

# **GHANA RED CROSS SOCIETY (GRCS)**

## **POST-EVENT REPORT**

### **WORLD RED CROSS AND RED CRESCENT DAY COMMEMORATION**

**Theme:** *“On the Side of Humanity”*

**Date:** Thursday, 8th May 2025

**Venues:** Chosen Children’s Centre, Darkuman & Fafraha Community, Accra

**Time:** 9:00 AM – 5:00 PM

## **1. INTRODUCTION**

The Ghana Red Cross Society (GRCS), in partnership with Movement actors, community organizations, and humanitarian allies, successfully commemorated World Red Cross and Red Crescent Day 2025 on May 8, under the global theme *“On the Side of Humanity.”* This year’s celebration carried exceptional symbolic weight as it preceded the 60th anniversary of the Seven Fundamental Principles of the International Red Cross and Red Crescent Movement. The event underscored the enduring relevance of Humanity, the first and foremost principle, as the foundation of all humanitarian action.

Unlike traditional commemorations marked by formal assemblies, this year’s observance took a community-based approach, emphasizing direct service, solidarity, and inclusion. Through meaningful outreach to orphaned and vulnerable children as well as underserved residents of Greater Accra, GRCS reaffirmed its commitment to proximity-based humanitarianism rooted in empathy, service, and dignity.

## **2. OBJECTIVES AND STRATEGIC FOCUS**

The commemoration was designed to achieve the following objectives:

- Celebrate the humanitarian legacy of the Red Cross and Red Crescent Movement.
- Raise awareness of the Seven Fundamental Principles, particularly Humanity, as pillars of neutral, impartial, and independent humanitarian service.
- Engage the media and the public in dialogue about humanitarian values and collective action.
- Recognize and celebrate the selfless contributions of Red Cross volunteers and staff in Ghana and globally,
- Observe some solidarity with the families of volunteers who have died in the line of duty, especially in hostile environments
- Demonstrate solidarity with vulnerable children in under-resourced care centres.
- Deliver direct humanitarian and health assistance through coordinated donations and medical outreach.

## **3. SUMMARY OF ACTIVITIES**

**Commemoration Ceremony at Chosen Children’s Centre – Darkuman**

The first segment of the day took place at the Chosen Children's Centre, a privately-run children's home in Darkuman. The event was characterized by warmth, interaction, and genuine humanitarian engagement. Opening remarks from the Secretary General of GRCS and the Country Coordinator of the International Federation of Red Cross and Red Crescent Societies (IFRC) set the tone for the event, emphasizing unity, service, and shared responsibility.

A heartfelt solidarity message from a representative of the Iran Clinic affirmed the spirit of cross-sector collaboration in humanitarian health. A moving musical performance by a band of the children from Chosen Children's Center and a Quran recital by a young child from the Nima Cares Foundation, along with a demonstration of first aid skills by the GRCS, mixed with questions and answers showcased both the resilience of the children and the value of early humanitarian education.

The President of GRCS delivered a reflective address that honoured Henry Dunant's legacy while contextualizing today's humanitarian challenges. This was followed by the symbolic presentation of over 100 pairs of brand-new shoes, generously donated by LC Waikiki. The distribution of these items to children from Chosen Children's Centre and the Nima Cares Foundation not only met material needs but also conveyed a powerful message of care and inclusion.

Guests, staff, volunteers, and children shared in a hot lunch and light refreshments and informal interactions that further cemented the emotional and social value of the day's activities.

### **Health Outreach at Fafraha Community**

In the second half of the day, attention shifted to the Fafraha community, where a mobile medical outreach programme was implemented by the Iran Clinic in collaboration with GRCS. The screening provided free general health assessments, vitals checks, health education, and treatment for residents, many of whom lack easy access to affordable healthcare. The event was attended by the President, the SG, the Director of Iran Clinic and other dignitaries.

Over 150 residents, including women, children, and the elderly were served. Common ailments such as high blood pressure, infections, and dermatological conditions were addressed, and several referrals were made for further clinical follow-up. The outreach strengthened GRCS' commitment to community-based health promotion and highlighted the importance of humanitarian-medical partnerships.

