



International Humanitarian Law

Youth Action Campaign

JROTC Track

Handbook for JROTC Cadets



**American
Red Cross**



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Module 1: American Red Cross IHL Youth Action Campaign

Thank you for participating in the International Humanitarian Law (IHL) Youth Action Campaign!

The IHL Youth Action Campaign is an American Red Cross sponsored program that encourages youth and young adults to learn about the rules of armed conflict and empowers them to explore IHL through peer-to-peer campaigns.

JROTC is partnering with the American Red Cross to raise awareness on this topic with your community. As cadets, you are perfectly positioned to learn about the laws of war and can best educate your community about them. We look forward to seeing your creative campaigns come to life and learning about your experiences teaching your peers about IHL.



IHL Youth Action Campaign Program Structure

The IHL Youth Action Campaign encourages youth and young adults ages 13-24 to learn about International Humanitarian Law and empowers participants to explore IHL topics through peer-to-peer education campaigns. As a team member for the IHL Youth Action Campaign, you will go through a training on IHL, learn how to build a campaign, and conduct both in-person and social media activities to promote awareness about IHL in your communities. Each team focuses locally but contributes to a larger movement of IHL advocates that are educating thousands of people.



After the campaigns are complete, JROTC teams will compete to be selected to win awards and to attend the IHL Youth Action Campaign Summer Summit at American Red Cross National Headquarters in Washington, D.C.

International Humanitarian Law

IHL is the body of international law that governs armed conflicts. When fighters follow these rules carefully, there is less suffering for the victims of armed conflicts.

- Fewer civilian deaths.
- Fewer refugees and internally displaced persons.
- Less destruction of societal infrastructure like hospitals and schools.
- A greater opportunity to rebuild after the conflict.

IHL acknowledges the reality of war while attempting to protect lives and preserve humanity.

The definition of an armed conflict:

“An armed conflict exists whenever there is a resort to armed force between states or protracted armed violence between governmental authorities and organized armed groups or between such groups within a state.”

The American Red Cross

The mission of the American Red Cross is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Many people associate the American Red Cross with disaster relief, emergency preparedness and blood donations. It often comes as a surprise that the American Red Cross was founded as a response to the humanitarian challenges faced in war. As a national society of the International Red Cross/Red Crescent Movement, the American Red Cross has the mandate to educate the public about IHL. As participants of the IHL Youth Action Campaign, you become our partners in promoting IHL and helping us to carry out this mandate.

The Story of Clara Barton – Founder of the American Red Cross

Clara Barton was working as a recording clerk in the U.S. Patent Office in Washington, D.C. when the first units of federal troops began to appear in the city in 1861. The Civil War had just begun, and as the troops poured in, the residents in the capital were alarmed and confused. In the chaos, Barton perceived an immediate need to provide personal assistance to the men in uniform, some of whom were already wounded.

She started by taking supplies to the young men of the Sixth Massachusetts Infantry who had been attacked in Baltimore, Maryland, by southern sympathizers. Barton provided clothing and assorted foods and supplies to the sick and wounded soldiers as well as personal support to the men in hopes of keeping their spirits up. She read to them, wrote letters for them, listened to their personal problems, and prayed with them.

Knowing that she was needed most on the battlefield, she traveled to northern Virginia in August 1862. After the battle at Cedar Mountain, she appeared at a field hospital at midnight with a wagon-load of supplies drawn by a four-mule team. The surgeon on duty, overwhelmed by the human disaster surrounding him, later recalled:

“I thought that night if heaven ever sent out a[n] . . . angel, she must be one—her assistance was so timely.”

She became known as the “Angel of the Battlefield” as she risked her life to treat the sick and wounded. Once while treating a patient, a bullet went through her sleeve. She recounted:

“I always tried . . . to succor the wounded until medical aid and supplies could come up—I could run the risk; it made no difference to anyone if I were shot or taken prisoner.”

In 1869, Clara Barton traveled to Europe where she was introduced to the International Red Cross/Red Crescent Movement. When the Franco-Prussian War broke out in 1870, Barton was again called to action. Though not yet allied to the Red Cross, Clara Barton served with International Red Cross volunteers and even fashioned a cross with a red ribbon to protect herself with the newly recognized emblem.

