

during the course of their work and the implications that this would have for the Red Cross and Red Crescent response and for the necessary support to those staff or volunteers and their families.

Gender, diversity and protection:

Gender, diversity and protection issues will be mainstreamed in this response, considering our focus action in pregnant woman as a priority target at some point. Among others, areas of focus will include social exclusion of some groups of people based on ethnic backgrounds, which may be exacerbated in a time of emergency when the information are not in the ethnic languages.

Mainstreaming of gender, diversity and protection issues will also ensure that communication interventions are context appropriate. Concerted effort will be put in identifying, advocating and planning to address ethnic-based discrimination to children born with microcephaly. There will be endeavour to capture sex and age disaggregated data, for the purpose of understanding the number and specific vulnerability of females to males based on their gender roles and age.

Operational strategy

Overall objective: The objective of this regional appeal is to ensure effective and efficient response and preparedness to contribute to halt the chain of transmission of Zika virus disease in the affected and at risk countries, and to provide regional coordination and information management in the Americas region.

This plan aims to support the response and risk management of Red Cross National Societies in the following areas of focus:

- a) Support the affected National Societies to implement integrated vector control activities in the areas affected by the Zika virus disease outbreak.
- b) Enhance preparedness and health emergency risk management in the affected and at risk countries.
- c) Rapid scale up of training of staff and volunteers on epidemic control.
- d) Increase operational support of the IFRC Americas regional office to National Societies in their responses to the outbreak.
- e) Develop and implement an adequate community and communication engagement strategy for the National Societies in the Americas.
- f) Effective internal and external coordination and efficient information management.


Proposed sectors of intervention





The IFRC's disaster management unit has had ongoing communication and coordination with the French Red Cross's Platform for the Americas and the Caribbean (PIRAC) as well as other Partner National Societies in the region, as they would play a key role in the Caribbean as this crisis unfolds. The International Committee of the Red Cross (ICRC) will closely coordinate its activities with the IFRC and will concentrate its contribution on supporting the penitentiary authorities to carry out prevention activities (such as vector control or public awareness) in places of detention. Furthermore, the ICRC will support concerned authorities and NS to access vulnerable communities affected by conflicts and violence. The IFRC's regional communications unit, in coordination with the global communications team, is developing a basic communication package that includes press releases, key messages, facts and figures and infographics with basic information about the Zika virus and prevention messages. At all levels (country, regional and global), the IFRC will work to improve its internal and external coordination to enhance the effectiveness of the operation and to engage more fully with other partners, including those directly involved in the operation and those receiving information and advocacy messaging. The IFRC will also seek to improve the coordination and strengthening of its resource mobilization and reporting. In the event that the number of countries affected and cases increase, additional resources may be required at the regional level to cope with the scale of the situation.

PAHO has been working closely with affected countries since May 2015. PAHO has mobilized staff and members of the Global Outbreak Alert and Response Network (GOARN), whereof IFRC is a member, to assist ministries of health in the strengthening of their capabilities to detect the arrival and circulation of Zika virus through laboratory testing and


rapid reporting. The World Health Organization (WHO) is scaling up and strengthening the surveillance systems in countries that have reported cases of Zika and of microcephaly and other neurological conditions that may be associated with the virus. Moreover, the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) convened a meeting with all the humanitarian agencies in the Americas on 29 January 2016 to assess the situation.


	Community health and emergency care
Outcome 1. Consequences of Zika virus disease on community health have been reduced through effective health emergency risk management in affected and at risk countries.	
Output 1.1. National Societies have increased capacity in health emergency risk management and response.	
Activities planned:	
<ul style="list-style-type: none"> • Analysis, design, planning, implementation support and coordination of the public health response. • Rapid rollout of National Society trainings in epidemic control for volunteers (already available in Spanish, Portuguese, Haitian Kreyol and English) • Technical coordination and collaboration with regional humanitarian organizations. • Develop an eLearning module in Vector Control on IFRC Learning Platform. • Technical support deployment based on assessments 	
Output 1.2. Affected National Societies have the resources and the competence to mobilize volunteers for well-defined, comprehensive and evidence-based psychosocial support activities among affected and at-risk communities.	
Activities planned:	
<ul style="list-style-type: none"> • Assessment of psychosocial support needs. • Design, planning, implementation support and coordination of psychosocial interventions. • Capacity building and training support • Adaptation to local context of training materials and action tools in psychosocial support. 	

	Water, sanitation and hygiene promotion
Outcome 2. The risk of Zika has been reduced through hygiene promotion and vector control emergency risk management.	
Output 2.1. Affected National Societies receive support in vector-borne diseases to enhance their response.	
Activities planned:	
<ul style="list-style-type: none"> • Main sanitation activities focus on intensive clean-up and elimination of mosquito breeding-grounds campaigns. • Household level larva control. • Community level fogging. 	
Outcome 2.2 Continuous assessment of water, sanitation, and hygiene situation is carried out and consequent project planning.	
Activities planned:	
<ul style="list-style-type: none"> • Mapping of vector control needs • Formulation of an integrated vector control strategy • Development of response plans and training materials • Vector-borne diseases preparedness grant requests are assessed and funds dispersed to National Societies who require assistance. 	

