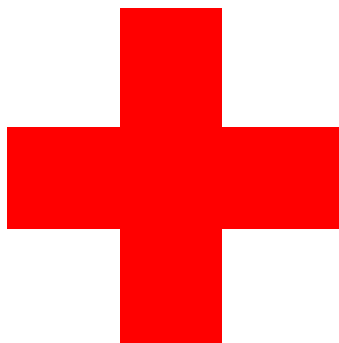




GHANA RED CROSS

National Headquarters

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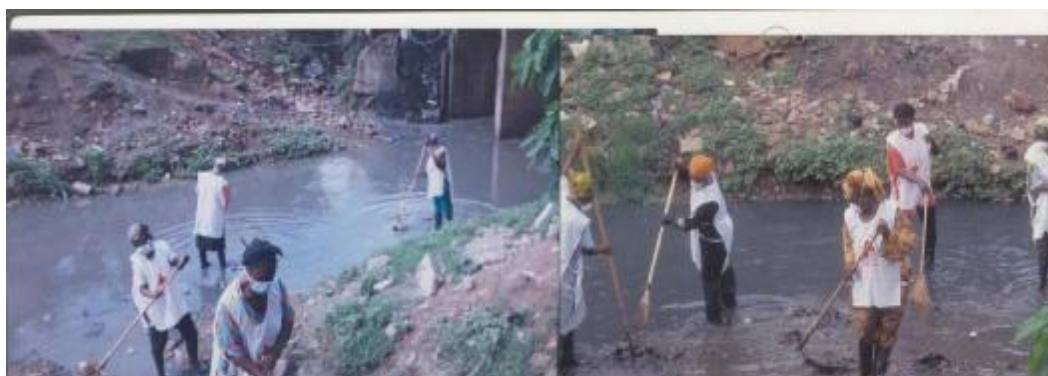
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THE LEADING VOLUNTEER BASED HUMANITARIAN SERVICE PROVIDER IN GHANA

2009 ANNUAL REPORT

Executive Summary

The International Federation support programme aims at providing the necessary tools to National Societies to develop their human resource- that is governance, staff and volunteers -to effectively respond to and reduce vulnerabilities in the community. Special emphasis was placed on developing the programme areas through effective planning, design, implementation, monitoring and evaluation as well as finance and human resource development.

The priorities for 2009 were to consolidate and scale up activities in the core programme areas of Disaster Management, Health and Care, Organizational Development, Promotion of Fundamental Principles and Humanitarian Values, Communication and Public Relations, Finance and Administration. Organizational development played the lead role in supporting the International Federation's plan because it cuts across the structures of the Ghana Red cross Society (GRCS) and runs through the Headquarters, Regional, District and community organs.

The activities of the Disaster Management Department centred on Global Agenda 1 which is to strengthen the capacity of volunteers and raise the awareness of communities to prepare and respond to disasters across the country. Examples are the Accra and northern region floods. This was done in close collaboration with Government of Ghana and the National Disaster Management Organization (NADMO), the Metropolitan, Municipal, District Assemblies and the military.

The department focused mainly on training, awareness creation about prevailing hazards in the communities, disaster response and equipping only four disaster response teams across the country to minimize the impact of disasters.

In line with Global Agenda 2, the Health and Care Department continued to scale up its programmes to eradicate poverty and hunger, interventions to address maternal and child health, malaria, polio, water and sanitation (WatSan) as well as public health emergencies. The department continued with its programmes to combat HIV and AIDS, tuberculosis and H2P through education. Stronger collaboration with Government of Ghana and other developing partners like UNICEF, WHO and the Ghana Sustainable Change Project (GSCP) were developed and sustained.

Accessing adequate resources from traditional partners and sources became a huge challenge during the year. The Organizational Development Department aligned its programmes to Global Agenda Goal 3 (Capacity development). The overall objective is to develop the human and material resources of the National Society across board and to make it self sufficient in resource development to enable it deliver adequately on its mandate. All departments including the resource development and finance and administration were supposed to be adequately resourced to enable them mobilize resources to sustain the National Society's programmes and to provide sound financial management. Unfortunately not much was realized from local fund raising activities. Many volunteers were mobilized to respond to disasters in the communities. However, volunteer management was a big challenge as no credible retention strategies were put in place in the Regions and Districts

Both staff and volunteers attended workshops in and outside the country to improve on their capacity in their areas of operation.

Governance and leadership at all levels of the Society had not been very effective. Regular meetings of the sub committees of the Central Council were not held and where they were held attendance was below average.

The Communications and Public Relations Department focused its activities on Global Agenda 4 by promoting the Red Cross Fundamental Principles and Humanitarian Values. The core areas focused on complementing efforts of the government to make an impact on the well-being of the nation and improving human dignity

1.0 INTRODUCTION: GHANA COUNTRY PROFILE

Ghana is a tropical country located in West Africa. It is bordered in the north by Burkina Faso, the West by Cote d'Ivoire, East by Togo and the South by the Atlantic Ocean. The country's population is 24 million with Accra as the capital (3.6 million). It also has an estimated annual population growth rate of 2.07%. The Country has ten (10) Administrative Regions, 143 Districts and 78664 Communities. The official language is English. Ghana in 1957 became the first sub-Saharan country in colonial Africa to gain independence. The country practices multi-party democracy with an executive presidency. Currently, Ghana is the most politically stable and peaceful country in the sub region.

On the economy, Services account for 38.7%, Agriculture 36.6% and Industry (mining, manufacturing, aluminum smelting, food processing, lumber and lately petrol chemical) 24.6% of GDP. GDP per capita is US\$ 600 and GDP real growth rate is 5.9%. Agriculture employs 60% of the workforce mainly small landholders. Ghana was ranked 136th out of 177 countries on the United Nations Human Development index in 2007 with forty percent (40%) of the population living below the national poverty line

Source: Protocol and information guide.



