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Mission and Vision Statements

Mission Statement:

To improve the lives of the most vulnerable through developing capacity to mobilize critical resources and promoting humanitarian activities.

Vision Statement

To be the leading humanitarian organization in Jamaica, improving lives and upholding the dignity and rights of people through humanitarian laws.

The seven Fundamental Principles

Proclaimed in Vienna in 1965, the seven Fundamental Principles bond together the National Red Cross and Red Crescent Societies, The International Committee of the Red Cross and the International Federation of the Red Cross and Red Crescent Societies. They guarantee the continuity of the Red Cross Red Crescent Movement and its humanitarian work.

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, 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 endeavours 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.

BACKGROUND

The environment within which the Jamaica Red Cross operates like any other National Society determines the strategic direction. The year 2005 was one in which a number of factors negatively impacted the socio-economic climate of the country. These included:

- The impact of Hurricanes Dennis and Emily which damaged infrastructure and productive assets to a cost of approximately \$6 billion
- High cost of international crude oil
- The residual effect of Hurricane Ivan
- Drought conditions and bush fires in the first half of the year¹

The sustainable development process in Jamaica was challenged by the vulnerability to natural hazards and was demonstrated by the impact of three hurricanes in 2005. This resulted in the loss of ten lives and disruption of social and economic activity. Three hundred and thirty one thousand six hundred and seventy two (331,672) persons were dislocated and the economic livelihood of farmers and fisherfolk severely challenged.

The population at the end of 2005 was estimated at 2,660,700. The number of persons in the labour force declined by 0.3 per cent to 1.2 million. The National Minimum Wage rate increased to \$2400 per 40 hour week. Attempts to address health concerns and create a healthy and productive society were made resulting in among other things the completion and publication of a policy on HIV/AIDS and several initiatives aimed at increasing awareness and sensitizing key members of the public. At the same time violence related injuries continued to impact the health sector in terms of volume and financial costs as regards medical supplies. Additionally the sector was faced with an outbreak of leptospirosis occasioned by the flooding experienced as well as improper management of solid waste.²

Unacceptably high levels of crime and violence continue with a crime rate of 1232 per 100,000; murders totaling 1674 an increase of 13.8 per cent – 63 per 100,000 increased from 55 per 100,000 in the previous year. Road traffic accidents accounted for 3910 casualties of which 326 were fatalities. There were 1847 new admissions to correctional centres 91.4% of new admissions were males.

1 Planning Institute of Jamaica Country Profile - Overview

2 Planning Institute of Jamaica Country Profile - Health

Advances in social development include the launching of a Gender Advisory Committee which is expected to develop a National gender Policy and generate public awareness on gender related issues, the reduction of children living in institutions in favour of family or community based environments and the a record payment to beneficiaries in the safety net programme of PATH Programme of Advancement Through Health and Education.

Primary Activities and Programme

The Jamaica Red Cross carries out the following Primary Activities;

-Disaster Preparedness-Prevention

-Disaster Response

-Health care in the community

-Youth Development

-Social Welfare

These activities are implemented in the society through the following Programmer.

-First Aid &CPR

-Relief Services and Distribution

-Disaster Management and Response

-Parenting Course and Workshops

-Conflict Resolution and Mediation

-Water Safety Training

-Community Based Disaster Preparedness Programme

-Red Cross Clubs in schools

-Red Cross Cadets

-The “Together We Can “HIV/STI Peer Education Programmer

-International People Tracing Services

-Compassionate Level Arrangement-Services

-Training

-Mentoring

-International Humanitarian Law Courses

Red Cross Principles Dissemination

-Membership and Volunteer Recruitment

-Home CARE for People Living With AIDS

-HIV/AIDS Advocacy, Prevention and support

-Feeding Programme-Meals Wheels

-Casualty and Clinic Hospital Services

-Geriatric Clinics

ORGANIZATIONAL STRUCTURE

The Jamaica Red Cross is a limited liability membership organization, incorporated by an act of Parliament in 1964. The organization had a governance structure lead by volunteers/members and a management structure which has paid staff to coordinate and support the work of our volunteers. It is governed under three national sections: Youth; Health and Care; and Disaster Preparedness and Emergency Services. These sections are complemented by a Fund Raising Committee, Membership and Public Relations Committee, and Statutes and Regulations Committee. This structure is mirrored at the Parish/Branch levels, further to which the branches will select Section Chairs, a Branch Chair, and a Branch Director. The General Assembly brings together the paid up members of these branches and national bodies biennially at which point the 2 Vice Presidents and the President are selected. The Central Committee meets quarterly and is a miniature version of the General Assembly and acts as its intermediary. The Executive handles the daily leadership of the organization, meets on a monthly basis and is made up of the National Chair of each section, the 2 vice presidents, the president and 3 nominated members.

