

Humanitarian Observatory of the Argentine Red Cross



CRUZ ROJA
ARGENTINA

OBSERVATORIO
HUMANITARIO





The Humanitarian Observatory of the Argentine Red Cross is a research, knowledge and awareness space that aims to better understand the different situations that our society goes through, from a humanitarian perspective.



OBSERVATORY STUDIES ALLOW TO:

- **Identify humanitarian needs** and vulnerability situations.
- **Design projects** with social impact and public policies.
- **Raise awareness and educate** to improve people's lives.



METHODOLOGY AND GENERAL CHARACTERISTICS:



It collects information in person, virtually or by phone. Data recollection gives added value to the Observatory thanks to the voluntary collaborations of the 66 delegations that are part of the Argentine Red Cross network throughout the country.



It approaches in a consensual manner both perceptions, emotions, and feelings, as well as material and/or economic needs.



It gathers information from different Argentine regions: Buenos Aires Metropolitan Area, Center, Cuyo, Northeast, Northwest, and Patagonia. Therefore, it takes into consideration its vast extension, climate and cultural diversity, and the location of its inhabitants.



It complements the studies by monitoring with Big Data tools and by analyzing social media. This helps to identify crisis focal points and public opinion topics of interest.



It has developed strategic alliances with the Vatican Observatory (Specola Vaticana), the Consejo Interuniversitario Nacional (CIN), the Consejo de Rectores de Universidades Privadas (CRUP), the Observatorio Social de Infancias y Juventudes de Scouts de Argentina and other Red Cross and Red Crescent National Societies.



HUMANITARIAN INDICATOR OF THE RED CROSS (IHC)

The Humanitarian Indicator of the Red Cross has been developed to understand the interpersonal relationships between the different communities within the country. To accomplish that, it approaches social, economic, and psycho-affective variables, through questions associated to the Argentine Red Cross humanitarian values: support and relationships among community members, solidary acts, discrimination events, sense of belonging, awareness about the daily lives of the community, involvement in governmental policy, participation in actions that have communitarian impact, among others.



SERVICES GIVEN BY THE HUMANITARIAN OBSERVATORY OF THE ARGENTINE RED CROSS

The Humanitarian Observatory has a broad data analysis capacity to understand realities from different themes and populations. This enables it to provide services and research that meet the needs of public and private institutions, which share the same values and Fundamental Principles, for instance, non-governmental organizations, public organizations, or companies, among others.

In this way, it studies different situations, for example, a population's access to a specific right or, social perceptions like the ones associated to the COVID-19 pandemic, **evaluating with strength and efficiency, monitoring, and following up the situations and challenges experienced by the society.**



Special research



Analytical reports



Survey design



Hold of register



Sample elaboration



Data processing

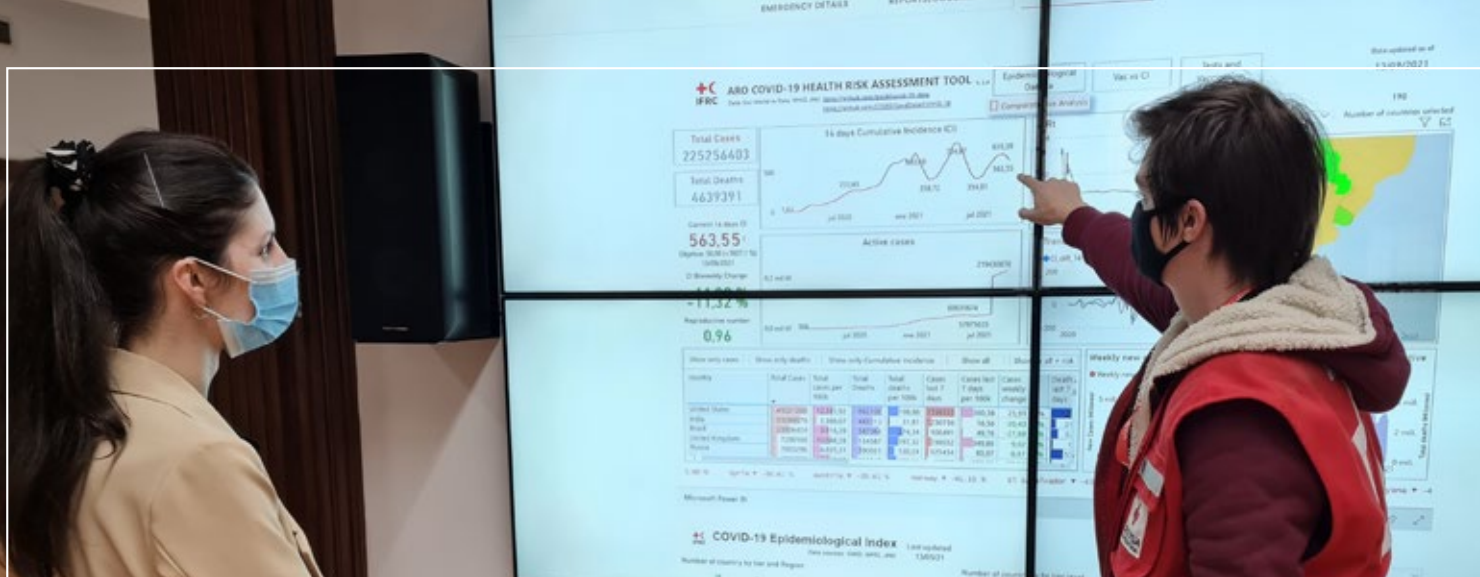
Research is fed from digital monitoring in real time through Big Data tools and Artificial Intelligence. This monitoring is a noninvasive analysis of the public content that circulates on social media to detect trends, measure perceptions, emotions, and citizenship concerns. The aim is to prevent a crisis focus.