Ghana like most developing countries is plagued with several risks and vulnerabilities. With a Mission statement which states “Ghana Red Cross seeks to Prevent and Alleviate Human Suffering by Mobilizing the Power of Humanity” Ghana Red Cross strives to address the numerous vulnerabilities through several community / social intervention activities.

Over the years Ghana Red Cross has maintained its position as the leading Volunteer Based Humanitarian and Relief Service Provider in the country. The Society continues to be among the first to respond during cases of vulnerabilities ranging from Disasters (Floods, Conflicts, famines etc) and Health emergencies (Polio Campaigns, Cholera Outbreaks etc). It has also been in the front line during community mobilization for Health Promotion, Community Based First Aid, Environmental Protection, Sanitation and Promotion of IHL.

The year 2009 was an eventful one for the Society. Peace time activities as well as activities relating to conflict and other emergency situations were carried out in fulfillment of our constitutional mandate of addressing humanitarian challenges within the country.

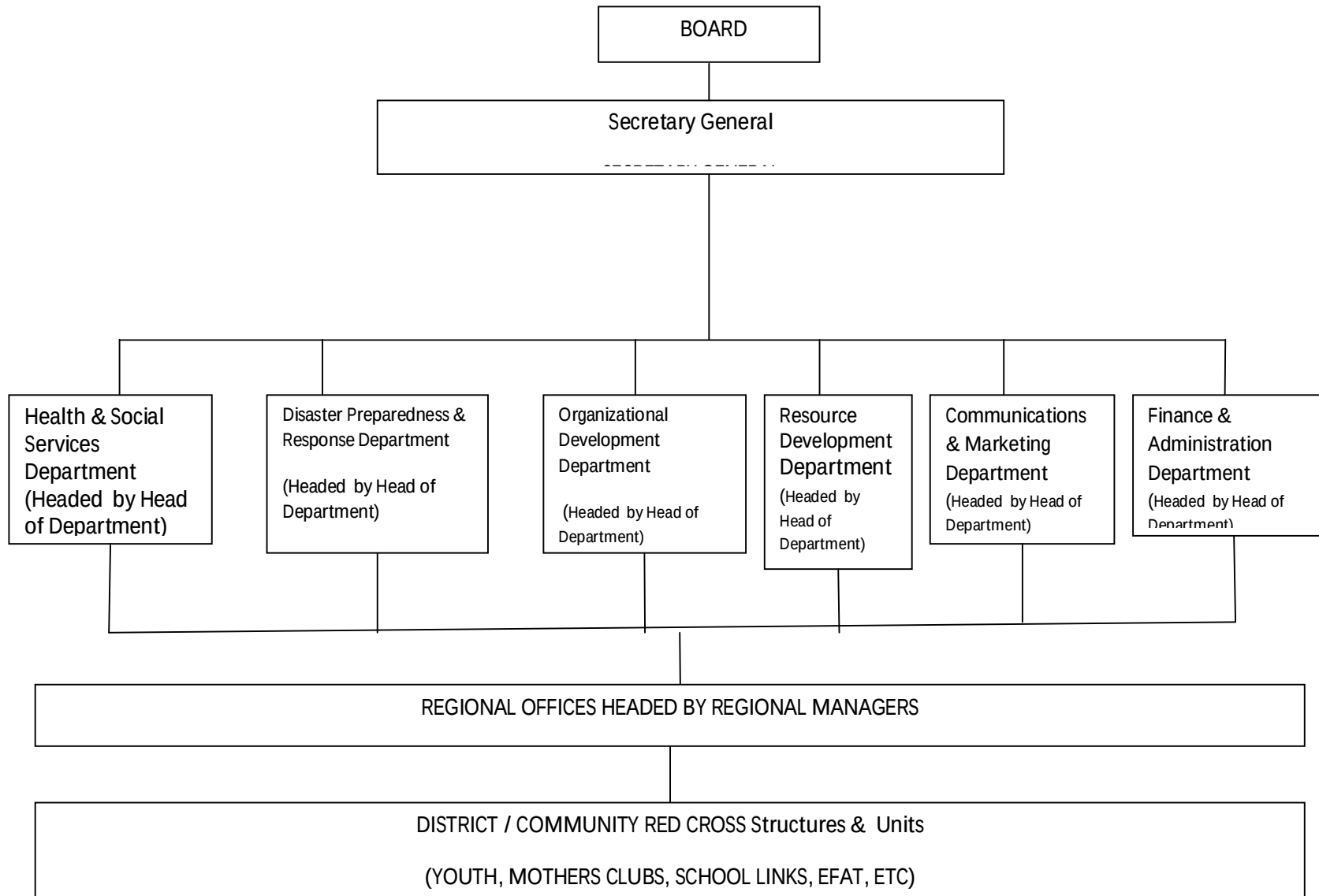
Concurrent to the above programs, the Society embarked on numerous Capacity Building programs for Governance, Staff and Volunteers to promote quality delivery of service.

With resource constraints as a principal challenge, the society in 2009 still managed to make its mark in several sectors and communities as is reflected in this report..

2.0 GHANA RED CROSS OPERATIONAL STRUCTURE

To ensure effective delivery of services, the NS operated with the Structure below.

GRCS OPERATIONAL STRUCTURE (ORGANOGRAM)



3.0 PROGRAMMES / CORE ACTIVITIES AS PER DEPARTMENTS & REGIONS

3.1 Communications and Marketing

Promotion of the Fundamental Principles and Humanitarian Values

Context

In communities prone to violence especially in Northern Ghana and some communities in southern Ghana, the International Committee of the Red Cross (ICRC) assisted Ghana Red Cross to disseminate information on the Fundamental Principles to members of the communities, including opinion leaders and chiefs. The information given to them centered on the individual and community values which encouraged respect for other human beings and a willingness to work together to find solutions to community problems

The values promoted by the Society in violent and non violent communities were:

- Ø The protection of life, health and human dignity
- Ø Respect for the human being
- Ø Non- discrimination on the basis of nationality ,race, gender, religious beliefs ,class or political opinions;
- Ø Mutual understanding, friendship, cooperation and lasting peace amongst all people

Increased understanding of the Fundamental Principles among the general public is the basis for influencing society to contribute to the alleviation of human suffering.