The Jamaica Red Cross has as Secretariat that handles the management and administration of aspects of the organization and provides support for the volunteer and leadership structures. The headquarters is located in St Catherine and is led by a Director General, Deputy Director General, and Section Directors. It employs 24 persons across the various sections and their attendant programmes. There are also branch secretariats in the various parishes which are allowed a degree of autonomy and employ paid staff to support the activities across the branches' sections and their attendant programmes.

Location

Head Office

Central Village, Spanish
Town, St. Catherine

Tel:984-7860-3

Trenton Raod, May

Tel:902-6838

Tel:987-0467

57 Union Street, Montego
Bay

Tel:952-4751

Tel:979-7820

Caledonia Road, Mandeville

Tel:962-3913

Tel:904-8782

Harbour St.Port Antonio

Tel:993-2006

Tel:993-3369

17 Church Street, St. Ann's Bay

Tel :972-0225,972-1938

76 Arnold Road, Kingston 5

Tel:9620-6837, 926-7246

Yallahas Comp.

Tel: 982-5068

Tel:982-5062

Contract

Yvonne Clarke

Director General

Yvonneclarke@jamaicaredcross.org

Oswald Burchenson

President

Lois Hue

Deputy Director General

loishue@jamaicaredcross.org

Mrs. Veronica Watson -Director

Mrs. Sheena Vacciana -Chairman

Mrs. Edna Facey -Chairman

Mrs. Yvonne Davis -Director

Mr.Lutsan Letts -Chairman

Mr. Michael Walker -Director

Mr. Bishop Delroy Farr -Director

Mrs. Lucille Palmer- Chairman

Mr. Martin Gooden -Chairman

Mrs. Kimberly Carraha -Director

Mr. Abe Kawass -Chairman

Miss. Joan Cooper -Chairman

Miss. Jossett Smith -Director

Malvern
Tel:966-8031
Tel:966- 2038
Enfield Primary
Tel:955-0534/955-0644
Tel:955-3657/955-4557
Hanover
Tel:956-8317/956-9752
Tel:956-2187
Stewarts Castle
Tel: 934-0185/954-0434

Ocho Rios Secondary
Tel:974-7563/974-7563

Mrs. Hermina Reid -Chairman
Mrs. Sheila Doctor -Director

Mr. Ezzleton Davis -Chairman
Mrs. Lorna Smith -Director

Rev. Hector Allan -Chairman
Miss. Morine Thompson -Director

Mr. Dwight Tyrell -Chairman

Mrs. Angella Wellington -Director

Goal	To improve the lives of the most vulnerable
Objective	To enhance programme delivery, develop capacity and promote humanitarian values & principles
Expected Results	<ul style="list-style-type: none">• Establishment of effective & integrated service delivery & supporting structures• An organization that is more responsive, proactive, sensitive, efficient.• A greater awareness and practice of human rights & respect for human dignity inside & outside of the organization

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
1. Red Cross Humanitarian values & principles recognized and practised.	<p>1.1 Develop & implement a public education campaign</p> <p>a. Train 20 disseminators per year in principles & IHL</p> <p>b. Collaborate with ICRC on IHL training sessions for the army & police force</p> <p>c. Commemorate key dates (e.g. World Red Cross Day) to draw media attention to RC principles & IHL</p>	<p>20% of Jamaicans & 80% of groups of persons who have been exposed to RC values & principles, recognise, understand & apply the Red Cross humanitarian principles of humanity, neutrality impartiality & voluntary service..</p>	<p>§Survey- Questionnaire, poll, interviews, Focus groups</p>	<p>§Availability of resource</p> <p>§Jamaica's ideological climate remains stable</p> <p>§Disasters impacting Jamaica</p>
Jamaica Red Cross Strategic Plan 2006-2010				

