



# Red Cross

The non-government sector in action

Michael Raper Director of Services and International Operations



Tackling entrenched disadvantage  
in rural and remote Australia

# Renewed commitment to tackling disadvantage

## Services Renewal

### -building on strengths

- Strengthening disaster and emergency services
- Increasing international and development
- Championing International Humanitarian Law
- Addressing the impact of migration



## Renewed commitment to tackling disadvantage

### Services Renewal- building new capacity

- Addressing **Aboriginal and Torres Strait Islander** disadvantage
- Tackling entrenched **locational disadvantage**
  - more work in rural and remote communities
- Overcoming **social exclusion**– by building bridges back into the community:
  - prisoners** and their families; people experiencing **mental illness**; people who are **homeless**; young parents.



## We are a partner in health outcomes

Attempting to address the social determinants of health  
- creating healthier environments for deeply disadvantaged  
Australians

- “Life expectancy is shorter and most diseases are more common further down the social ladder in each society. Health policy must tackle the social & economic derminants of health.” Wilkinson & Marmot - 2003

The sensitivity of health outcomes to the social, cultural, economic, lifestyle & environmental context of people’s lives

## We are a partner in health outcomes

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- Direct service delivery
- Building local capacity
- Engaging communities
- Social mobilization
- Advocacy for social change

The sensitivity of health  
outcomes to the social,  
cultural, economic, lifestyle &  
environmental  
context of people's lives

## Changing behaviour

- Building skills and developing knowledge to promote healthful choices and early help-seeking
  - Save-A-Mate, SAM Our Way (beyondblue)
  - Talk Out Loud
  - Respect ED (Canadian Red Cross)
  - Risdon Prison Program
  - Community nutrition programs (FOODCents)

## Changing environment

- Improving access to healthy foods and advocating around food insecurity in rural and remote places
  - Breakfast programs
  - Community nutrition
  - Outback Stores
  - Maternal and child supplementary feeding

## Boosting protective factors

- Reducing the prevalence of social isolation by keeping vulnerable people connected
  - Personal Helpers and Mentors – (FaHCSIA)
  - Telecross
  - Prisons - Post release follow up, family support services in Visitors Centres
  - Night Café

## Working with particular groups

- Working with the most disadvantaged in their most vulnerable times
  - People made vulnerable through impact of migration – asylum seekers and refugees
  - People who are trafficked
  - Recovery work post disaster/emergency
  - Family support programs

## Mechanisms of Social Determinants of Health

- Understanding which behaviours can be changed and how, and implementing these through our ‘Ways of Working’
  - early engagement - break the cycle of disadvantage – (Clontarf Academies, maternal/infant supplementary feeding, RespectED)
  - strengths based approach

## Measuring our work

- Commitment to work in evidence-based ways, and to evaluate the impact of our work in the short term and its contribution to the long term reduction in indicators of entrenched disadvantage
  - Measurement framework for Domestic and International Operations

# Foundation principles

- In all activities and at all times, Red Cross staff and volunteers are guided by our Fundamental Principles

Humanity

Impartiality

Neutrality

Independence

Voluntary Service

Unity

Universality