Although Ghana has a Law on the misuse of emblem some private hospitals, maternity homes and individuals misuse it. There was the need to inform the public on the use and misuse of the emblem.

Overall Goal: Behavior towards respect for human dignity and tolerance in Ghana has improved

Programme Objective: Tolerance, respect for human dignity and understanding of humanitarian values and the Fundamental Principles, Red Cross emblems and International Humanitarian Law (IHL) among staff and volunteers and the general public in Ghana increased.

Expected Result 1: There is greater understanding of humanitarian values and of the Movement's Fundamental Principles among staff, volunteers and the general public

Achievement

- The Ghana Red Cross Society disseminated information on its numerous activities to the public including students in secondary and tertiary institutions, and Red Cross staff and volunteers
- The Society organized lectures on International Humanitarian Law (IHL) to the security agencies

such as the Armed Forces, Police, Immigration, Prisons Service and the media

- There was media coverage of the important Red Cross events like the World Red Cross Day, NID-National Immunization Day and distribution of relief items to disaster victims
- The world Red Cross day was used to disseminate information on the use and misuse of the Red Cross emblem

Impact

- Traditional chiefs accepted respect for human dignity and tolerance in their communities and thus asked for frequent workshops
- Volunteers use the Fundamental Principles in plays
- Most Chemical sellers no longer use the Red Cross emblems on their shops



Above is a GRCS IHL and Fundamental Principles Dissemination workshop in tamale in the Northern Region

The Way Forward 2010

- § GRCS should integrate the Promotion of Fundamental Principles and Humanitarian Values as a core area in all programme activities
- § GRCS should ensure regular coverage of all Red Cross activities in the print and electronic media
- § GRCS should engage in the following:
 - Ø Programmes on sexual and gender based violence
 - Ø Peace building and conflict prevention
 - Ø Fighting intolerance and promotion of respect for diversity

3.2 Health and Care

3.2.1 Context

The major health activities for the year were focused on: HIV and AIDS, Environment, Water and Sanitation, Infectious disease prevention and control (including Malaria and TB), Integrated Maternal and Child Health Promotion (including immunization), Public Health Emergencies, community-based first aid and psycho-social support

The HIV/AIDS epidemic continues to militate against the development of the economy of Ghana since it was first recorded in 1986. For the past 23 years (1986-2009), over 121,050 cases of AIDS were reported by the MOH.

In Ghana it is estimated that about 600,000 (4.6%) of the population are currently infected and not less than 200 persons are infected every day with heterosexual transmission accounting for 80 % of infections

Although the HIV prevalence is low (1.7% in 2009, its prevalence is high in our societies and sub populations (sex workers). There is yet no cure for HIV and AIDS: that leaves education as the only social vaccination against the disease

The Society responded positively to public health emergencies by mobilizing volunteers to engage in health education in the communities and took part in the mass polio immunization campaigns

3.2.2. Overall Goal: Morbidity and mortality rate in Ghana are reduced

3.2.3 Programme Objective: The capacity of the Ghana Red Cross is enhanced in delivering efficient services in improving the health of the most vulnerable in the communities

Expected result 1: The lives of the most vulnerable in the communities have improved through the prevention and reduction of diseases.

(a) Polio

Due to the recurrence of wild polio in the northern region, three major polio campaigns were carried out to ensure that Ghana kicked out polio within a few years

Achievement

- 400 RC volunteers were trained and sensitized caretakers of children 0-59 months throughout the country in 20 districts and 40 communities
- GRCS took part in mass polio immunization exercise from 28-30 May 2009
- Volunteers distributed ITNS and monitored the availability and usage of the nets

Impact

Parents accepted the vaccine and more children were immunized

Constraints

- Lack of transportation to get to volunteers and supervisors
- Some mothers were not aware of the campaign

(b) Guinea Worm

GRCS continued to work in 15 of the 20 top most endemic districts in the northern, Brong Ahafo, Volta and Upper West Regions

Achievement

- § There were 14 District Supervisors, 115 zones, 133 coaches, 744 endemic villages, 6,169 volunteers
- The volunteers engaged in the following activities: community health education, surveillance, protection of water sources, filtration of water

Impact

Cases of guinea worm had reduced significantly in the Volta Region and some communities in the northern Region

Constraints

- § Large water sources (dams) still pose dangers as they cannot be abated because of the size
- § District Supervisors' motor bikes have become weak and frequently broke down in the field

c. HIV/AIDS

Professional achievement

- § Given the predominant heterosexual nature of transmission in Ghana, youth peer educators engaged in educational efforts aimed at achieving the following:
- Ø Promoting abstinence and faithfulness
 - Ø Reducing the overall number of sexual partners
 - Ø Delaying the onset of sexual activity among adolescents
 - Ø Encouraging voluntary counseling and testing

Constraints

- § The adult members of the communities did not accept the youth peer educators
- § Traditional belief that a man can marry many wives

d. Malaria Control

Context

Annually Ghana records about three million malaria cases in the public health care facilities and about 15% of all deaths cases are attributed to malaria. Malaria contributes substantially to the poor health situation in our communities which invariably affects productivity. The 2007 Human Development Report (HDR) indicates that malaria is the first and most important cause of morbidity accounting for 40-60 per cent of outpatient visits to public hospitals and health centres. Malaria presents a serious health problem in Ghana

Professional Achievement

§ GRCS was involved in social mobilization and distribution of ITNs. The Society distributed 2,000 Long Lasting Insecticide Treated Nets (LLITNs) to flood victims in the Greater Accra Region.

