**COVID-19: INNOVATION AND GOOD PRACTICES (SPANISH RED CROSS)**

DO NOT include or specify the actions that we do (for that, we have already shared reports), but actions, methodologies, innovative adaptations ... that we have introduced due to COVID-19 and that we think represent a positive change. Some questions in case they are useful.

* How has the COVID-19 pandemic forced us to work differently? How have we had to transform ourselves?
* Which transformations in our way of working should we continue to do even after COVID? How will we maintain them?
* Which innovations has undertaken your National Society in the response that you are most proud of?

|  |  |  |
| --- | --- | --- |
|  | **Innovation / good practice** | **¿Why?** |
| **Health**  | * Red Cross listens to You
* Scheduled agendas for community prevention and containment measures.
* Medical consultations through tablets.
* Robot in the RC hospital of Gijón
 | A free telephone service to all population that suffers emotionally from the consequences of COVID-19.120 people, mostly volunteers, and psychologists trained in accompaniment and psychosocial support are those who provide this service, from RC centers or from their homes.There are 2 levels of attention: Level 1 is guidance and level 2 is specialized assistance due to the different protocols that have been created, attending to the profile and the specific situation that it demands (family death, contagion, illness, loss of work, confinement , etc)The service is carried out through a platform that registers the calls and dumps the segmented data into the intervention application.With this service, we raise awareness and prevent vulnerable people and users of RC, such as the elderly and people with chronic diseases.We asked them how they are, and if they have any symptoms compatible with COVID-19, we put them in contact with the health services. If they are well, we remind them of the protection, hygiene and cleaning measures against the virus, and we also remind them of the symptoms of the disease.In our hospital in Palma, consultations of various medical specialties have continued with all those patients who, having tablets, have voluntarily accepted. Specialist doctors from the hospital and patients from their homes. The satisfaction rate of patients and professionals has been very high.This robot is used for various activities: with its big screen and voice, to sensitize and remind patients of prevention and protection measures in hospital waiting rooms. Accompaniment to patients into different dependencies of the hospital (clinical analysis, Rays, etc.) and to make video calls to hospitalized patients, connecting them with their family and Friends |
| **RELIEF** |  |  |
| **SOCIAL INCLUSION** | * **Adaptation from face-to-face activities to virtual ones.**

-. Video tutorial to make a video call by Whatsapp.-. Information to download free applications addressed to elderly people.-. Loan of tablets to carry out activities: cognitive stimulation, leisure activities, video calls, etc.-. Accompaniment telephone calls with the aim of: informing them about individual protection measures, support / company, etc.* Promote prepaid cards as a model so that people have access to the necessary products to cover basic needs.
* Incorporation in the batches/ food deliveries of brochures with information on: healthy eating, messages of encouragement and support for those who were alone.
* Self-defense activities with women, as a complementary activity linked to prevent actions in situations of risk.
 | The confinement situation has caused that the majority of the activities we carry out to be carried out in person. The need to continue working for the people we serve has led us to make a joint effort by the entire network to use other means, mainly the online channel, and prepare the contents of the different activities in digital formats.This transformation has required the realization of digital material such as deliverable videos, search for open programs on the web, etc.In order to facilitate access to the acquisition of products such as: food, hygiene and home, cash cards have been delivered to vulnerable families so that they can make the purchase. This type of action avoids stigmatization and enhances the normalization of the beneficiaries of the card, by being able to choose a variety of foods in local establishments.This action has been a way of reaching homes, and to inform about healthy aspects to the beneficiaries from food deliveries. At the same time, it has also intends to motivate and encourage those who did not have a social or family network with messages aimed at personal well-being, exploiting and spreading the activity that the Red Cross is doing, etc.Living 24 hours a day with the aggressor (in a confined situation) is a factor that can increase the risk of gender violence and makes it difficult to file complaints. In this situation, self-defense activities with women have been strengthened. |
| **EMPLOYMENT** | * Virtual scape room addressed to young people from SRC so that they learn to identify their strengths, knowledge of the current job market and the steps to look for work online in a context of uncertainty.
* Direct toward Employment "a series of Online Conferences for employability addressed to everyone interested in current issues that serve to reactivate job search and access to relevant information about their rights and performances with first-hand information of specialists in the field.