## **4. MEDIA ENGAGEMENT AND ADVOCACY**

Media visibility was a central component of the commemoration. The President of GRCS led a press briefing on the significance of the Day, drawing attention to the challenges faced by smaller orphanages and the broader humanitarian needs across Ghana. He highlighted one of the most pressing challenges facing the global humanitarian sector: the deaths of humanitarian workers in the line of duty. This critical issue was selected by the National Society as the sub-theme for the year's event. There was live coverage of the commemoration on the official Facebook page of the National Society. Radio talk shows and digital media channels were used to amplify the values of the Movement and to advocate for increased public and private sector support for community-based humanitarian initiatives.

These engagements served not only to educate the public on the Fundamental Principles but also to deepen the public's understanding of humanitarian work and how individuals and organizations can contribute meaningfully to it.

## **5. LESSONS LEARNT**

- i. **Community-Centred Events Foster Deeper Engagement and Greater Impact:** Designing events around the needs, values, and participation of the local community ensures meaningful engagement. When communities see themselves reflected in the planning and delivery of an event, they are more likely to connect emotionally, participate actively, and support future initiatives. This localized approach strengthens trust and amplifies the long-term impact of humanitarian efforts.
- ii. **Strategic Partnerships Enhance the Value of Community Service During Celebrations:** Collaborating with local organizations, service providers, and relevant institutions to deliver tangible community services on event days significantly elevates the celebration's purpose. Whether through health checks, awareness campaigns, or skills training, these partnerships transform symbolic events into practical platforms for change, reinforcing the values of solidarity, compassion, and service.
- iii. **Proactive Media Engagement is Essential for Storytelling and Visibility:** Conducting media orientations prior to the event ensures that journalists and broadcasters understand the event's objectives, themes, and community relevance. Their informed participation helps in generating accurate, compelling narratives that resonate with the public. Active media involvement on the day of the event also boosts visibility, extends outreach, and increases public awareness of humanitarian initiatives.
- iv. **Emergency First Aid Demonstrations Generate Interest and Strengthen National Society Visibility:** Live demonstrations of emergency first aid techniques not only showcase the practical skills of volunteers and staff but also serve as powerful public education tools. These activities engage audiences, highlight the life-saving work of the National Society, and leave a lasting impression that can translate into increased membership, support, volunteerism, and recognition of humanitarian efforts.

## **6. RECOMMENDATIONS**

- i. Establish Community Advisory Committees during the planning phase of events to ensure grassroots representation and input.
- ii. Conduct pre-event consultations and needs assessments to align event activities with local priorities and cultural practices.
- iii. Implement participatory feedback mechanisms (e.g., suggestion boxes, focus groups, surveys) after the event to capture lessons and adapt future programming accordingly.
- iv. Map and engage potential partners and resource persons early in the event planning process, including health, education, and social service experts.
- v. Formalize partnerships through MoUs or collaboration agreements to clarify roles, resource commitments, and expected outcomes for future events.
- vi. Develop a media engagement strategy that includes pre-event briefings, press kits, and storytelling guides tailored to different platforms (TV, radio, online, print).
- vii. Train spokespersons and volunteers on key messages, media handling, and public speaking to ensure consistent and effective communication.

- viii. Invite media as event partners, not just observers, by giving them active roles such as panel moderators or on-site content creators.
- ix. Integrate first aid demonstrations into the event's main program to ensure visibility and audience engagement.
- x. Promote interactive participation, allowing attendees to try basic first aid skills under supervision.
- xi. Use demonstrations as recruitment tools by setting up volunteer sign-up desks and distributing informational materials about the Movement and first aid training programs.

## **7. CONCLUSION**

The 2025 commemoration of World Red Cross and Red Crescent Day by the Ghana Red Cross Society was a well planned and prepared demonstration of *Humanity in action*. From vulnerable children in orphanages to underserved families in local communities, the event reached those most in need, not with fanfare, but with empathy, solidarity, and practical support. This year's theme, "*On the Side of Humanity*," was not merely echoed in speeches but embodied in actions. It reaffirmed the Red Cross' enduring role as a compassionate presence among the world's most vulnerable.

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