

Italian Red Cross National Society



Edited by Cinzia Cardillo and Francesca Mara



Born to help

More than one hundred years of history
More than one hundred years of solidarity,
sacrifice
and self-sacrifice

*more than a hundred years
in attendance of humanity*



Our origins

The first "Committee of the Italian Association for the help to the wounded and the sick of war" was established in Milan on the 15th June 1864 two months before the signing of the Geneva's Convention.

On the 11th December of the same year, the Congress wanted the Committee to be seen as the Central one, where all the activities were decided.

Before the battle of Solferino, thanks must be given to a famous physician **Ferdinando Palasciano**, who warned that our moral duty is also to the care of the enemies in war. He fought for the neutrality of the wounded to be recognized in war.

The Italian experience



Members



There are 147.000 volunteers going through many different activities, and 36.000 partners sharing the 7 Principles.



What we do..

Health

First aid, ambulance assistance, ordinary and disabled transportation, urgently-needed medical supplies carriage, blood donation

Social welfare

Activities for young, Road Unit, night welcome, social canteen, Clownerie, basic provisions distribution.

Social health

Home care, emergency medicine, elderly and disabled assistance, psychological support in hospital, residencies, motor education centre and halfway house, Pet Therapy e Horse Therapy, sensitizing initiatives targeting population.



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Civil Protection

Trading Room management, Emergencies, Square-bashing, Special assistance with special resources, Emergency Health Services, Psychological support, Logistic support.

International Activities

Institutional Relations with the International Movement of RCRC, IHL, International Delegates, Relief and Development, Family reunification, War Documentation, Services and activities for immigrants.

Education and training

IRC's volunteers education and training, Training given to population, National Education School.



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Campaigns & Interventions

Promoting Communication Campaigns, Fund raising for national and/or international calamities.

National Civil Service

Education and training for the NCS volunteers, Activities required by the NCS.



Who we are...



There are several specialised figures composing the Italian Red Cross landscape...

Youth volunteers

Called Pionieri since their birth, the action of **15.771** Youth Volunteers takes advantage, in many different situations, of one simple but crucial concept:

It's young, it's ours!



explained in our

Our action is borned by 4 cardinal points
recalled and



Work Plan:

Education, Group, Peer education and Training, Intervention areas.

Those are the instruments we avail ourselves of accomplishing
our mission:

LIGHTEN THE SUFFERENCE OF THOSE IN PAIN.

Where our aim is to **EDUCATE**,
and our tool is the **GROUP**,
our way is the **PEER**
EDUCATION!

Educate to participate
Participate to act
Act to improve



Principles and Values:

Fight against each kind of discrimination and protect those without protection

Health:

Preserve and protect health and life

The areas we act in, and where we privilege initiatives of
PREVENTION, RESEARCH, INTERVENTION, EDUCATION AND DEVELOPMENT,
define our commitment.

Capacity building, fund raising, communication and promotion :

Gain and maintain trust in our work best using new technologies



Community Care:

Act and improve the reality surrounding us

International Cooperation :

Make friends with foreigner and act as part of the same Movement



Capacity building, fund raising, communication and promotion



PioNews

There is only one way to gain people's trust : build it day by day.

Pionews is an on-line news publication where every month you can find articles written by youth volunteers wanting to share their experience. It's also an excellent way to draw on other's experiences!

Since it is a REAL newspaper enrolled at the Catania's Court, it has a huge staff taken up in finding writings and images. Everybody can attend sending material.

It will be selected by the editorial office run by the Director Filippo Bargella .



It's disseminated every beginning of month, so

an eye on:

www.facebook.com/#!/pionews



Community Care



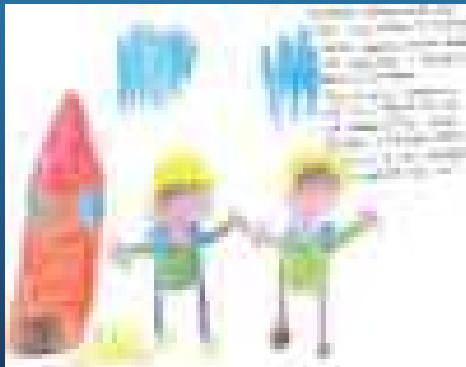
The city I wish

This project, conceived by the YV Santa Sicali, represent an architectural experience some children took part in after the ruinous earthquake we experienced in April 2009. The ambitious project let the children participated in many workshops with the aim of letting them feel and create their own town.

Urban rebuilding and redeveloping after a calamitous event are great chances of strengthen and re-weave solcial relationships and the social protection feeling missed.

Specific objectives were:

- Planning the future
- Boost the sense of belonging to their Community
- Create concerned citizens



The children realised a 3D plastic model of could feel safe even if on their own. They c comfortable thanks to the activieties studie



Health



I.D.E.A.