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
2. Enhanced capacity of branches, volunteers, staff and communities to respond speedily & effectively to disasters.	<p>2.1 Targeted recruitment & training of 200 new volunteers by 2010</p> <p>2.2 Provide each branch with at least one paid managerial staff</p> <p>2.3 Train & equip staff and volunteers to respond to disasters in the areas of:</p> <p>a. Shelter management</p> <p>b. Warehousing</p> <p>c. Logistics</p> <p>d. Assessment</p> <p>e. Reporting</p>	<p>200 new volunteers, recruited & trained, 12 new staff members, existing staff & 50 communities equipped to respond speedily & effectively by 2010.</p>	<p>§Reports- quarterly, monthly</p> <p>§Site visits</p> <p>§Simulation exercise</p> <p>§Independent assessments</p>	<p>§People available for recruitment</p> <p>§Communities will cooperate</p> <p>§Availability of resources</p>
Jamaica Red Cross Strategic Plan 2006-2010				

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
2. Enhanced capacity of branches, volunteers, staff and communities to respond speedily & effectively to disasters.	2.4 Identify & train 50 disaster prone communities in disaster preparedness & response by 2010 (In collaboration with other agencies where possible.)	200 new volunteers, recruited & trained, 12 new staff members, existing staff & 50 communities equipped to respond speedily & effectively by 2010.	<ul style="list-style-type: none"> §Reports- quarterly, monthly §Site visits §Simulation exercise §Independent assessments 	<ul style="list-style-type: none"> §People available for recruitment §Communities will cooperate §Availability of resources

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
3. JRC mobilized to assist vulnerable communities in prevention & mitigation of disasters	<p>3.1 Conduct 20 training workshop for trainers(staff and volunteers) in disaster prevention & mitigation to assist communities in developing a culture of prevention & mitigation</p> <p>3.2 Establish 10 new partnerships & strengthen existing partnerships to assist communities in disaster prevention & mitigation</p> <p>3.3 Conduct 5 workshops for staff and volunteers in VCA</p>	120 communities have identified and have reduced their vulnerability to disaster risks by 20% by 2010	<p>§VCA tools</p> <p>§Risk reduction methods implemented</p> <p>§Disaster plans</p>	Training has been accessed
Jamaica Red Cross Strategic Plan 2006-2010				

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
4. Practical & emotional support provided to the elderly & other vulnerable groups.	<p>4.1 Train staff & volunteers in the delivery of community based health programmes</p> <ul style="list-style-type: none"> - First Aid, CPR, Home Based Nursing, Ambulance coverage, - Sexual & Reproductive health - Domestic violence, Conflict resolution. - Psycho –social support <p>4.2 Provide psycho social support interventions in branches</p> <p>.</p>	<p>§ Number of personnel trained in* increased by 10%.</p> <p>§ Access to counseling for the elderly & other groups increased by 10% each year.</p>	<p>Reports Examination results</p>	<p>§ Pool of trained personnel</p> <p>§ Interest of suitably qualified professionals maintained</p>
Jamaica Red Cross Strategic Plan 2006-2010				

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
4. Practical & emotional support provided to the elderly & other vulnerable groups.	4.3.a Expand existing home visit programme for PLWHAs to include the elderly & other vulnerable groups 4.3.b Establish the home visit programme in 5 other parishes 4.4 Expand the feeding programme to 5 other parishes	<p>§Number of personnel trained in* increased by 10%.</p> <p>§Access to counseling for the elderly & other groups increased by 10% each year.</p>	Reports Examination results	<p>§Pool of trained personnel</p> <p>§Interest of suitably qualified professionals maintained</p>

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
5. Educational, social and civic skills of young people enhanced	<p>5.1 Expand programmes for at risk youth in 5 parishes in numeracy, literacy & pre-vocational skills</p> <p>5.2 Organize one training exercise per year for at risk youth in social/self development in such areas as hygiene, sexual & reproductive health, drugs, violence reduction</p>	5000 young people demonstrating improved educational, social and civic skills	Reports Examination results	<p>§Availability of resources</p> <p>§Willingness of candidates to participate</p>

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery. Develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	MOV	Assumptions
5. Educational, social and civic skills of young people enhanced	5.3 Expand the peace initiative 5.4 Promote youth exchange with other countries, branches and youth groups 5.5 Leadership, and social skills improved via workshops 5.6 Integration of youth into branch & community activities 5.7 Increase the # of youth HIV peer Education Workshops by 20%	5000 young people demonstrating improved educational, social and civic skills	Reports Examination results	\$Availability of resources \$Willingness of candidates to participate

