the key priorities in activities of the Vietnam Red Cross Society, contributing a strong national society and improving the quality of the Society’s activities in the coming years. The main contents of the strategy are outlined below.

² “Changing minds” means that the Society does not only carry out humanitarian activities itself, but also needs to mobilize other organisations and individuals to participate in humanitarian activities; mobilize communities to live in harmony with their environment and contribute to reduce the risk of disasters occurring. “Raising profile” means affirming the position and role of the Viet Nam Red Cross within Vietnamese society and political system consistent with its humanitarian activities and Fundamental Principles. “Protecting lives” means that the Viet Nam Red Cross does everything possible to care for and assist vulnerable people to protect themselves from disasters and diseases and participate in disaster response and other Red Cross activities.

I. INTRODUCTION

The Viet Nam Red Cross Society

The Viet Nam Red Cross Society (VNRC) is a humanitarian social organisation founded on 23 November 1946 by President Ho Chi Minh, who also served as the Society's first honorary president. The Viet Nam Red Cross is a member of the Vietnam Fatherland Front and an active member of the International Red Cross and Red Crescent Movement. The Society carries out activities nationwide focused on seven key areas as outlined in the *Law on Red Cross Activities*³. The Viet Nam Red Cross acts for the sake of humanity, peace and friendship according to four distinctive characteristics: a deep sense of social responsibility, a commitment to professionalism, a systematic approach and an awareness of the important mission of the International Red Cross Red Crescent Movement.

The Viet Nam Red Cross has established chapters in almost every commune (more than 99%), and also in many colleges, offices and companies. The Society has 4,553,582 members, 3,943,994 youth and 298,725 Red Cross volunteers participating in the activities of

19,725 local chapters⁴. The Society has 21,159 professional staff nationwide, including 849 at the provincial level (an average of 13-14 staff per province/city), 2,034 staff at the district level (at least 2-3 staff per district) and 18,126 staff at the community level.

Opportunities and challenges

Opportunities

Viet Nam's political leaders place strong importance on leading and guiding the humanitarian activities and organisational development of the Viet Nam Red Cross. The work of the Vietnam Red Cross is considered to be an important element of overall efforts to mobilize people to participate in the development of the Nation.

Governmental authorities at all levels have progressively strengthened their oversight of humanitarian and charitable activities, creating good conditions to raise the standing and profile of the Viet Nam Red Cross as a professional humanitarian organisation contributing to national development.

³ These activities include: emergency relief and humanitarian assistance; health care; first aid; voluntary blood donation; voluntary donation of organs and tissues; reuniting families separated by war, disasters and emergencies; promoting humanitarian values; and participating in disaster prevention.

⁴ Of which, there are 11,124 communal level units (with 55,257 direct sub-units); the remains are bases of the Society in schools, in people's agencies, enterprises, hospitals and farms...

The capacity and prestige of the International Red Cross and Red Crescent Movement in the humanitarian field is growing in Viet Nam.

Humanitarian activities are currently growing in popularity. Promoting the traditional values of the Nation, an increasing number of Vietnamese people are now participating in the humanitarian activities.

Challenges

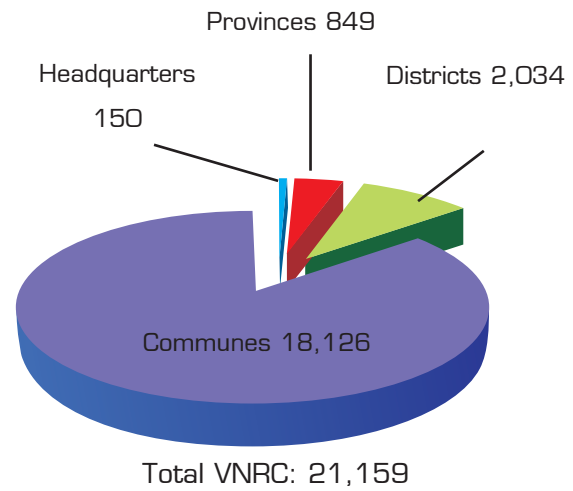
The number of people in need of assistance is increasing due to the continuing serious consequences of the war; the impact of climate change, disasters and epidemics; the increasing gap between rich and poor; migration from rural to urban areas; and traffic accidents.