Due to the information that has been generated about labor benefits derived from the Alarm State, and the lack of face-to-face activity to know first-hand the most relevant information and to be able to make decisions, we have incorporated a weekly program of 1-hour webinars through an online platform with professionals from the labor market, human resources, etc. who have voluntarily offered their knowledge. It is spread through the entire SRC network and social networks. | In a context of confinement and uncertain progressive de-escalation, our objective is to increase motivation in all the national territory online, the activation of young people in their labor insertion processes during the period of confinement and reduction of face-to-face activity. We will carry out an entertaining activity, in which a series of enigmas and activities will be posed and where the participants must demonstrate, collaborating in teams, their abilities and skills (mainly digital) for the job searchWhen face to face activity was canceled, there was the need to adequately inform in a massive way about the labor benefits that from the public administrations were being generated so that people with more difficulties in accessing to information and their rights could be excluded at this time. These webinars answer questions of interest and concerns from many people.They are tools that allow interaction and are a way of capture of new people and a way of help from the Red CrossThere has been extensive coverage at the state level with more than 1.000 people approximately by webinar, which is allowing a very high impact. The work of the territorial network is being supported with people they serve and allows us to offer relevant people for their technical knowledge in the matter to collaborate voluntarily with the organization. It becomes resources for intervention in which many people at the same time, share their situation and decrease isolation. Each webinar is recorded and a self-consumable orientation kit is generated from it for anyone who wants to use it. |
| **EDUCATION** |  |  |
| **ENVIRONMENT**  |  |  |
| **VOLUNTEERING** | * Digital Volunteering
* Mobile App
 | Although we have been developing capacities to carry out digital volunteering since 2010, to date it has been done in a very incipient and little generalized way. As a result of the Covid-19, all the previous work has seen its fruit and we have been able to carry out almost any activity that does not require physical presence due to force majeure.This new tool, launched in November 2019, has undergone a very high progression in the context of Covid-19, namely:- The number of users and downloads has increased- The number of interactions and frequency of use has increasedQualitatively:- It has served as a safe-conduct, since one of its functions sends a message to the volunteer indicating the day, time and place of carrying out the activity for which he is summoned, facilitating, as we say, the "proof" of the need to move around the public roads during the confinement- It has facilitated and streamlined the incorporation of new volunteers into the organization and the activity, since one of its functions allows to offer yourself to specific activities (whether or not you are previously a Red Cross volunteer) and also allows you to offer your time as volunteer for what is necessaryIt has reduced the administrative burden, since it allows various processes related to registration in the organization to be carried out digitally: signature of the application for incorporation, responsible declaration of not having pending cases with justice and others related to the requirements established in the Volunteer Law; It also allows to scan and photograph the required documentation (ID, driving license, university degree |
| **DIGITAL TECHNOLOGICAL SERVICES** | * We have adapted the protocol and technology for the installation of home telecare devices. So that the terminals were preconfigured and had SIM Global communications.
* Together with Accenture and Amazon, we have developed skills for voice devices such as Alexa (see [HERE](https://web.microsoftstream.com/video/75b8180c-9b68-42ea-9601-26f7fa4a72a9))
 | It was essential to maintain the ability to incorporate new users into an essential service such as telecare, avoiding risks for people.To create an additional channel of relationship with people and, additionally, open a way of collaboration of ICT innovation with Amazon.Very recently created, this “skill” of Alexa places us at the forefront in the use of voice assistants to digitally connect the community with the Red Cross, as well as being a new way to mobilize the population, either to make economic donations or to apply in order to be volunteer |
| **OPERATION CENTERS** |  |  |
| **COMMUNICATION** | * Strategy with 5 lines of communication

o How: transmitting professionalism, solidity, experience, security, trusto What: activity, achievements and results in the different areas of knowledge and with the “braiding” strategy with the territoryo Valueso Personal storieso Education and awareness* Live connections with volunteers and professionals every week (example of the [Management Cell](https://www.facebook.com/116952045157/videos/2545226872460068/)).
* Management of audiovisual resources distributed in the territory ([Greenfly](https://www.greenfly.com/)). Collaboration with collaborative tools to generate and organize audiovisual resources with dozens of people.
* Strategic alliances with the media, especially Atresmedia with varied contents and formats with 3 objectives:
	+ Position and qualitatively link to RC
	+ Show the activity in all areas of the RC RESPONDE Plan
	+ Promote the donation of individuals
	+ particulares

 * Strategic alliances with initiatives beyond recruitment, creating linkage formats with leading companies in innovation and younger targets: Amazon Fest, Microsoft, Oracle, Vodafone
* Strategic alliances with other entities: With Civil Protection the campaign #YoHagoPorTi to reach citizens together, joining efforts on digital channels and in the main mass media
* Alliances and creation of 360º campaigns to link with social referents: #NuestraMejorVictoria (sport), #LaCulturaResponde (culture), artists and musicians (IGLive 24h Rosana, the Song But by your side 2020 of Los Secretos with 22 artists, Rosa López, Vanesa Martín , Fonsi Nieto….
 | Because it has allowed us to be in all kinds of own and paid media covering the different segments and targets of the population with new contents and formats, achieving high levels of engagement. |
| **PLANNING, MONITORING, EVALUATION** |  |  |