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery, develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	Means Of Verification	Assumptions
6.Enhanced capacity of JRC (HR, Finance, Physical plant, IT) .	<p>6.1 Provide each Branch with at least minimum paid staff</p> <p>6.2 Provide each Branch with an office</p> <p>6.3 Provide each Branch with at least minimum IT resources</p>	<p>§ Budgeted position for Director and at least one Assistant for each Branch</p> <p>§ Land & building obtained from Government or other donors</p> <p>§ Offices furnished by Branches</p> <p>§ At least one computer purchased or donated for each Branch.</p> <p>§ Internet access provided where feasible.</p>	<p>Payroll (See also # 2.2)</p> <p>Site visits Titles transferred</p> <p>Site visits Reports</p>	Availability of resources

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery, develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	Means Of Verification	Assumptions
6.Enhanced capacity of JRC (HR, Finance, Physical plant, IT) .	6.4 Train staff and volunteers in financial management and reporting	§ At least one training session in Fin. Mgt. & reporting held per year for Branch leaders	Accurate quarterly financial reports submitted by Branches	Availability of resources
	6.5 Conduct inventory and prepare database of all active JRC volunteers (adult and youth) and members	§Membership committee reactivated §Database completed and in use	Reports Database accessible to all JRC Branches and NHQ	
	6.6 Motivate Branches to establish sustainable income-generating activity at each Branch	§Workshops/seminars on income generation held §Each Branch operates a canteen or other profitable venture	Reports Site visits	

Jamaica Red Cross Strategic Plan
2006-2010

Goal	To improve the lives of the most vulnerable			
Objective	To enhance programme delivery, develop capacity and promote humanitarian values & principles			
Outputs	Activities	Indicators	Means Of Verification	Assumptions
6.Enhanced capacity of JRC (HR, Finance, Physical plant, IT) .	6.7 Coordinate Fundraising activities nationally	§ Fundraising policy designed and implemented §Active Finance/ Fundraising Committee established at each Branch	Reports	Availability of resources
	6.8 Enhance media /corporate profile of JRC (to support fundraising) through increased PR activities	§PR Committee established §Annual PR plan identified and executed	Reports	

OPERATIONAL PLAN

Item	Targets	60 months												Calculation	
Activities for Objective #1 Principles recognized and practised															
1.1	Develop & implement public education campaign	5 Workshops, 5000 brochures	X		X			X			X			X	
a	Train 20 disseminators per year in principles & IHL	60 talks Workshops Sensitization sessions		X	X		X		X			X			
b	Collaborate with ICRC on IHL training sessions for the army & police	Courses	X			X		X			X			X	
c	Commemorate key dates (e.g. World Red Cross Day) to draw media attention to RC principles & IHL	National events Press conferences Mass meetings		X	X		X		X		X		X	X	
2. Enhanced capacity of branches, volunteers, staff & communities to respond speedily & effectively to disasters															
2.1	Targetted recruitment & training of 200 new volunteers by 2010	Recruitment drive, workshops, Fliers	X	X	X	X	X	X	X	X	X	X	X	X	X
2.2	Provide each branch with at least one paid managerial staff	1 staff per branch		X		X			X			X		X	
2.3	Train & equip staff and volunteers to respond to disasters in the areas of : shelter management Warehousing	50 communities equipped. Workshops	X	X	X		X	X	X			X	X	X	

	branches	obtained from government														
6.3	Provision of IT resources for branches	1 computer per branch purchased	X		X	X	X	X	X	X	X	X	X	X	X	X
6.4	Training in Financial Management & Reporting	1 Workshop per year per branch For Branch leaders			X		X		X		X		X		X	X
6.5	Inventory & preparation of database of volunteers & members	Database completed & in use	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6.6	Workshops to establish sustainable income generating activity in branches	12Workshops 10 canteens operating	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6.7	Coordination of National Fundraising activities	Fundraising policy designed & implemented		X	X		X	X		X	X		X	X	X	X
6.8	Enhancement of media/corporate profile through increased PR activities	PR committee re-established Annual PR Plan identified & executed	X		X	X	X		X	X	X	X			X	X
Grand Total		1,070,000 Beneficiaries														
																\$3,775,000