DATA'S POWER TO TRANSFORM: HUMANITARIAN CAMP IN SALTA

The creation of **The Humanitarian Observatory** towards the end of 2019, allowed, for example, to obtain precise information to define a course of action and intervention in the face of the social and sanitary emergency declared by Salta province. The severe crisis that the region has experienced was revealed, mainly, by the death of indigenous children caused by malnutrition and alimentary unsafety, or illnesses associated with it, and also by the health deterioration of hundreds of people in similar conditions.

To better understand this situation, the Argentine Red Cross developed a thought through study in the area that allowed identifying the relation between the great number of malnutrition cases and the consumption of non-drinkable water. Thanks to the worthy collected data, it was decided to establish **the first Humanitarian camp of the Argentine Red Cross in Santa Victoria del Este (Salta)**, that permitted the volunteers to assist and accompany these communities from their own place, give them access to safe water, improve their hygiene conditions, generate regular learning instances and improvements in their life conditions. Next, the Observatory carried out the follow-up and supervising of the lines of action executed to evaluate their effectiveness and strengthen them.



THE HUMANITARIAN OBSERVATORY IN THE CONTEXT OF THE COVID-19 PANDEMIC

From the COVID-19 pandemic onwards, the **Humanitarian Observatory** adapted its strategy to gather information. In this way, it analyzed the impact that the pandemic had in all Argentine socioeconomic levels and areas, considering the access to rights to health, work, housing, education, and food. Also, obtaining data to identify vulnerabilities, needs and, the social and economic impact on the Argentine inhabitants.



LATEST QUANTITATIVE STUDIES



RESEARCH ABOUT

Health Personnel in the context of the pandemic. National Survey.



[WEBSITE LINK](#)



RESEARCH ABOUT

Quality of life in Argentina. National Survey.



[WEBSITE LINK](#)



RESEARCH ABOUT

Older Adults in Argentina. National Survey.



[WEBSITE LINK](#)



RESEARCH ABOUT

Adolescence in the context of the pandemic in Argentina. National Survey.



[WEBSITE LINK](#)



RESEARCH ABOUT

Childhood in Argentina. National Survey.



[WEBSITE LINK](#)



REAL TIME MONITORING ON SOCIAL MEDIA ABOUT THE THEMES APPROACHED



SOCIAL MEDIA MONITORING REGARDING

Labor market in Argentina.



[WEBSITE LINK](#)



SOCIAL MEDIA MONITORING REGARDING

Protection, gender, and inclusion in Argentina



[WEBSITE LINK](#)

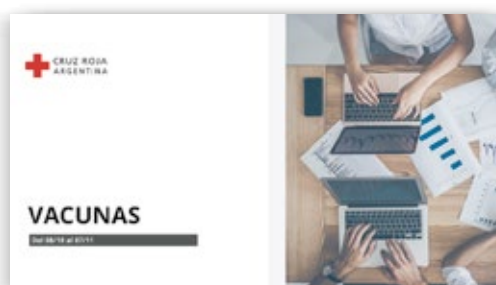


SOCIAL MEDIA MONITORING REGARDING

climate change in Argentina.



[WEBSITE LINK](#)



SOCIAL MEDIA MONITORING REGARDING

vaccines opinions in Argentina.



[WEBSITE LINK](#)



THE HUMANITARIAN OBSERVATORY IN 2022

In 2022 research will deepen in the following areas:

- Older adults
- Quality of life
- Migrant people
- Means of life and labor force
- Youth and digitalization
- Climate change, risks, and environment.
- Protection, gender, and inclusion (PGI)
- People without housing



THE HUMANITARIAN OBSERVATORY CHOSEN AS A GLOBAL REFERENTIAL CENTER

There is work in progress in developing strategies together with National Societies belonging to the International Federation of Red Cross and Red Crescent Societies (IFRC) to gather information about local humanitarian climate. Its expertise has positioned it as a learning and teaching center on research and data analysis.



THANK
YOU

with the support of



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