Resources from the government and from international organisations are decreasing; resource mobilisation by the Society is still limited.

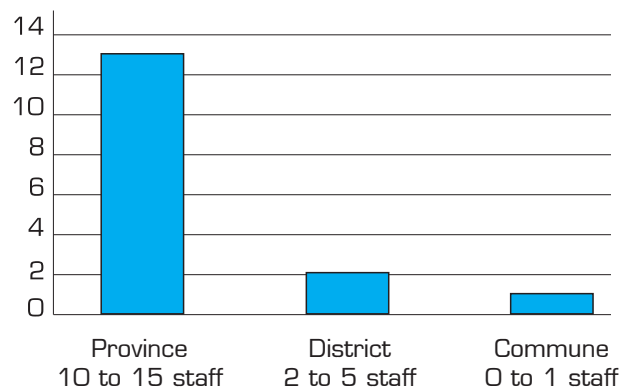
The activities of the Society in a number of locations are still passive and not yet based on the needs of vulnerable people. Organisational structures at some levels are still weak, the capacity of some staff is limited and the operating conditions are still challenging. The Society is not yet in a position to provide adequate remuneration to its staff.

Coordination with other humanitarian actors is still challenging and limited.

TOTAL NUMBER OF RED CROSS STAFF



AVERAGE OF RED CROSS STAFF AT BRANCH LEVELS





II. VISION, MISSION, OBJECTIVES AND KEY ACTIVITIES

Objectives

Overall goal

To develop the Viet Nam Red Cross into a stronger, more professional organisation that can be a core organization and play an auxiliary role to the Government in humanitarian work, responding promptly and effectively to emergency situations, and contributing actively to the International Red Cross and Red Crescent Movement.

Specific objectives

To conduct activities to promote the resilience of communities as well as safe and healthy lives.

To systematically develop climate change adaptation, mitigation and community based disaster risk management capacities, contributing to reducing loss of life, property damage and other consequences of disasters.

To organise community-based health care activities (with a focus on health care in emergencies, disasters and epidemics) and to enhance people's access to health care services by developing the Viet Nam Red Cross's first aid network, Red Cross hospitals and local clinics.

To develop blood centres and promote voluntary blood donation in order to reach the target of 80 percent of the requirements for emergency use and medical treatment (at least 1.5 per cent of the population donating blood), out of which 95 per cent comes from voluntary donations.

To progressively increase participation in the collection, screening, production, storage and supply of blood products, meeting at least 25 per cent of the total demand for emergency use and medical treatment.

To organise humanitarian activities, prioritising the most vulnerable individuals and assisting them towards sustainability through the campaign "Each organisation, each individual supports one humanitarian need".

To promote humanitarian principles, raising awareness and transforming people's perceptions about humanitarian activities and organisations, and appealing to the public to participate in humanitarian work as a personal commitment of every individual and as part of the culture of every organisation.

To build resources for the Red Cross activities (including human, financial and material resources as well as working mechanisms and relationships).

To develop capable, professional Viet Nam Red Cross at all levels; to create step by step effective fundraising teams; to rapidly develop the Red Cross volunteers; to continue to develop and strengthen the quality of members and youth, and to invest in research activities on Red Cross issues and training of Red Cross staff.

Vision

By 2020, the Viet Nam Red Cross will be a strong national society, playing a core role in humanitarian work and ready to respond rapidly and effectively to emergency situations.

Mission

The Viet Nam Red Cross is a social organisation conducting humanitarian activities and plays an auxiliary role to the Government in humanitarian work. It provides direct assistance and mobilises support from domestic and international organisations and individuals to assist vulnerable people and those facing difficulties to improve their well-being and standard of living.



Guiding principles

To focus on activities in areas where the Society has sufficient capacity or can mobilise resources.

To focus on activities in areas where the Society has a comparative advantage and can implement better than other organisations.

Main beneficiaries

Communities that are vulnerable to the impacts of climate change, disasters and epidemics;

People with disabilities and others impacted by poverty, disasters, epidemics, the war, or other serious diseases, orphans, women in difficult circumstances, elderly people living alone and other vulnerable groups.

Staff, members, youth and volunteers of the Viet Nam Red Cross in difficult circumstances.