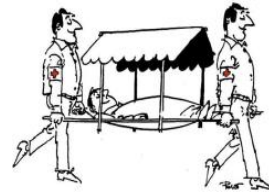
Inspired by her experiences with the Red Cross in Europe, Barton traveled back to the United States of America and formed the American Red Cross. Clara Barton served as the president for thirteen years, working to alleviate human suffering in face of emergencies.

The Seven Fundamental Principles of the Movement

The Seven Fundamental Principles of the Movement are the values that guide The Movement's mission to alleviate human suffering. As volunteers of the American Red Cross, it is important that we use these principles while implementing the campaigns. We can also practice these principles in our own lives.

Humanity

Prevent human suffering wherever it is found



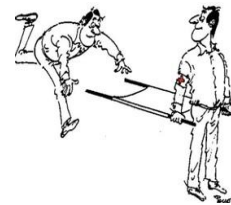
Impartiality

Relieve suffering based on needs, without discrimination



Voluntary Service

Voluntary participation and not for personal gain



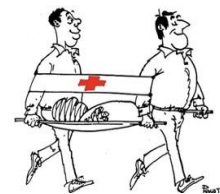
Neutrality

Take no sides in hostilities and controversies



Unity

Only one Red Cross or Red Crescent society in each country, open to all



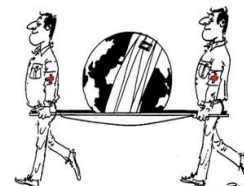
Independence

Maintain autonomy from governments



Universality

Red Cross and Red Crescent societies operate worldwide, and all societies are equal



Module 2: International Humanitarian Law

As long as there have been armed conflicts there have been rules that governed armed conflicts. As armed conflicts have evolved, so have these rules. **International humanitarian law** is a set of rules that seek, for humanitarian reasons, to limit the effects of armed conflict.

IHL acknowledges the reality of armed conflict. During armed conflicts, actions that would never be allowed in peacetime, like killing someone, suddenly become lawful. IHL attempts to protect lives and preserve humanity when it seems like all other rules have broken down. It protects people who are not or are no longer participating in hostilities, like civilians or the sick and the wounded, and restricts the means and methods of warfare in order to limit certain weapons and strategies from causing unnecessary suffering.

IHL is made up of **international treaty law** and **customary international law**. International treaty law includes formal international agreements like the Geneva Conventions. Customary international law is developed when a significant number of nations consistently do a certain practice to the point that it is eventually recognized as an obligation on all nations, despite the fact that it is not written in a formal treaty. It is similar to the way that many people in the United States tend to walk on the right side of the sidewalk. People do this not because it is a written law, but simply because it is a social norm that helps decrease confusion when two people are walking towards each other. When enough nations adhere to the same practice and that practice inspires a sense of obligation to comply with the practice, the practice becomes accepted as customary international law.

IHL has been at the heart of the International Red Cross/Red Crescent Movement since its inception. The Movement continues to promote IHL and educate the public about the laws of armed conflict.



The Geneva Conventions

A year after the International Committee of the Red Cross was founded in Switzerland, the first treaty that championed its ideas was signed by twelve governments in the first Geneva Convention in 1864.

A **convention** is an international agreement between nations. The Geneva Convention of 1864 contained ten brief articles that protect medical personnel and wounded combatants during armed conflicts. It took Clara Barton eighteen years to lobby the U.S. government until President Chester Arthur signed the 1864 Geneva Convention and the Senate ratified them. After the Geneva Convention of 1864, additional treaties in The Hague and Geneva were developed to offer further protections applicable in armed conflicts.

The next major development in IHL occurred after the atrocities of World War II. The Geneva Conventions of 1949 aimed to prevent the atrocities of World War II from ever occurring again by providing the first universally accepted codification of laws that govern armed conflicts. Every nation in the world has signed the 1949 Geneva Conventions and has adopted them as law. These treaties became the cornerstone of modern International Humanitarian Law. The Additional Protocols of 1977 are two additional documents that added to the 1949 Geneva Conventions and further developed the laws that govern armed conflict. However, unlike the 1949 Geneva Conventions, they have not been as widely accepted. Some countries, including the United States, have not ratified them.

These are only a few of the international agreements that make up international humanitarian law. Other treaties and customary international law contribute to a robust body of law that protects the victims of armed conflict.

The United States of America played a key role in drafting the Geneva Conventions and has historically promoted the adoption of international laws that govern armed conflict.

What Happens When IHL is Violated?

