



Ensuring respect for the emblems and protecting health care: How the Movement can lead the collective effort

(Workshop 2)

Outline

Key highlight

Violence against the wounded and sick and against health-care personnel, facilities and medical transports is a common occurrence in contemporary armed conflicts, as is lack of respect for the distinctive emblems of the red cross and red crescent. This workshop will provide a valuable opportunity for the components of the International Red Cross and Red Crescent Movement (Movement) to identify and discuss effective ways to address these pressing concerns. By sharing their experiences, successes and challenges at both global and national level, and by highlighting the most relevant tools and approaches, the components of the Movement can continue to lead the collective effort to ensure respect for the emblems and the protection of health care.

Background information

Violence, including attacks and threats, against the wounded and sick and against health-care personnel, facilities and medical transports – be they Movement or non-Movement – remains widespread and a cause for grave humanitarian concern. In times of armed conflict, such violence often goes hand in hand with a lack of respect for the distinctive emblems recognized under the 1949 Geneva Conventions and their Additional Protocols and with disregard for their protective function.

The 2017 Council of Delegates offers a valuable opportunity for the Movement to deepen its dialogue on this topic, particularly with regard to strengthening respect for and correct use of the distinctive emblems and to furthering the overall aims of Resolution 4 on Health Care in Danger (HCID) adopted by the 32nd International Conference of the Red Cross and Red Crescent (International Conference). The discussions will build on the diverse initiatives of the Movement and on past resolutions of the International Conference and the Council of Delegates on: the emblems and ensuring their respect; international humanitarian law (IHL); HCID; Safer Access; Movement branding; strengthening Movement cooperation and coordination; and accountability to affected populations. As part of the lead-up to the 33rd International Conference, the proposed workshop will recall the roles and responsibilities of the different Movement components in ensuring respect for the emblems and in promoting the HCID initiative.

Objectives of the workshop

Immediate objectives

1. Encourage Movement components to promote IHL and HCID messages on respect for the emblems and the protection of health care.
2. Empower Movement components to assume their individual roles and responsibilities to: 1) promote government engagement in ensuring respect for the emblems and in raising awareness of the emblems and their protection; and 2) promote the national implementation of HCID recommendations.
3. Recall the duties and responsibilities of the different Movement components to display the emblems and their own logos responsibly and coherently and in accordance with agreed Movement rules and policies in their own branding practices, and highlight existing tools in that respect.
4. Identify and share good practices, achievements and challenges, and solutions from the Movement's perspective to addressing violence against health care.
5. Highlight the tools and approaches available in relation to HCID (selected experiences, e-learning modules, online community, massive open online course, etc.), as well as to the use and display of the emblems (brochures, videos, emblem perception study questionnaire, *Branding Toolkit*, etc.).

Mid- to long-term objectives for Movement components

1. Promote and roll out the emblem elements of the ICRC's IHL campaign, and take an active part in achieving the HCID advocacy objectives.
2. Make use of the available tools and approaches to promote knowledge of the emblems among external target audiences and ensure the correct use of the emblems and of their logos within their own branding practices.
3. Plan and implement context-specific strategies and measures based on HCID recommendations to prevent and address violence against health care at national level.

Proposed topics and best practices to highlight

1. National Societies' operational experiences in relation to HCID and the emblems in different contexts (including the Safer Access Framework)
2. Humanitarian diplomacy around HCID
3. National Societies' experiences in raising awareness of and promoting respect for the emblems

Guiding questions

Which legislative, regulatory, practical or other measures, including in implementing relevant HCID-related pledges made at the 32nd International Conference, did you put in place to ensure the security of the wounded and sick, your health-care personnel, your ambulance and pre-hospital services, and the health-care facilities you operate on your own?

Did you conduct these activities alone, or did you cooperate with other parties, for instance authorities or national health-care services?

What best practices and initiatives undertaken by your National Society have been most successful: 1) in promoting knowledge of the emblems among target audiences and in ensuring that the emblem is not misused; and 2) in ensuring that the emblem and your National Society's own logo and visual identity are properly displayed (including within your own branding practices and external partnerships)?

What are the major challenges faced in your respective countries in ensuring respect for the emblem and in promoting its correct use within the community, including among health-care personnel, and within your National Society?

What support or additional tools would be useful to bolster your emblem dissemination and identification practices?

References

Resolutions

- 30th International Conference, Resolution 3, "Reaffirmation and implementation of international humanitarian law: Preserving human life and dignity in armed conflict"
- 31st International Conference, Resolution 5, "Health care in danger: Respecting and protecting health care"
- 2013 Council of Delegates, Resolution 6, "International Red Cross and Red Crescent Movement Branding Initiative"
- 32nd International Conference, Resolution 4, "Health Care in Danger: Continuing to protect the delivery of health care together"

Key publications

- *Study on the Use of the Emblems: Operational and Commercial and Other Non-Operational Issues* (ICRC, 2011)
- *Branding Toolkit* (updated January 2016)
- *Protecting Health Care – Key Recommendations* (ICRC, April 2016)