Key activities

Promoting synergy between domestic and international resources: domestic resources should be considered the core source of support, while also attaching importance to international resources.

Working closely with governmental agencies, social organisations at all levels as well as with other partners within and outside of the International Red Cross and Red Crescent Movement.

Developing the resources and capacity of the organisation, promoting humanitarian values and enhancing the capacity of Viet Nam Red Cross staff, members, youth and volunteers - both as goals in themselves and as means to implement this Strategy.

Investing in the development of Red Cross clinics, blood donation centres and facilities for caring for the elderly, children and people with disabilities.



III. CORE OPERATIONAL AREAS

Disaster preparedness, response and recovery

Objective

To strengthen the capacity of vulnerable communities to carry out activities to reduce risks and increase resilience in the context of climate change impacts; to reduce the loss of life, injuries, economic costs, livelihood impacts and other consequences of disasters; and to enhance capacity for disaster response and post-disaster recovery.

Position and role

The Viet Nam Red Cross is a member of the Central Committee for Flood and Storm Control (CCFSC) and of equivalent committees at the provincial and lower levels. The Viet Nam Red Cross is one of the key organizations carrying out effective climate change adaptation, mitigation and community based disaster risk management activities at the local level.

With an effective organisational system and an extensive network of staff, members and volunteers at communities, the Viet Nam Red Cross is always at the forefront of emergency response activities, providing immediate assistance when disasters or other emergencies occur, followed by assistance to affected communities for post-disaster recovery and rehabilitation.

Outcomes

The Viet Nam Red Cross becomes a key organisation in advocacy and guidance for community based disaster risk management and will develop a professional approach to emergency relief.

Communities in disaster-prone areas have strengthened capacity on community based disaster risk management resulting in a reduction of lives lost and damage caused.

Training on disaster preparedness and response is provided to 50 per cent of Viet Nam Red Cross members and youth and to 100 per cent of Viet Nam Red Cross staff and volunteers located in disaster-prone areas; other areas will achieve 50 per cent of this target.

All provincial and city chapters as well as the VNRC Headquarters have adequate funding and sufficient relief stocks and will maintain readiness to support local areas and emergency relief operations within Vietnam and in other countries.

The capacity of communities for climate-change adaptation and mitigation is enhanced.

Specific objective

To conduct activities to promote the resilience of communities as well as safe and healthy lives.

To systematically develop climate change adaptation, mitigation and community based disaster risk management capacities, contributing to reducing loss of life, property damage and other consequences of disasters.

Key activities

Undertaking advocacy and providing training on disaster preparedness, response and recovery to Viet Nam Red Cross staff, members, youth and volunteers as well as to community members.

Mobilizing people for environmental protection. Taking part in programmes for planting and protecting forests, including the expansion of mangroves as coastal buffer zones to prevent dyke erosion, reduce impact of storm surges, mitigate climate change impacts and improve the livelihood of the people living around them.

Developing and upgrading the network of disaster preparedness and response centres and early warning systems.

Providing guidance on community based disaster preparedness, mitigation, response and recovery to people in disaster-prone areas.

Developing humanitarian funds at all levels of Viet Nam Red Cross and preparing relief stockpiles and emergency response equipment at all levels, particularly in disaster-prone areas.

Building, equipping and training Viet Nam Red Cross disaster-response teams including youth and volunteers. Each district chapter should have a team of at least 50 youth and volunteers, while each province should have at least 500 youth and volunteers.

Developing and implementing standard operating procedures (SOP) for unified and consistent emergency response activities at all levels.

Establishing "best-practice" standards for emergency relief activities including emergency water and sanitation, disease prevention, health care, psychological support, tracing missing people and reuniting families, restoring livelihoods, and enhancing food security during and after disasters.

Undertaking advocacy and providing recommendations to clearly define the position and role of the Viet Nam Red Cross in strategies, programmes and coordination mechanisms for climate change as well as disaster preparedness, response and recovery.



Community-based healthcare

Objective

To reduce fatalities, injuries and disabilities and to strengthen people's capacity to take care of their own health through communications, advocacy and community based health-care support activities, protecting the environment and improving living conditions.