§ The Society created awareness of malaria prevention and usage of ITNs in 15 districts

§ The Society liaised with *Permanent* for the procurement and distribution of 1,500 LLIN to mothers with children under five and pregnant women in 10 districts

§ GRCS engaged in continuous community education for the prevention and control of malaria

Constraints

§ In some districts poor road network, mountainous and scattered communities affected the programme

- Most of the community members refused to sleep in the nets because they claimed that the weather was warm making it uncomfortable to sleep inside the nets

e. H2P

The Health experts speculated that there would be an Influenza pandemic based on the studies of the past epidemics, however the time of occurrence was not precise. In April 2009, there were reports of person to person transmission with a new influenza A (H1N1) Virus from Mexico, USA and other countries. On June 11 WHO declared the pandemic.

As part of the national efforts to minimize the spread of the H1N1 virus and to strengthen regional communication in pandemic flu communication the Ghana Health Service in collaboration with the Ghana Red Cross trained communication teams in the regions. The teams played a lead role in educating the general public about the new flu

Achievement

§ GRCS trained 600 volunteers and 30 paid staff in 20 Red Cross districts who sensitized the public on H2P, engaged in surveillance and did house to house education

§ The volunteers distributed 5,000 leaflets on H2P

§ GRCS collaborated with NADMO, WHO, Metropolitan, Municipal and Districts during the public education campaign

Constraints

- § Poor/inadequate supervision and monitoring of the pandemic

The Way Forward 2010

- § Build capacity of Emergency Response Teams
- § Scale up health education in the communities
- § Obtain local sponsorship for health programmes
- § Train and use the Mothers clubs as agents of change in the communities



Ghana Red Cross Volunteers taking part in the National Polio Immunization Exercise

3.3 Disaster Management

3.3.1 Context

The main activities in the disaster department during the year were: Emergency response, disaster response capacity building, community-based disaster prevention and preparedness, risk reduction

Disasters are increasing due to direct and indirect effects of man's activities through the exploitation of resources of the earth. Major hazards in Ghana are drought, bushfire floods, landslides, urban/coastal erosion. Recurrent drought in the north and civil conflicts severely affect agricultural activities. Floods ----There are

also biotic agents causing infectious diseases such as malaria, cholera, typhoid, poliomyelitis, cere-bro-spinal meningitis (CSM), HIV/AIDS, Swine flu and others still remain dangerous in Ghana

The Ghana Red Cross Society responded to disasters through trained Disaster Management teams. These teams engaged in search and rescue, evacuation of victims, provision of first aid services, health education and distribution of relief items

Overall Goal: The vulnerable people receive sustainable, focused and responsive services

Programme Objective: The capacity of the Ghana Red Cross Society to effectively respond to disasters is increased

Expected Result 1 The efficiency and effectiveness of Ghana Red Cross emergency response is increased.

Professional Achievement

§ The Spanish Red Cross assisted the Ghana Red Cross Society to train 50 volunteers in community-based first aid in two districts of the Volta and Upper East Regions

§ Fifty Red Cross volunteers who were members of the Community Disaster Response Teams were trained. A breakdown is as follows: 25 from Ho municipality and Ketu communities in the Volta Region, and 25 volunteers from Bolga municipality in the Upper East Region

§ 100 members of the National Disaster Response Teams were trained in Kumasi

§ The Department introduced 'risk reduction schools project' on a pilot basis in three vulnerable schools in the Ga West District of Greater Accra. This project involved the promotion of a culture of disaster safety in schools and the building of safe school facilities

Impact

§ The capacity of the communities to respond to health emergencies was strengthened.

- Disaster management capacity of volunteers in the selected communities has increased

Constraints

- Training materials such as dummies were not available for practical exercise
- The Volunteers did not have ID Cards to facilitate their entry into the communities to do the training
- Volunteers had no financial assistance to enable them meet their transport and other expenses in the communities

Expected Result 2: The vulnerability of disaster victims is reduced

a. The situation

Several hours of rains on the night of Friday 19th June 2009 and subsequent downpours along the coastal and the forest belt of Ghana between 6 and 8 July 2009 caused massive

destruction of private and public property in most communities in the western parts of Accra, Eastern, Volta, Central, Western and Ashanti Regions.

1. Professional Achievement

§ Sixty (60) Red Cross volunteers who were members of the GRCS Disaster Response Team conducted a rapid assessment in seven communities in Accra using on the site visual inspection combined with interviews and sampling

§ Red Cross distributed relief items to cover the immediate needs of the most 1000 vulnerable families: 500 tarpaulins, 2,000 blankets, 1,000 kitchen sets, 2,000 sleeping mats, 2,000 mosquito nets, 4,000 pieces of soap and 2,000 jerry cans

b. Fire outbreak at Kobeda No.2 Kintampo North Municipality

There was a fire outbreak at Kobeda No.2 in the Kintampo North Municipality of the Brong Ahafo Region on January 13 2009. The source of the fire was traced to bush fire. A total of ninety-six houses were raised to the ground by this wild fire.

Headquarters assisted the victims with 13 tents and some bales of second hand clothing

c. Northern Ghana Floods

The situation

Heavy rainfall towards the end of August and early September 2009 coupled with the release of excess water from Bagre and Kapiemja dams in neighbouring Burkina Faso led to severe flooding in hundreds of communities in the flood prone areas along rivers Black, Red and White Volta as well as tributaries of these rivers and other locations in northern Ghana.

The affected regions are Northern, Upper East and Upper West. Over 30 people lost their lives, at least 5,104 houses had collapsed, 13 public schools and 30,000 acres of farmlands destroyed.

