

National Society: Implementation Plan

Florence Call for Action



Activities of the Polish Red Cross In the field of Migration

1) Action for trafficked persons

a) Activity

Polish Red Cross joined the National Anti-Trafficking Network of NGOs working with trafficked victims or people potentially exposed to this phenomenon. We regularly meet to share our knowledge, ideas and initiatives that help to spread the awareness, especially among youth. The Network is collaborating with the Police and Border Guards, leads a call of trust for the victims and their families, as well as organize raising awareness campaigns dedicated to people who migrate for work.

The Polish Red Cross Tracing Service has been learning how to recognize the cases and from which organizations and institutions may organize additional support, apart from linking family members. The aim of this activity is to have a clear picture – a kind of road map – of different institutions and NGOs that may provide help to those in need. Thank to such cooperation, the victim can get a complex support organized by qualified units.

b) Target group

Polish Red Cross staff and volunteers, Polish NGOs, youth

c) Tools

Networking, meeting, workshops, raising awareness campaigns

d) New / scaling up / intensity efforts

National network of 40 NGOs and public administration

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In the field of Social Aspects

2) Very good manners campaign

a) Activity

A social media campaign connected with a fundraising action organized by the Polish Red Cross in around 160 restaurants in Poland. The aim is to collect money that will cover the costs of meals for children in schools. In restaurants marked by the PRC emblem and information about this campaign people can join the action by putting your knife and fork in the shape of cross when they finish eating meals. That is a signal that they want 5 PLN from their bill dedicate to the Polish Red Cross. The campaign was very successful and even won a couple of awards for the most innovative concepts in Poland.

b) Target group

direct: customers, clients of restaurants in Poland, indirect: poor children suffering hunger

c) Tools

TV spots, FB campaign, on-line adverts: <https://www.youtube.com/watch?v=srwe1A2pbKI>

d) New / scaling up / intensity efforts

160 restaurants – 700 000 beneficiaries

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In the field of Volunteering

a. Activity

National Youth Council – the Polish Red Cross decided to refresh the system of appointing youth councils in branches and, as a result, at the national level. The aim of this process is to raise the value of youth and encourage them to make strategic decisions regarding the future of PRC Youth. Young people have been motivated to more effective work by their leaders, selected and professionally trained during summer camps for youth leaders. They give a good example to their young colleagues and become mentors of their development.

Since 2016, youth has been represented in the Governing Board at the HQ level.

b. Target group

youth, young leaders of the Polish Red Cross

c. Tools

networking of youth teams, national level meetings

d. New / scaling up / intensity efforts

direct: 5 leaders, indirect: 200 000 youth

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