Position and role

The Viet Nam Red Cross is a member of the National Steering Committee for Human Pandemic Prevention and Control; of the National Steering Committee for Avian Influenza Prevention and Control, and of some national target programmes.

Outcomes

The Viet Nam Red Cross will play a critical role in promoting, guiding and organising community-based health care (first aid and health education) for the communities. The Society aims to have i) at least two qualified first aid instructors with sufficient equipments to provide first aid care in each provincial or city chapter; ii) minimum one Red Cross first aid team with 5 members in accident-prone locations; iii) trained at least one percent of the national population on first aid skills; and iv) Red Cross first aid training centres in at least 50 per cent of provinces and cities.

The Society would have established and operate effectively health care services and facilities that contribute to the improved health care of the public. By 2020, the Viet Nam Red Cross would have at least 3 regional hospitals with effective operations and organised 1-2 Red Cross clinics at the provincial level. Red Cross voluntary medical teams will be established in most provinces and cities

Key activities

Establishing the network of Red Cross first aid team and first aiders in the community; organising training courses on first aid for officers, workers, individuals and extra-curricular programs for the teachers and students.

Equipping, strengthening, upgrading first aid points in communities, emergency care vehicles and develop-

Specific objective

To organize community-based health care activities (with a focus on health care during emergencies, disasters and epidemics) and to enhance people's access to health care services by developing the Red Cross's first aid network, Red Cross hospitals and clinics.

ing Red Cross ambulances to transport accident victims.

Building Red Cross teams to participate in the prevention and control of epidemics at communities; developing the network of Red Cross volunteers at all levels with tasks, such as advocacy and education on health, hygiene promotion, and organising counselling, care and support for people living with HIV/AIDS.

Organizing activities for the provision of clean water and sanitation. Mobilizing communities to raise awareness on hygiene promotion, build clean water and sanitation systems and for providing of clean water in emergency situations. Building a network of communicators and trainers on health care and water and sanitation.

Developing Red Cross voluntary medical teams for organising mobile medical examinations and treatment clinics and services; mobilizing and guiding people to cultivate and use traditional medicines.

Strengthening and upgrading Red Cross kitchens in the public hospitals; improving the quality of charity meals and other supports for poor patients.

Donation of blood, tissues, organs and body parts

Objective

To enhance providing safe blood products for emergency care and medical treatment through the promotion of voluntary blood donation, and through advocacy on policies for blood supplies and the safe blood products.

Position and role

The Viet Nam Red Cross is a permanent member of the Steering Committees for Voluntary Blood Donation from national to local levels. The Viet Nam Red Cross has been a pioneer in advocacy for and mobilisation of donations of corneas, tissues, organs and other body parts.

Outcomes

The Viet Nam Red Cross is the leading organisation in mobilizing voluntary blood donations, step by step participating in the collection, screening, preparation, storage and distribution of blood and blood

Specific objective

To develop blood centres and promote voluntary blood donation in order to reach the target of 80 percent of the demand for emergency use and medical treatment (at least 1.5 per cent of the population donating blood), out of which 95 per cent comes from voluntary donations.

To progressively increase participation in the collection, screening, production, storage and supply of blood products, meeting at least 25 per cent of the total demand for emergency use and medical treatment.





products. There is an increase in the number of voluntary blood donors and the volume of donated blood.

The Viet Nam Red Cross plays an active role in mobilizing donations of organs, tissues, corneas and other body parts. There is an annual increase in the number of voluntary donors and the amount of donated organs, tissues, corneas and other body parts.

Key activities

Developing Red Cross voluntary blood donation teams. Organising widespread communication campaigns and mobilising voluntary blood donors in the community.

Developing a reserve group of blood donors in offices, organisations and colleges, contributing to the availability of a stable supply of blood to meet the demands of emergency care and medical treatment.

Establishing Viet Nam Red Cross blood collection centres in provinces, cities and regions in line with the targets set for 2015. Carrying out the collection, screening, production, storage and supply of blood products.

Training Viet Nam Red Cross staff on the management of voluntary blood collection centres.

Coordinating the provision of advice and policy inputs for voluntary blood donation as well as recognition of outstanding achievements of individuals and groups in the voluntary blood donations community.