In all 2,662 families were affected.

Response/Achievement

a. The Regional offices of the National Disaster Management Organization in coordination with stakeholders including Ghana Red Cross responded in rescue, evacuation and emergency relief assistance to the flood victims

b. GRCS staff and volunteers in the three affected Regions participated in sensitizing some communities in the flood plains prior to the release of water from Bagre and Kapiemja dams in Burkina Faso

c. The Government of Ghana through the National Disaster Management Organization (NADMO), the UN and INGOs responded with Food and NFI and medical supplies in a number of communities

d. UNOCHA coordinated an integrated assessment to guide the planned interventions to address the needs created by the floods

Constraints

§ The Society had no strategic reserve of relief items

§ Volunteers did not have PPEs-such as raincoats, wellington boots and hand gloves as the assessment was done in the rain

§ Obtaining tax clearance for the relief items took some time

§ About 24 communities were inaccessible and so the people there could not be reached for assistance. They were cut off from the rest of the country.

§ Most of the communities refused to relocate because of their personal belongings

§ The capacity at the district level was very weak which accounted for poor Red Cross visibility in some of the communities

§ There are true volunteers in some of the communities but they have been de-motivated and demoralized by lack of minimal resource and working tools

D Working in partnership

The Ghana Red Cross Society worked in close cooperation with the National Disaster Management Organization (NADMO), OCHA, UNHRD, UNICEF, and the Coalition of NGOs.

The Society also coordinated with government agencies such as the Regional Coordinating Councils, Metropolitan, Municipal, the District Assemblies, the Ghana Police Service as well as traditional rulers

The Society continued to be represented on the Recovery Committee of the National Disaster Management Organization. Other organizations that Red Cross worked during the year under review were; UNHCR, I.C.R.C, The Federation, Ministry of Health, Ministry of Interior, Metropolitan, Municipal and District Assemblies, Swiss Red Cross, World Food Programme

and UNICEF

THE WAY FORWARD 2011

i. In order to strengthen disaster preparedness response mechanisms at all times, there is the need to stock relief items and preposition them at vantage points in northern, southern and middle belt. The Department should create disaster management fund in which proceeds from fund raising activities are lodged. The money can be used to buy the relief items

ii. Develop people-centred early warning systems in the communities

iii. Ghana Red Cross should organize periodic refresher courses for the staff and volunteers on disaster management: (particularly in Relief Distribution, Data Collection and Assessment)

- iv. GRCS should establish a National Disaster Response Team in Accra
- v. GRCS should come out with an MOU with Government so that the relief goods that arrive in the country are exempted from tax.
- vi. The Department needs a vehicle and VHF equipment which should link all regions and districts
- vii. Community –based Emergency Response Teams should be strengthened

Organizational Development and Capacity Building

3.4 Context

NS capacity dev & OD (sustainable branch development and Volunteer promotion and development)

Overall goal: Vulnerability of people has reduced due to an increased programme and services delivery capacity of the Ghana Red Cross

Programme Objective: The Ghana Red Cross capacity to provide sustainable, focused and responsive services to the vulnerable is improved.

Expected Result 1: The managerial, technical and strategic planning skills of HQ staff and Branches is enhanced

Progress

§ The Regional Manager for Greater Accra, participated in a workshop on management of community-based project of national Red Cross and Red Crescent Societies in China from 1-15 July 2009 to improve his capacity on community

disaster preparedness

§ The Volta Regional Manager attended a workshop on Regional Consultation and Planning on Flood Preparedness in West Africa in Dakar, Senegal from 2nd to 4th June 2009. The workshop was to strengthen his capacity in emergency preparedness and disaster response systems

§ The Health Coordinator attended a workshop on Malaria Control in Nairobi-Kenya

§ Health Coordinator attended Humanitarian Pandemic Preparedness Regional Meeting in Pretoria, South Africa.

§ The Senior Accounts Officer and the Disaster Management Coordinator participated in a workshop on H2P project in Dakar Senegal

§ SG Geneva-Intensified Capacity Building in Geneva

§ Regional Secretary for Central AND Project Officer attended a workshop in Mombasa-Kenya on Community-Based Health First Aid in Action-for Master Facilitators

Impact

§ The performance of the officers has improved

§ The Regional Managers and Programme Officers benefited from these trainings

Constraints

§ Most of the officers who attended these training workshops did not submit full workshop reports which should have been shared among the Heads of Departments and other senior staff

Expected Result 2 The efficiency and integrity of the Leadership/Governance at all levels in the National Society has increased.

Progress

The National Society held its General Assembly in October, 2009. Issues discussed bordered on the development of the Society. Of particular mention are membership drive, fundraising and the image of the National Society

Nine out of the ten Regional Branches had their AGM where officers were elected into the Regional Executive Committees

Impact

New officers are in place to steer the affairs of the Society for the next two years

Constraints

1. Most district branches could not hold their AGMs
2. Most of the newly elected members of the National executives did not have orientation on the role of governance and management due to lack of funds
3. Relationship between governance and management in some branches has not been cordial

Expected Result 3: The ability of the National Society to develop, manage and retain volunteers has improved

Context

Volunteers do most of the work of the Red Cross and so we should organize them by picking the right persons and train them to deliver service.

Encouraging local people to volunteer to meet a local need was Henry Dunant's response to the carnage following the battle of Solferino.

National Societies mostly deliver their services through the work of volunteers who help to strengthen communities by learning and imparting knowledge and skills, and developing social ties. Volunteering is a way of helping communities build capacity to cope with crises.

For these reasons the continuous development of a corps of volunteers on which and through whom a National Society delivers its services is crucial to its effectiveness and very survival.