	Community engagement and accountability
Outcome 3. Communities and families in the most affected countries are engaged in a meaningful dialogue to promote healthy behaviours, reduce anxiety, address stigma, dispel rumours or cultural misperceptions of the disease and promote health seeking behaviours	
Output 3.1 Communities affected receive and are engaged through adequate communication	
Activities planned:	
<ul style="list-style-type: none"> • Develop of community engagement and accountability strategy, plan and tools for National Societies to 	

<ul style="list-style-type: none"> implement. Support National Societies involved in the response in strengthening their respective social mobilization strategies to become more targeted and effective. Support technical experts to develop a guidance document for the elimination of the vector in communities. Provide support to technical experts to develop an app to increase the awareness of vector-borne diseases.
Output 3.2 Media Engagement: Work with mass and community media for information and engagement of communities in an ongoing dialogue.
<p>Activities planned:</p> <ul style="list-style-type: none"> Develop regional radio/TV broadcast products to be locally adapted (spots, animations, live programme) Guidance for interactive weekly radio/TV programs to be broadcasted at a country level footprint with a focus on gathering and responding to communities needs for information. Establish dialogue platforms (call-in radio programmes and on-line interactive spaces)
Output 3.3 Dialogue and community engagement: working with communities on two-way communication campaigns to provide accurate information on Zika virus, its preventive measures and steps to take if suspicion of exposure or case; encourage early care seeking for fever; re-enforce messages around hygiene.
<p>Activities planned:</p> <ul style="list-style-type: none"> Develop or adapt, review, translate into local languages and disseminate targeted messages for media, volunteers, local and traditional leaders, churches, schools and other stakeholders to inform community debates Carry out communication and engagement guidelines through community volunteers at field level and communities.
Output 3.4 Data collection and analysis for programmatic decisions: Utilise systems of data and information management to inform communication with communities and revise programmes regularly.
<p>Activities planned:</p> <ul style="list-style-type: none"> Identify gaps and community perceptions through knowledge, aptitude and practice studies, KAP, and adapt activities accordingly Develop key strategies to address identified risks Identify trusted sources and channels of information used by communities and individuals on outbreak-related issues

 <h2 style="margin: 0;">Coordination and Information Management</h2>
Outcome 4. Effective information and coordination is ensured to all stakeholders.
Output 4.1 Management of Movement coordination.
Output 4.2 Adequate coordination with high risk countries
Output 4.3 Advocacy provided to states and inter-governmental bodies
<p>Activities planned:</p> <ul style="list-style-type: none"> Implementation of information management systems Development and management of communication structures and lines in the operations team Continuous regional risk analysis Advocacy with government authorities to increase solidarity, surveillance, information management, tracing and security Engagement with inter-governmental bodies to provide regional frameworks and leadership to facilitate information exchange, surveillance and coordination

 <h2 style="margin: 0;">Quality programming</h2>
Outcome 5. The management of the operation is informed by a comprehensive monitoring and evaluation system.
Output 5.1. The operation is monitored and evaluated and adjusted accordingly.
<p>Activities planned:</p> <ul style="list-style-type: none"> Completion of lessons learned and knowledge sharing activities at regional level Final report of the operation



Programme support services

Based on the demand for technical and coordination support required to implement the Emergency Plan of Action, the following support functions will be put in place to guarantee an effective and efficient technical coordination: a regional vector-borne diseases coordinator, regional public health officer, regional psychosocial support officer, a community engagement and accountability officer, a communications officer, a consultant for remote technical support, deployment of regional intervention team (RIT) members; support for the NS's logistics and supply chain services; information technology support (IT); and support for other services like communications; security; planning, monitoring, evaluation, and reporting (PMER); and administration and finance.

The following activities are planned under communications services:

- Develop a regional communications campaign and strategy to raise awareness of Zika and support National Societies involved in rolling out the campaign in their local context, while maintaining a coherent regional focus. This will include a social media campaign.
- Ensure the situation regarding vector control and the work of the NSs is well documented and shared with media to profile the RCRC response. This will include setting up key channels of communication with a wide audience, such as establishing a micro-site and social media networks.
- Monitor and collate key facts and figures from the affected countries, to produce concise and visually appealing documents that are regularly updated (including the development of printed and graphic materials at national and regional levels (posters, infographics, brochures etc).
- Develop information and human interest stories on the situation on the ground (including two videos, four radio spots)
- Develop materials to support resource mobilization efforts and communication with donors

For more details please refer to the EPoA.



Budget

See attached IFRC Secretariat budget (Annex 1) for details.

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Reference documents



Click here for:

- [Emergency Plan of Action \(EPoA\)](#)

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For further information specifically related to this operation please contact:

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How we work

All IFRC assistance seeks to adhere to the **Code of Conduct** for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations (NGO's) in Disaster Relief and the **Humanitarian Charter and Minimum Standards in Humanitarian Response (Sphere)** in delivering assistance to the most vulnerable. The IFRC's vision is to inspire, **encourage, facilitate and promote at all times all forms of humanitarian activities** by National Societies, with a view to **preventing and alleviating human suffering**, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:



Save lives,
protect livelihoods,
and strengthen recovery
from disaster and crises.



Enable **healthy**
and **safe** living.



Promote **social inclusion**
and a culture of
non-violence and **peace**.