Promoting, advocating and providing guidance to the Viet Nam Red Cross and the public on the registration of donors for tissues, corneas, organs and other body parts, in coordination with the medical facilities that will receive the donations.

Social Care

Objective

To provide material and psychological support to vulnerable people, assisting them to improve their capacity and skills for economic development, health care and improvement of their lives. To strengthen relationships with other organisations and individuals in social care work.

Position and role

The Viet Nam Red Cross undertakes professional social care activities to provide ongoing long-term support to vulnerable individuals, groups and communities, helping them to overcome difficulties in

their life. As a well functioning organisation from central to local level with professional and experienced staffs, and a wide network of collaborators, the Viet Nam Red Cross will play a leading role in social work in Viet Nam.

Outcomes

The majority of vulnerable people are identified and their "humanitarian need" profiles are registered by the Viet Nam Red Cross for the provision of ongoing and long-term support in a sustainable way.

Red Cross chapters at all levels provide direct support and will mobilise other social organisations, enterprises and individual donors to provide support to the vulnerable people identified and introduced by the Viet Nam Red Cross.

Key activities

Comprehensively implementing the campaign "Each organisation, each individual supports one humanitarian need", focusing on the work of surveying and identifying "humanitarian need" and based on identified needs, mobilise direct Red Cross support to them or mobilise others to give support to the vulnerable people identified and introduced by the Viet Nam Red Cross.

Endeavouring that every Viet Nam Red Cross local unit will provide assistance to at least one individual or household with difficult circumstances. Mobilizing 100% of the other local social organisations to immediately assist at least one individual or one family with a humanitarian need, while at the same time mobilizing more organisations and individuals to provide longer term support to more vulnerable people.

Effectively organising the "Tet⁵ assistance for the poor and people affected by Agent Orange" and "Month of Action for people affected by Agent Orange" campaigns. Advocating for and effectively implementing the "Cow Bank", the "Bright Futures scholarship" and the "Life is Beautiful" programme.

Mobilizing and building various humanitarian centres at the national and local levels, especially the centres for the care of people affected by Agent Orange, centres for the care and nurturing of

Specific objective

To organize humanitarian activities, prioritizing the most vulnerable individuals and assisting them towards sustainability through the campaign "Each organisation, each individual supports one humanitarian need".

orphans, and centres for care and vocational training for people with disabilities.

Developing fund at all levels for people affected by Agent Orange, the "Bright Futures scholarship" fund and the fund for the "Cow Bank".

⁵ "Tet" is Vietnam New Year.



IV. PRIORITIES FOR DEVELOPMENT OF THE NATIONAL SOCIETY

Dissemination of humanitarian values

Objectives

To contribute to the education of empathy and humanitarian values in all sections of society, with a particular focus on youth, through widespread dissemination of traditional humanitarian values, the seven Fundamental Principles of the International Red Cross and Red Crescent Movement, International Humanitarian Law and the four Geneva Conventions and their Additional Protocols.

Position and influence

Dissemination of humanitarian values aims to raise the awareness of individuals and organisations about Viet Nam Red Cross objectives and significance of its activities, in order to attract all sections of society to participate in its humanitarian activities.

Outcomes

There is an increased awareness of humanitarian activities and of the social responsibility of the general public and of organisations to care for people in difficult circumstances, leading to an increased number of individuals and organisations participating in humanitarian activities.

The raised profile and strengthened activities of the Viet Nam Red Cross are well recognized by the people and other organizations thus mobilizing more resources for humanitarian activities.

Key activities

Continuing to disseminate about humanitarian values (about Viet Nam Red Cross Society and its thematic programmes, International Humanitarian Law, Fundamental Principles and history of the International Red Cross and Red Crescent Movement, Directive No. 43-CT/TW of the Secretariat of the Communist Party and the Law on Red Cross Activities), disaster preparedness and response, climate change adaptation and mitigation, health care, water and sanitation, pandemic preparedness and control, and about other model programmes of the Viet Nam Red Cross work and International Red Cross and Red Crescent Movement.

Consolidating and developing communication units of the Society that makes effective use of the internet and e-portals. Endeavouring to build the Society's communication units into trusted information providers and every unit at grassroots of the Society has access to Humanity and Life newspaper, Humanity magazine and other Viet Nam Red Cross publications. Guiding and supporting provincial and city chapters to develop communications materials, newsletters and online information.