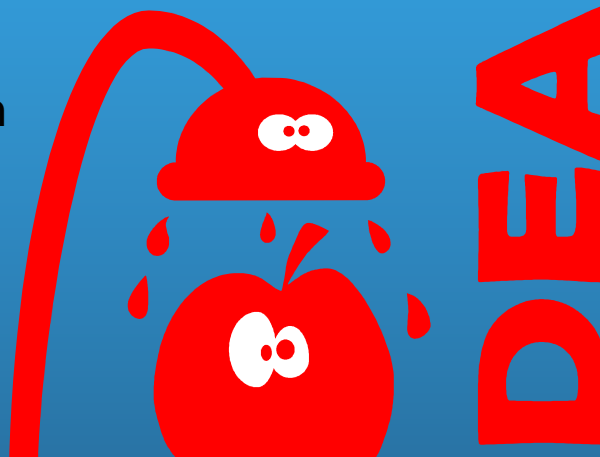
Hygiene Diet Food Education

The IDEA campaign answers the dramatic overweight and obesity increase call, and the alarming direct link to pathologies and high costs.

WHAT?

By 2013 we aspire to reach this goals:

- Promote diet as a healthy life style.
- Increase the understanding of obesity and other pathological conditions
- Create an collective consciousness
- improve people's behaviour in food and hygiene rega



HOW?

Our action is divided on different targets:

Seed: 6-11years.
(Schools and active games)

Flower: 11-14 years.

(Lessons and le play)

years.

sons and le play)

Tree: 19-on years.

(Rapid contact ar "spot" activities

The Health area is strictly linked to the mastertheme of this Conference: Blood donation.



Blood Donor Groups

In addition to the Youth volunteers in the Italian Red Cross, there are Blood Donor Groups, which were formed in the immediate postwar period due to the shortage of blood in the country. From 1971 the Italian Red Cross, on the directions of the Federation, began to raise awareness of the voluntary gift of blood donations on a regular basis.



To the 2008: 7.600 partners donors blood;
180.000 donations for the
Red Cross.

All in continuous increase!



Mission



- **To Promote Blood Donation**

In our organization and the general public;

- **Spreading Consciousness Transfusion**

With highly qualified staff;

- **To make collections of blood and blood components**

Through its static and mobile centers;

- **Health Protection**

For donors and recipients;

- **Discussion at a national level on transfusion**

With institutions and health services.





C.I.V.I.S.

Italian blood volunteer Coordination Interassociation

The Red Cross encourages collaboration with other national blood volunteer associations (Avis, Fidas and Frates), especially regarding distribution.

Raising consciousness among young people: this remains the main purpose of our aim, involving schools, universities and establishing relationships with youth and student associations.

In this respect C.I.V.I.S. allows a unique entry point to the principal institutions to better achieve their goals.



7th May 2010

C.I.V.I.S. Promoting blood donation

"One nation one donation" is an initiative organized on 7th May 2010 by Radio DeeJay and CIVIS .

It's asked the Italian population to make a gift to all those who need blood transfusions, making a blood donation.

The Italian Red Cross, specifically the Rome Section and the Red Cross Blood Donor Group "Henry Dunant", supported the initiative with a blood collection.



The event is part of the Italian Red Cross Week: activities, institutional meetings, projet presentations will last the whole week.

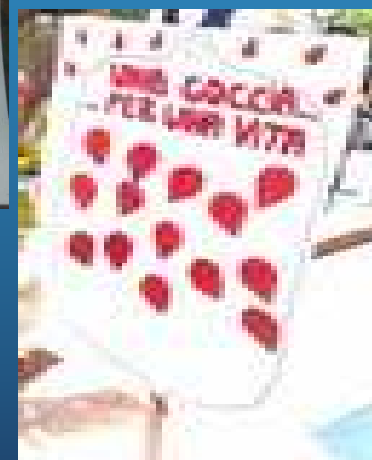


Promoting Blood Donation

The Italian Red Cross deals with the promotion and awareness of donating blood by organizing training sessions in schools, universities and in public and private sectors.

Volunteers of the Red Cross and specialists stress the importance of donating blood with slide shows and activities.

For example, on 8 May 2010 a group of blood donors, together with the youth volunteers, will be working together promoting the awareness of blood donation by distributing informations to young people in an activity called "DonAction".





Donor's benefits

Giving blood: a choice for others, a choice for themselves

At the individual level we have the moral satisfaction of contributing towards solving a serious problem. Also the pride of being an active part of voluntary social and health service, crucial for the health service.

When donating blood regularly, we ensure **the donor's state of health through accurate medical** and laboratory tests, performed at each donation.



Great people ...





**With adequate
tools...**





Thank you for your attention!

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