

American Red Cross Social Inclusion Programme



**American
Red Cross**



Overview of social inclusion intervention

- Profile of targeted excluded group
 - Latinx community
 - Immigrants and/or undocumented
 - Low socio-economic levels
- Services provided / approach taken / advocacy made
 - Diversifying workforce that reflect the target group
 - Developing Standards and Procedures as well as training to institutionalize the inclusion program
 - Customized and equitable service delivery that respects the dignity of the target population



- Main achievements
 - Launched Latino Engagement Initiative sponsored by senior leadership.
 - Released Latino Engagement Teams Disaster Bulletin.
 - Established collaborative relationships with Latinx partners.
 - Increased access and reach in Latinx communities by deploying Latino Engagement Teams as part of disaster operations.
- Challenges and issues
 - Lack of trust in some Latinx communities towards ARC
 - Linguistic and cultural barriers
 - Lack of diverse workforce within ARC
 - Government policies and approach towards immigrants and undocumented population

<p>Strategic objective 1: National Societies and the IFRC challenge and change the attitudes, behaviours and laws that lead to discrimination and exclusion.</p>	<p>NA</p>
<p>Strategic objective 2: National Societies ensure all people have full, equal and meaningful access to all their programs and services.</p>	<p>According to the Seven Fundamental Principles of the Red Cross Movement, ARC strives that all populations must receive equitable services regardless of their race, ethnicity, nationality, legal status, gender, age, disability and sexual orientation.</p>
<p>Strategic objective 3: National Societies support the full participation of excluded people in aspects of the economic, social, political and cultural life of their society.</p>	<p>Through initiatives such as the Latino Engagement, ARC tries to ensure that vulnerable and underserved population can actively participate in Red Cross activities. This is a work in progress, and we will be using CEA, PGI and MHPSS tools to ensure increased participation of the excluded population.</p>

<p><u>1:</u> Enable meaningful involvement of excluded people in the design and implementation of programs aimed to support them.</p>	<p>ARC is carving out spaces for meaningful participation of excluded people in the traditional programs. For example, Preparedness programs like ‘Sound the Alarm’ include specific funding and activities to ensure inclusion of diverse populations. This year, there is an increased focus on community action vs. Red Cross led programming.</p>
<p><u>2:</u> Ensure that staff and volunteers reflect the diversity of the societies where they work.</p>	<p>This is one of the priorities for the Community Engagement unit. ARC is reaching out to diverse populations through its various programs to meaningfully engage them and diversify the workforce.</p>
<p><u>3:</u> Strengthen Partnerships within and outside the Movement to support existing or new social inclusion work of National Societies.</p>	<p>‘Community Engagement and Partnership’ and ‘Office of Diversity and Inclusion’ units focus on developing partnerships within and outside the Movement that support ARC’s social inclusion efforts.</p>
<p><u>4:</u> Mobilize human, financial and other resources are to support the Social Inclusion work of National</p>	<p>As mentioned above, ARC is making focused efforts to mobilize diverse communities to facilitate participation and social inclusion in all the programs.</p>