Continuing to build and strengthen teams of Red Cross communicators in the community, providing training to the Viet Nam Red Cross network and the public about humanitarian values and about the Viet Nam Red Cross. Developing a handbook on public relations and communication skills for humanitarian work.

Coordinating closely with the mass media, governmental authorities and other organisations, and with online newspapers and social networking sites to promote humanitarian values, create forums and to organise fundraising campaigns.

Coordinating the implementation of the course: "Red Cross work in the changing Viet Nam situation" in official training courses for public authorities and social organizations at all levels.

Mobilizing resources for Red Cross activities

Objective

To increase the financial and in-kind resources available for responding to challenges and situations in humanitarian activities.

Position and influence

Mobilizing funds for Red Cross activities is a critical activity in order to ensure the effective implementation of the humanitarian activities of the Society.

Outcomes

Financial and in-kind resources for humanitarian activities of the Society are progressively increasing. Chapters at all levels have the capacity for sustainable fundraising and have reserve "humanitarian fund" for responding to emergency needs. The Viet Nam Red Cross increasingly raises financial resources for both humanitarian activities and the basic operating costs of the Society.

The fundraising capacity of Viet Nam Red Cross staff is enhanced. Fundraising staff are assigned and fundraising departments are established at the central and provincial levels.

Specific objective

To promote humanitarian principles, raising awareness and transforming people's perceptions about humanitarian activities and organisations, and appealing to the public to participate in humanitarian work as a personal commitment of every individual and as part of the culture of every organisation.

Fundraising models and approaches are established. Membership fees are collected in full.

Key activities

Building capable fundraising teams at all levels and providing them with training in order to develop fundraising skills and professionalism.

Developing model fundraising approaches. Studying the fundraising methods and experiences of other National Societies. Applying information technology in fundraising activities.

Mobilizing funds from domestic and international organisations through the development of sustainable partnerships and promotion of the role of the Viet Nam Red Cross as an effective bridge in humanitarian and development activities.

Specific objective

To build resources for the Red Cross activities (including human, financial and material resources as well as working mechanisms and relationships).

Enhancing the planning, forecasting and situation-analysis abilities of Viet Nam Red Cross fundraising teams. Establishing unified cost norms and consistent management and coordination mechanisms for all programmes and projects.

Participating in the implementation of national target programmes and related socio-economic development projects in order to generate financial resources in line with the mission of the Viet Nam Red Cross.

Developing the “Sponsorship Board” for Red Cross activities at all levels and mobilizing assistance for vulnerable individuals and communities through the campaign "Each organisation, each individual supports one humanitarian need".

Effectively managing resources according to the rel-

evant regulations, ensuring accountability, transparency, and building the trust of the public and of donors.

Developing forms of traditional fundraising activities alongside economic activities (rental of assets, provision of first aid training courses, services of blood centres and hospitals etc.) and provision of humanitarian services in accordance with the law.

Building a strong National Society

Objective

To develop an increasingly strong, professional and reputable Society playing an auxiliary role to the Government in humanitarian activities.



Position and influence

The Viet Nam Red Cross is the only professional humanitarian organisation in Viet Nam. It is a member of the Viet Nam Fatherland Front and an active member of the International Red Cross and Red Crescent Movement. The Viet Nam Red Cross is organised systematically into four levels of operations from the central to grassroots, with an extensive Red Cross network actively participating in humanitarian activities.

The Viet Nam Red Cross carries out activities within the legal framework of Viet Nam, in line with the Fundamental Principles of the International Red Cross and Red Crescent Movement, as an auxiliary body to the Government, coordinating with local authorities and other social organisations to implement Red Cross activities in line with the Law on Red Cross Activities.

Building a strong organisation is both a goal in itself, and also a way to strengthen the implementation of the overall work and activities of the Viet Nam Red Cross.

Outcomes

The institutional structures and personnel of the Viet Nam Red Cross at all levels are sufficient in terms of numbers, quality and professionalism. Local chapters are active and capable, providing critical support as auxiliary partners to the local authorities to carry out humanitarian activities in the communities.

Members, youth and volunteers of the Viet Nam Red Cross increase in both numbers and quality. More donors are attracted to participate in humanitarian activities.

