

**CENTRE FOR THE COOPERATION  
IN THE MEDITERRANEAN  
OF THE SPANISH RED CROSS**



**MEDITERRANEAN RED CROSS AND RED CRESCENT  
YOUTH EXCHANGE**

*“Sharing best practices and strengthening network on public health, blood donation, prevention of Sexually Transmitted Diseases and HIV/AIDS”*

***CONCLUSIONS - FINAL DOCUMENT***

*Barcelona – 9<sup>th</sup> to 16<sup>th</sup> May 2010*

This Youth Exchange is organized by:



In the frame of:



UN International  
Year of Youth

The youth exchange is supported by:



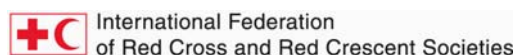
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The Global campaign 2010 World Blood Donor Day is organized by:



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## **Conclusions - Final Document**

The 2010 World Blood Day “New blood for the world”<sup>1</sup> has the following objectives: to increase the voluntary participation by young people, to promote the principles of solidarity and altruism, to encourage education in the values of equality and social justice and disseminating the benefits of voluntary blood donation.

Within this campaign youth will have special attention and in order to raise awareness three pillars of action have been articulated: Youth activism using culture, leisure and values; scientific spread at schools and universities, and digital action to promote youth donors through social networks.

In this context the organized exchange by the CCM<sup>2</sup> is directly related with the main areas of action for the youth component of the campaign as it is tackling youth activism and promotion of youth donors among the RC/RC<sup>3</sup> youth section in the Mediterranean.

We, the youth representatives of 13 National Societies, we really appreciated this exchange which allowed us to know each other and was a good opportunity of exchange. We want especially to thank the CCM for giving us such occasion and for affording us all needed conditions to take the benefit from it. We also want to thank the Spanish Red Cross in Catalonia for all the facilities they put on our use and the best practices they shared with us.

In order to conclude this experience, we developed this final document to evaluate the strong points of the seminar and make some recommendations on how we can use this event as a start point for

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<sup>1</sup>The 2010 **World Blood Donors Day** will take place in Barcelona the 14<sup>th</sup> of June under the theme: “**New Blood for the world**”. This international meeting has been promoted by the World Health Organization, the International Federation of Red Cross and Red Crescent Societies, the International Federation of Blood Donor Organizations and the International Society of Blood Transfusion. In this context Barcelona is promoting the campaign “Barcelona is full blooded”.

<sup>2</sup> Centre for the Cooperation in the Mediterranean

<sup>3</sup> Red Cross and Red Crescent

potential partnerships and collaboration between us and how we can improve the next similar seminars.

### **Strong points of the Youth Exchange**

So, according to the participants the seminar has a lot of strong points to be highlighted such as:

- The opportunity given to the volunteers to work on groups in a multicultural meeting, get closer to each other and build new friendships;
- The good group spirit that was in all moments of the seminar and the mutual respect others culture and thinking;
- Sharing knowledge and experience with 13 different NSs<sup>4</sup>;
- More information about Barcelona experience (campaign experience...);
- Possibilities of new cooperation between Red Cross and Red Crescent National Societies;
- The experience on the youth center for contraception and sexuality prevention, promote positive and responsible attitude;
- Campaign workshop (essential steps to create a campaign) was very instructive;
- The SOM.NIT activities (as leaflets and condoms distribution, Alcohol test on the stand, ...) a method to invite people to be responsible about their behavior;

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<sup>4</sup> National Societies

- YABC<sup>5</sup>: new methodology, tools and exercises that have a deep impact on youth and involve them as agent of change on their societies;
- The ABC campaign: Italian Red Cross experience;
- Homecare program, Bosnia-Herzegovina Red Cross experience;
- Dynamism of the participants and their implication;
- The information about drugs intoxication and overdose;
- We all are working to strengthen our NSs and have a stronger impact in Blood Donation program and this exchange is very helpful to encourage our initiatives.

## Recommendations

In the frame of the implementation of the IFRC Strategy 2020 and the Dubrovnik Declaration, according to the knowledge shared and the conclusions of working groups as well as the debates, we recommend our National Societies to:

- establish a program for regular blood donation;
- implement YABC program and the psychological support program in some of our national societies;
- introduce more health strategies or policies of IFRC<sup>6</sup> which can give the volunteers a deeper idea about the context they are working in;
- introduce an adequate training for the volunteers working on blood donation activities;

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<sup>5</sup> Youth as Agents of Behavioural Change

<sup>6</sup> International Federation of Red Cross and Red Crescent Societies

- establish a network at Mediterranean level for blood donation activities.

### **We commit ourselves to:**

- Be the first group in this network;
- Know more about the YABC methodology so we can use it in our activities;
- Continue the initiative of club 25 and implement it in the national societies which do not have it;
- Advocate for regular blood donation;
- Use peer education in Club 25;
- Start a common campaign in our national societies for the world blood donation day in 14<sup>th</sup> of June 2011 -Same goal, slogan, logo and activities-.

In addition to that and for the specific cases of:

- Malta and Palestine: to integrate the YABC methodology to the psychological support program;
- Egypt: Apply ABC activities to the school children awareness program.

The first step we will start with is to make sure we still in contact so we can share our initiatives and discuss our next steps, for this we delegate Cristina Méndez (from the Spanish Red Cross Youth in Catalonia) to create an electronic group in which we can share peer education tools, initiatives and documents.

**We strongly believe that this youth exchange can be the first step of a mutual exchange of experiences, tools and initiatives between our National Societies and the cornerstone for building partnerships and common programs. So we should keep organizing it on Blood donation programs and other different subjects.**

Signed by  
Mediterranean Red Cross and Red Crescent  
Youth Exchange participants

**Participant National Societies**

- ✓ Palestine Red Crescent
- ✓ Red Cross of Serbia
- ✓ Lebanon Red Cross
- ✓ Arab Syria Red Crescent
- ✓ Morocco Red Crescent
- ✓ Italian Red Cross
- ✓ Tunisia Red Crescent
- ✓ Algeria Red Crescent
- ✓ Egyptian Red Crescent
- ✓ Bosnia – Herzegovina Red Cross
- ✓ Malta Red Cross
- ✓ Montenegro Red Cross
- ✓ Spanish Red Cross

Barcelona, 16<sup>th</sup> of May 2010

**CENTRE FOR THE COOPERATION  
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