Progress

During the year 2009, members and volunteers of the Ghana Red Cross Society continued to be Chapters, Mothers' Clubs and Youth Links

The membership schedule for the year ending 2009 is as shown below:

Region	Total No. of Chapters	Total Membership including School Links	% women	% Men
Greater Accra	37	17562	57	43
Eastern	24	4950	55	45
Volta	66	4022	53	47
Central	18	1334	65	35
Western	22	4056	58	42
Ashanti	30	867	56	44
Brong Ahafo	150	4298	55	45
Northern	32	1243	63	37
Upper East	195	12532	58	42
Upper West	202	6255	56	44
TOTAL	776	57119		

Achievement

- The Red Cross groups at the community level under took the following activities during the year:
 - Ø First aid training and services
 - Ø Church and mosque parades
 - Ø Health education on communicable diseases
 - Ø Clean-up exercises
 - Ø AID awareness walk
 - Ø Health walk
- Members were ready to be mobilized for any Red Cross activity at a short notice
- Mothers Clubs had a congress where they evaluated their activities and devised strategies for improvement on their performance

Special Events for the Year

- Mothers Clubs Congress



2009 NATIONAL MOTHERS' CLUBS CONGRESS IN PICTURES



VENUE: BOLGATANGA-UPPER EAST REGION

DATE: NOVEMBER 30TH – DECEMBER 3RD

Mothers' Clubs is one of the most functional units in the Ghana Red Cross Structure. They are heavily relied upon for the National Society's Intervention Programs delivery. This Club is made up of Mothers or Women who belong to the Ghana Red Cross and have come together to form a group with the aim of mobilizing the community for action in thematic areas such as Community First Aid, Disaster Risk Reduction, Primary Health Education, Promotion of Hygiene and Sanitation and Women Socio-Economic Empowerment just to mention a few.

Their contributions to the reduction in vulnerabilities, growth and development of their communities have won them several recognitions and awards from many reputable organizations including UNICEF, Ministry of Local Government (Municipal / District Assemblies), International Federation of Red Cross & Red Crescent Societies (IFRC), The Regional Coordinating Councils, Women and Children Affairs Ministry and Ministry of Health just to mention a few.

The 2009 National Mothers' Club Congress was held in Bolgatanga, Upper East Region between November 30th – December 3rd 2009 with the theme 'Our World in Our Hands'. The Congress was a mix of Elections, Communiqués, Sharing of Experiences and Capacity building workshops.



Mothers Clubs members about to process through the streets of Bolgatanga as part of the congress activities

CONGRESS OBJECTIVES

The objectives of the Congress were to:

- Equip the Mothers Clubs hierarchy with Leadership skills
- Equip the Mothers Clubs hierarchy with Resource mobilization skills

- Explain to delegates the usage of Communication as a Marketing tool
- Share ideas
- Discuss Field Activities, Challenges and Map the way forward for the 2010
- Provide Refresher trainings in Guinea Worm Eradication, Community Base First Aid, Breast Cancer etc
- Equip them with Knowledge on H1N1 Virus for onward sensitization of their Community members
- Discuss mainstreaming of the 3 in 1 Process into all Mothers Clubs activities with special reference to Hygiene and Sanitation promotion especially hand washing
- Conduct elections to select the leadership for 2010

ATTENDANCE AND PARTICIPATION

The opening ceremony was preceded with a lively march through the principal streets of Bolgatanga with the Police Band providing music. The Mothers' Clubs members carried Placards that bore women empowerment messages. The March ended at the Catholic Social Center where the opening ceremony took place. Attendance by Mothers Clubs Members at the opening ceremony was over 1500. They were made up of Mothers Clubs members from all over the region in addition to the official delegates.

The Special Guest of Honor was the Deputy Upper East Regional Minister Hon. Lucy Awuni. Other Guests of Honor included the Representative of UNICEF; Northern Sector Madam Felicia Mahama, the Ghana Red Cross Society President, Professor Mantey Bosompem, the Honorary Public Relations Advisor of Ghana Red Cross Mrs. Hayfron Asare, The Upper East Regional Chairman of Ghana Red Cross and the Regional Health Director just to mention a few.

The main Congress business took off immediately after the opening ceremony functions and the declaration of the congress duly opened by the President of the Ghana Red Cross. All the ten (10) Regions in the Country sent delegates.

The Headquarters was represented by:

Mr Samuel Kofi Addo - Organizational Development Manager
 Mrs. Lydia Maclean - Ag. Communications Manager
 Mr. Nick Asiedu Nyarko- Finance and Administration Manager
 Mrs. Akua Anima Adofo – Health and social Services coordinator
 Mr. Emmanuel Darke – Branch Development officer

DETAILED CONGRESS ACTIVITIES

The opening ceremony was characterized by speeches of collaboration with the Society as a whole and Mothers Club in particular, Appreciation of Mothers Clubs activities in the communities (Community Base First Aid, Primary Health Education, Promotion of Hygiene and Sanitation ie hand Washing) and Pledges of support by the invited guests.



The Deputy Upper East Regional Minister Honorable Lucy Awuni delivering her speech of Government Appreciation and Support to the Mothers Clubs at the Congress

Congress Sessions

Aside the Session on H1N1, all the other Sessions were restricted to only accredited congress delegates so as to make maximum impact. Below are details of some of the topics that were treated.

H1N1

The over 1500 participants inclusive of all the invited guests were taking through a session on the Pandemic Flu H1N1 (Causes, Signs and Symptoms, Protection measures including promotion of hygiene and sanitation with hand washing as a key action, Impact etc) by the Health and Social Services Coordinator of the Ghana Red Cross.