Key activities

Implementing a comprehensive capacity building program for Viet Nam Red Cross personnel, with a particular focus on policy advice, fundraising, humanitarian advocacy, organisational development, financial management and management of projects and programs.

Enhancing the English language ability of staff at the headquarters and provincial levels, enabling them to

use English language in their work. The majority of staff at the headquarters and provincial level should be able to manage projects.

Progressively standardising job descriptions and titles through staff training and planning activities at all levels.

Continuing to strengthen an efficient, lean and unified management structure at the headquarters and provincial levels, avoiding excessive bureaucracy. Endeavouring by 2020 to have 100 per cent of rural communities, urban wards and towns will each have two officers of whom the Chairperson will be full-time. 90 per cent of districts with at least three officers each; and 90 per cent of province and city chapters with at least 15 officers each, arranging organisational structure at the provincial level into four divisions around four main technical areas.

Developing Red Cross staff training Centre as a top institution to provide training and to conduct research on humanitarian and development activities, contributing to improving capacity of the social workers in the country.

Specific objective

To develop capable, professional Viet Nam Red Cross at all levels; to create step by step effective fundraising teams; to rapidly develop the Red Cross volunteers; to continue to develop and strengthen the quality of members and youth, and to invest in research activities on Red Cross issues and training of Red Cross staff.

Consolidating and developing Viet Nam Red Cross units in 100 per cent of rural communities, urban wards and towns and in at least 50 per cent of schools, colleges, universities and governmental offices. Continuing to develop Red Cross units in enterprises and social organisations.

Significantly enhancing the activities and changing working methods of the Society in order to provide practical and effective assistance to beneficiaries and to attract more Red Cross members, youth and volunteers into humanitarian activities.

Effectively implementing membership works and the collection of membership fees, endeavouring to have all provinces and cities carrying out the collection, remittance, management and use of membership fees according to the regulations, with a membership fee-collection rate of at least 80 per cent. Developing Red Cross volunteer base both in quantity and quality. Building teams of Red Cross collaborators to support the activities of the Society at all levels.



V. IMPLEMENTATION OF THE STRATEGY

For the headquarters level

Communicating the strategy to provincial and city chapters. Overseeing the implementation of the tasks outlined in the strategy, which identifies the priority activities for annual planning. Providing guidance and support to provincial and city chapters to organise activities and implement the strategy at the local level.

Coordinating with ministries, sectors and other social organisations to provide input into the development of policies and laws related to the Red Cross activities, progressively creating the necessary legal and administrative framework for the work of the Society.

Guiding, supervising and monitoring the implementation of the strategy through the annual reports on the overall work of the Society and International Red Cross Red Crescent Movement and the periodic reports for the Viet Nam Red Cross 9th Congress and the 10th Congress. Summarize and evaluate the results of the implementation of the strategy in the period 2011-2015, reviewing the objectives, goals and contents in order to make adjustments and apply timely corrective measures for the implementation of the strategy in the period 2016-2020.

Commending and rewarding excellent groups and individuals in the implementation of this Strategy and its integration into the overall work of the Society and International Red Cross Red Crescent Movement each year. Setting implementation targets

for implementation of the strategy and establishing criteria for carrying out effective local activities.

For the provincial and city chapters

Carefully organising the planning and implementation of the strategy from 2011 onwards, taking into account the specific local context and available capacity. Applying the contents of the strategy to the direction of the work for the periods 2011-2016 and 2017-2022. Assigning goals for each level of the Viet Nam Red Cross local structure to serve as implementation targets for the focus of the annual work plans.

Mobilizing resources for activities in line with the objectives of the strategy and avoiding fragmentation. Each province and city should endeavour to have a key area or model as an example for localities to study and replicate.

Annually and at the end of each Viet Nam Red Cross Congress term and at the end of the period covered by the strategy, organising an assessment of the results of implementing the strategy and a review of the objectives and targets in order to achieve timely adjustments and to apply additional measures where necessary. In the process of implementation, the chapters should work closely with

the public authorities and mobilise the involvement of related agencies and other social organisations in humanitarian and development work of the Society.

