



International Blue Cross Strategy 2021 – 2028

Our Vision

People live dignified and healthy lives in a world where societal structures and services enable a life free from addiction as well as alcohol and other drug-related harm.

Our Mission

Prevent and reduce the use, abuse and dependency of alcohol and other drugs and their related harm, especially among the most vulnerable people. Engage Blue Cross Organisations worldwide to promote the mission, with a holistic view of the human being as a state of complete physical, mental, spiritual and social wellbeing.

Who we are

International Blue Cross (IBC), is a Christian value based, politically independent non-governmental organisation. The Blue Cross Movement started in 1877, in Switzerland. The International umbrella organisation was founded in 1886, currently comprising 38 national Blue Cross organisations in Africa, Asia, Europe and Latin America.

- The IBC network comprises expertise in tackling alcohol and other drug related health, social and development issues through advocacy, prevention, treatment and aftercare programmes. The IBC promotes this approach through a joint global voice and enables exchange and learning between Blue Cross Organisations around the world.
- The IBC implements international development and cooperation programmes in line with the UN Sustainable Development Goals. IBC has a consultative status at the UN ECOSOC.
- In order to deliver on its strategy, IBC receives support from its members and conducts fundraising activities. IBC is certified by Swiss ZEWÖ institute and applies principles of good governance. It is a member of the Swiss Development Cooperation Network.



Values

Love

The basis of our work is Jesus' core message to "Love one another," *John 13 :34*. IBC therefore focuses on the practical aspects of the Christian faith, the service of love to those who are in need. On the individual level, we trust that God wants to help all people and acknowledge that the spiritual experience of God's unconditional love can liberate us and serve as an example to loving others as oneself.

We understand that the provision of professional services are complemented by the freedom to choose what God's love can offer. We see that support and love does not need to be deserved and each human being is equally eligible to our services. We consider each human being as unquestionably valuable and loved by God.

Solidarity

We live and work in solidarity with those who suffer from the effects of an addictive lifestyle without discrimination on religious or any other grounds and represent their genuine interests in the society. We advocate for structures and policies on the national and global level in accordance with this value.

Excellence

We commit to high standards of quality in our performance and relations, serving our clients and partners in the most effective and efficient way, in line with our values and evidence based experiential learning and scientific knowledge.

Respect

Inspired by a Christian, holistic view of the human being, we value the integrity and dignity of each individual, referring not only to those who are served, but also to those who serve.

Empowerment

We commit ourselves to a work style which is genuinely participatory, in the spirit of mutual empowerment and learning. We assist and support everyone in mobilizing his or her own resources in order to realize their individual potential. We believe that best practices and good results are rooted in an atmosphere of trust, love and continual learning.



Inclusiveness

We treasure the diversity represented in our worldwide movement. We strive to build a culture of tolerance and appreciation towards the diversity of opinions and practices, which are maintained by our shared values. Our services are offered without discrimination or judgment.

Good governance

Good governance with high transparency is fundamental to all our activities and services.

Key Strategic Focus 2021-2028

Based on the previously clarified principles, IBC will implement the following strategy during the period of 2021-2028.

Promoting a LIFE FREE from alcohol and other drugs

Promote a healthy and fulfilling life, free of alcohol other drugs and all addictions, **through** evidence based comprehensive prevention and intervention models

- Focus on the Life Skills prevention model, mutual /self-help activities, brief intervention

Combat poverty and social exclusion through evidence-based alcohol and drug policy advocacy

- Active engagement and representation within global alcohol and other drug-related health networks

Operate impactful bilateral development co-operation programmes with proven local partners

- Coach Member Organisations to run and develop core IBC activities at the grassroots level

Incorporate UN Sustainable Development Goals into the programming of IBCs development work, with specific focus on:

- Goal 3.5 - Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol
- Goal 4.7 - By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality,



promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

- Goal 5.2 - Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Goal 16 - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, and inclusive institutions at all levels

Strong member organisations

- Assist the development of accountable, democratic and transparent IBC member organisations;
- Sharing knowledge and skills about: Good Governance, Quality standards, Best Practices, Digital and online tools;
- Foster collaboration among member organizations by promoting mutual help and assistance by encouraging language-based, regional and thematic on-line and other collaboration;
- Ensure a financially sustainable, well-structured and governed umbrella organisation;
- Maintain an accessible and competent secretariat to advise and strengthen the work of member organisations;
- Encourage effective partnerships with MO's, the public and private sectors as well as church partnerships in order to develop and expand the work of IBC worldwide and fulfill the IBC mission;
- Ensure active engagement and representation within global alcohol and other drug related health networks;
- To be known and recognized as a Christian value based reference in the field of alcohol, other drugs and addictions, with a holistic view of human being; as a state of complete physical, mental, spiritual and social wellbeing.

Christian Value-based Approach

- Strengthen the Christian value-based work of Blue Cross organisations worldwide;
- Promote a holistic view of health that incorporates the biopsychosocial-spiritual view of human health and wellbeing;
- Promote a professional, faith-based social-work approach.