Leadership

This was presented by Nicholas Asiedu Nyarko, Finance and Administration Manager. The presentation touched on:

- Who a Leader is
- Who is a Good Leader
- How to become a Leader
- Theories of leadership
- Keys to becoming an effective leader
- Principles of Leadership
- Attributes of a Leader
- Leadership and human Relations

Women as Agents of Change in the Community; facilitated by Mrs. Lydia Maclean, Ag. Communications Manager

Her presentation touched on

- The traditional role of women which is also part of leadership:
 - Women as Mothers
 - Women as bread winners (Farmers, Traders etc)
 - Women as Home Managers
- Challenges confronting Women
 - Maternal and Child health related problems
 - Lack of control over sexual and reproductive health
 - Financial Dependence
 - Physical and Emotional Abuse
 - Lack of access to Education
 - Negative Cultural Practices
- Linkages of the challenges leading to a vicious cycle
- Mobilizing power through group formation and empowerment to bring about Change (Advocacy & Lobbying)

Communication as a Marketing Tool for Mothers Club Programs; facilitated by the Honorary Public Relations Officer of Ghana Red Cross, Mrs. Elizabeth Hayfron Asare.

Her session discussed:

- Definition and Explanation of Communication
- Definition and Explanation of Marketing
- Relationship between Communication and Marketing
- Using Communication as a Marketing Tool for mothers Clubs activities
- Communication and Marketing Strategic/operational plan for each of the ten regions for the period 2010 - 2015

Sustainable Local Resource Mobilization; facilitated by Mr. Samuel Kofi Addo, the Organizational Development Manager.

His presentation among other things touched on:

- Classification of Resources and Support (Financial, Material/ Equipment, Technical etc)
- Identifying specific needs for which Mothers Clubs require support and identifying particular organizations that are interested in offering that type of support
- Opportunities available to GRC in Resource Mobilization
 - Red Cross as a Brand that sells
 - Goodwill from all organizations and individuals etc
 - Visible impact of Red Cross activities in the Communities
- Traditional and non Traditional Sources to seek for Resource Support
 - Political structures
 - Ministries, Departments and Agencies
 - District and Municipal Assemblies
 - Private / Business Sector
 - Informal Associations within the Various Organizations eg Barclays Bank Lady's Association, CEPS Ladies Association, Association of Wives of Ambassadors etc
 - Chiefs, Opinion Leaders, Influential leaders in the community, Political aspirants in the community etc
 - Religious Bodies

- Mothers Clubs own Business Ventures and investments
- Simple Project Proposal Development

Red Cross Action Ghana Initiative; presented by the President of Ghana Red Cross.

His presentation included:

- his Vision for Ghana Red Cross for the next two years (a strong, vibrant National Society)
- building sustainable Local, National and International partnerships
- Bringing on board everybody and considering all suggestions and proposals
- Working towards a Self Sustainable National society



The President of Ghana Red Cross discussing his Vision for Ghana Red Cross with delegates

3 in 1 Process- Field Challenges and the way forward; facilitated by the Secretary General, Mr. Andrews Frimpong.

His presentation touched on:

- Where we are with respect to the project
- The current Massive Roll out and mainstreaming of hand washing into all Red Cross field activities which includes by default all Mothers Clubs field activities
- Reporting
- Self sustainability of the project etc

Mothers Clubs Field Activities (Successes and Lessons Learnt)

Challenges Facing MC & Way forward

This paper was presented by the president of the Mothers Clubs Mrs, Maria Adum- Atta. Her presentation traced the history of the Mothers Clubs from its inception to date, the activities done, successes chalked, challenges especially self sustainability and the way forward

CONGRESS BUDGET

The original Congress Budget was GHC4000.00. Actual Expenses was however double the budgeted cost. This was due to Inflation and Rising Costs, Unanticipated increase in membership participation that exceeded planned, the number of high profile personalities attending, Most Mothers Clubs in the host region insisting on coming to participate at least in the opening ceremony. Additional funding therefore had to be mobilized from other sources to support the original budget.

ELECTION OF OFFICERS

The following were unanimously elected as Officers for a two year term 2009-2011.

- Mrs Maria Adum-Atta from Greater Accra region - Retained Un opposed
- Mrs Mary konadu Amoyaa from Ashanti Region as Vice President
- Mrs Mary Mariama Zakari from the Northern Region as Secretary – Retained Unopposed
- Mrs Franscia Naauerabadr from Upper West Region as Treasurer – Retained Unopposed
- Mrs. Mary Alhasan from Brong Ahafo Region as Organizer – Retained Unopposed

It is worth noting that apart from the previous Vice President who opted not to stand again all the other officers were retained unopposed.

They were sworn into office by the President of the Ghana Red Cross after their speech of acceptance to the various offices to which they have been elected.

CONGRESS COMMUNIQUE, RESOLUTIONS AND DECISIONS

The Communiqué issued by the Leadership at the end of the Congress included the following highlights

- That Mothers Clubs Congress would now be held every two years
- That the current officers were unanimously approved to serve the two year term 2009-2011
- Headquarters should increase the quantum of support offered to Mothers' Clubs Activities
- Mothers Clubs should be given at least an Observer Status at Governance Level
- A commitment to carry on with Mothers Clubs activities eg Community Mobilization for Action against vulnerabilities



Mrs Maria Adum-Atta (Retained President of the Mothers Clubs) reading the Congress Communiqué

CONGRESS EVALUATION & RECOMMENDATIONS

Except Lodging which over 80% of the delegates said was not very good, they were on the whole satisfied with the whole congress (Organization, Opening Ceremony functions, Workshop Session topics, Delivery and Content of Session Topics, the Participatory approach, and hospitality received from the host region etc)

Their recommendations for further improvements were that in future:

- Time Management should be a priority
- Sequence of originally circulated program for activities should be adhered to as much as possible

WORKSHOP CONCLUSION

On the whole it can be said that the Congress achieved the set objectives despite budgetary challenges. The Workshop topics chosen were based on the Mothers Clubs expressed needs and their participation was commendable. The appreciation received from the host region was also excellent. Looking at the Congress holistically, it can therefore be stated without hesitation that it was a success.

b. Youth camp

The Youth also had a camp where they shared ideas on their various activities.

c. Promotion of Hand Washing as a Common service by GRCS

Promotion of Hand Washing as a one common service for all the units of the NS in addition to the traditional Red Cross activities was also spear headed by the Organizational Development. The objective is to promote hygiene, attract visibility for the service delivery and thereby attract community appreciation and support.