Guiding, supervising and monitoring the implementation of the strategy at all levels. Setting targets for the implementation of the strategy by local chapters at each level. Commending and rewarding excellent work by groups and individuals in the implementation of the strategy.

Implementation stages for the Strategy

For the period 2011-2015

Organising a series of workshops and conferences on development, planning and implementation of the strategy at the provincial level (to be completed in the first half of 2011).

Providing supervision for pilot activities during the first half of stage 1: Each province and city should choose 1-2 districts and each district should choose 1-2 communes in which to conduct pilot activities, and then carry out the assessment in order to capture lessons for widespread implementation of the strategy during the second half of stage 1.

At the conclusion of the period, assessing the implementation of stage 1 of the strategy, following the process and assessment criteria established by the National Society. The objectives of the strategy should be reviewed and adjusted if necessary.

For the period 2016-2020

Focusing on replication of effective models, implementation of critical training activities, strengthening of the blood donation centres and putting the Red Cross hospitals into operation.

At the conclusion of the stage, organising an assessment of the work over the previous 10 years in implementing the strategy (applying the process and assessment criteria developed by the National Society), and developing the *Strategy for Development of the Viet Nam Red Cross Society to 2025*.

The *Strategy for the Development of the Viet Nam Red Cross Society to 2020* will contribute to the implementation of the Directive No. 43-CT/TW of the Secretariat of the Communist Party dated 8 June 2010 on “*Strengthening the leadership of the Party towards the activities of the Viet Nam Red Cross*”, the *Law on Red Cross Activities*, and the *Strategy 2020: saving lives, changing minds* of the International Federation of Red Cross and Red Crescent Societies, with the aim of providing better care for vulnerable and disadvantaged people.

The implementation of the *Strategy for the Development of the Viet Nam Red Cross Society to 2020* will not only contribute to building a stronger National Society, but will also contribute to improving the quality of the activities of the Viet Nam Red Cross, building the confidence and well-being of disadvantaged people in society. The Central Executive Committee of the National Society requests all levels of the Society to contribute to the effective implementation of this Strategy.

THE CENTRAL EXECUTIVE COMMITTEE

**VIETNAM RED CROSS SOCIETY
THE CENTRAL EXECUTIVE COMMITTEE**

**SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness**

No: 14/QD-TUHCTD

Hanoi, January 12th, 2011

DECISION

**On the promulgation of the Development Strategy of Vietnam Red Cross Society to 2020
“Changing Minds – Rasing Profile – Protecting Lives”**

**THE PRESIDENT OF THE CENTRAL EXECUTIVE COMMITTEE
OF THE VIETNAM RED CROSS SOCIETY**

- Pursuant to the Law on Red Cross Activities; the Strategy 2020 of the International Federation of the Red Cross and Red Crescent Societies “*Saving Lives – Changing Minds*”;
- Pursuant to the Directive No. 43-CT/TW dated June 8th, 2010 of the Secretariat of the Communist Party (Plenum 10) on “*Strengthening the leadership of the Party toward the activites of the Vietnam Red Cross*”;
- Based on the final agreements at the fifth meeting session of the Central Executive Committee conference, the eighth national plenum of the Vietnam Red Cross Society;
- Following the proposals of the Director of the Personnel Department and Director of General Office of the Vietnam Red Cross National Headquarters,

DECIDES

- Article 1. To promulgate the Development Strategy of Vietnam Red Cross Society to 2020 “*Changing Minds – Raising Profile – Protecting Lives*” (see the attached).
- Article 2. To delegate the Central Standing Board of Vietnam Red Cross National Headquarters to provide guidance for the implementation of the Strategy.
- Article 3. The Directors of the various departments including Personnel Department, the Inspection Department, the General Office and other units under National Headquarters and leaders of Red Cross chapters at all levels are responsible for implementing this decision.

Recipients:

- As mentioned in Article 3;
- Master file, personnel dept.

**ON BEHALF OF THE CENTRAL
EXECUTIVE COMMITTEE OF THE
VIETNAM RED CROSS**

PRESIDENT

(signed)

Tran Ngoc Tang



THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

Humanity

The International Red Cross and Red Crescent Movement, born of a 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 among 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 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.



Humanity - Impartiality - Neutrality - Independence -
Voluntary service - Unity - Universality