Constraints in Organizational development Capacity strengthening Programs

- § Volunteer management especially coordination has been a problem.
- § Volunteer Insurance has also been a challenge

3.5 RESOURCE DEVELOPMENT

Expected Result 4: The National Society's financial and resource development have improved

Context

Mobilization of internally generated funds has been a big challenge for the Ghana Red Cross Society. For the past five years fundraising targets have never been met. The Society has to rely on donor funds to meet core costs

Professional Achievement

Total Internally Generated funds raised during the year at Headquarters and the 10 regions amounted to GHC 12,535.00

Constraints

- § Lack of seed capital for fund raising activities
- § Lack of a fund raising policy
- § Lack of fundraising culture. Governance, management and staff look up to the Fundraising officer to raise funds
- § Fund raising not mainstreamed into all activities
- § GRCS poor image. Many people do not know about the Society. People think that GRCS gets a lot of money from international agencies and thus needs no local funding support
- § Lack of training and refresher courses for resource department staff and fundraising committee members

The way forward in 2010

a) Secretary General and Senior management

- § They must devote a significant time (50%) to fundraising
- § They must have personal activities with donors
- § They must ensure that fundraising is high on agenda of all committee meetings

b) Management Committee/Regional Committee

- § Committee members must be committed to fundraising
- § The President/ Regional/District Chairmen must ensure that fundraising is high on agenda of its meeting
- § Members must help raise money or make professional and personal contact
- § The committees must ensure that there are adequate resources for fundraising

4.0 ADMINISTRATION

4.1.1 HEADQUARTERS

4.1.2 Personnel

Mrs. Theresa Nobiya, the Health Coordinator resigned her position with effect from 1st August 2009

Mr. John Harold Atisu, the Disaster Management Coordinator retired from the Ghana Red Cross Society with effect from 17 December 2009

Mrs. Akua Adofo Anima, the newly recruited Health Coordinator, assumed duty in September, 2009

Ms. Betty Naapaneh resumed duty as Office Assistant for the Upper West Region

Mr. Patrick Ayerakwa, the then Regional Manager for the Central Region died in October, 2010

The number and category of staff at the end of the year under review were:

-	Management staff	5
-	Senior staff	15
-	Junior staff	19
-	National Service Personnel	20
	Total	59

4.5.3 Management

Achievement

§ Apart from the General Assembly, Central council and the Management Committee, other sub-committees of the Central Council did not meet during the year

Impact

The inability of the sub-committees affected the general performance and direction of the Society

4.5.6 Regional Branches

The Society's branches continued to be based in the 10 Administrative Regions of the country namely: Greater Accra, Eastern, Volta, Central, Western, Ashanti, Brong Ahafo, Northern, Upper East and Upper West Regions

The Regional Branches are further sub divided into districts within each Region according to the number of political districts within the Region, and the number of districts with Red Cross presence.

The number of political districts and the number with Red Cross presence as at the end of the year 2009 is as presented below:

The way forward 2010

§ The Management Committee should ensure that sub-committees of the Central Council function effectively

§ GRCS should put in place mechanisms for volunteer support and motivation

§ There is the need to scale up Red Cross districts in the Regions

5.0 LOOKING AHEAD

§ Currently, GRCS has no approved strategic Plan and operational plan to be followed by the Regional Managers for implementation and reporting of activities. What is being used as the Strategic Plan will expire in 2010

§ GRCS should develop a new strategic and operation plans as a matter of urgency

§ Orientation workshop for newly elected officers into governance positions should be a priority

§ GRCS should intensify local fundraising activities to meet core costs

§ All GRCS programmes should contribute to the International Federation's Global Agenda

Appendix 1:

Officers of the Ghana Red Cross Society for 2009

1.	PRESIDENT	Professor K.M BOSOMPEM
2.	VICE PRESIDENT	Mrs. Hilary GBEDEMAH
3.	HONORARY TREASURER	Mr.E.D.ASHLEY
4.	HONORARY HEALTH ADVISER	Dr. Antobre-BOATENG
5.	HONORARY PUBLIC RELATIONS ADVISER	Mrs. Elizabeth Hayfron ASARE
6.	HONORARY LEGAL ADVISER	Mr. J. Louis NEIZER
7.	NATIONAL YOUTH REPRESENTATIVE	Mr. Charles Andoh APPIAH

FIVE ELECTED MEMBERS TO THE CENTRAL COUNCIL

§	Dr. P.K.QUIST
§	Mr. M.G. BOZIE
§	Mr. Paul N. SEIDU
§	Mr. Alhassan Suraj-Deen
§	Mrs. Elizabeth Obeng-YEBOAH

REGIONAL CHAIRMEN

1.	GREATER ACCRA	Mr. Kwabena N.ADDAE (Ag.)
2.	EASTERN	
3.	VOLTA	Mr. Dennis GBEDDY
4.	CENTRAL	Mr. Patrick Awuku OWUSU
5.	WESTERN	Mr. H.K.AHIABLE
6.	ASHANTI	Dr. K. Opoku ADUSEI
7.	BRONG AHAFO	
8.	NORTHERN	Mr. Wilberforce SAYIBU
9.	UPPER EAST	Mr. Donald ADABRE
10.	Upper West	Dr. J.K. ABEBERESE

Appendix 2: Assets Register

Appendix 3: Financial Statement for 2009