States must incorporate the Geneva Conventions into domestic law so violations of IHL can be handled domestically. In the U.S., most of these cases are handled internally through military courts.

Only grave breaches of IHL are considered **war crimes**, and the Geneva Conventions require that states prosecute war crimes. If states are unwilling or unable to hold a trial for a war crime, and have ratified the Rome Statute, the International Criminal Court could try the case. The United States has signed but not ratified the Rome Statute, so Americans that commit war crimes are not tried by the international Criminal Court.

The Four Principles of IHL

There are four principles that form the foundation upon which IHL is built. Sometimes there are clearly right and wrong military actions, but often decisions become difficult in the fog of war. These four principles are at the heart of IHL and guide the decisions parties to a conflict make.



The Principle of Military Necessity

Combatants can engage in military acts necessary to defeat the enemy, provided their actions are not otherwise unlawful under IHL. If achieving a legitimate military objective is not the purpose of their actions or if their actions violate other provisions of IHL, then their actions do not adhere to the Principle of Military Necessity.

Put another way, combatants cannot just attack anyone or anything for no reason. Their actions must have a purpose and the outcome must create a military advantage. They must make the case that the outcome will lead to a military advantage and that the actions are legal under IHL. For example, if during an armed conflict the enemy is just a few miles away, then destroying a bridge to keep the enemy from crossing would probably be in alignment with the Principle of Military Necessity. On the other hand, there is likely no military advantage to destroying a bridge when the enemy is a thousand miles away and is in no danger of crossing it anytime soon, or even at all. That act would be in violation of the Principle of Military Necessity.

The reason that the Principle of Military Necessity is discussed first is because if a military action does not adhere to this principle, there is absolutely no reason to move forward with a military action. There must be an anticipated military advantage to be gained by the action, otherwise the military action is unlawful.

A real-life example of the Principle of Military Necessity in practice was during World War II when the U.S. conducted its first bombing mission in Europe on July 4, 1942. The U.S. targeted German airfields, because they were being used for military action by the German military. Even though the airfields had civilian uses as well, the military use of the airfields determined their status as valid military targets.

The Principle of Distinction

The Principle of Distinction states that all parties to a conflict must distinguish between civilians and combatants and also between military objectives and civilian objects. Combatants must also distinguish themselves from the civilian population while engaged in an attack.

In armed conflicts, there are three categories of people to help distinguish who should be attacked and who should be protected:



- **Combatants** are members of a state's armed forces. They can legally engage in the fighting and can be lawfully targeted. If captured, they must be treated as **Prisoners of War** and cannot be criminally charged for their lawful military actions. Combatants are required to distinguish themselves from civilians, for example, by wearing uniforms.

Sometimes there are people who choose to fight, but who do not have the legal authority to engage in armed conflict. These are often armed groups that are not associated with a government, and in fact often fight government. These people are not considered combatants, because their actions are not legal. How to classify them can get very complicated, so for our purposes, we'll stick with these three categories of people.

- **Non-combatants** are members of armed forces who are medical personnel and chaplains. They may not engage in the fighting and cannot be intentionally targeted. If captured, they must be returned to their side unless they stay to attend to the Prisoners of War from their own countries. The word chaplain as used in IHL applies to all religions.
- **Civilians** include everyone else. In fact, everyone must be assumed to be a civilian, unless there is evidence otherwise. Civilians cannot be directly targeted by parties to a conflict. If civilians participate in an armed conflict, such as participating in a rebel group, they lose their protections as civilians for such time as they directly participate in hostilities.

IHL also divides objects into classes:

- **Military Objectives** are objects which by their "nature, location, purpose, or use make an effective contribution to military action and whose total or partial destruction, capture or neutralization, in the circumstances ruling at the time, offers a definite military advantage."
- **Civilian Objects** are all objects unless they are distinctly military objectives.

When parties to a conflict conduct an attack, they must distinguish between civilians and combatants and civilian objects and military objectives. Only combatants and military objectives may be deliberately attacked. To use indiscriminate weapons or strategies that cannot distinguish between the status of people or objects is strictly prohibited under IHL.

In 2015, trucks driving oil for ISIS were determined to be valid military objectives by the U.S. However, the drivers of the trucks were civilians, so the U.S. was challenged to destroy the trucks while complying with the principle of distinction and sparing the civilian drivers. The U.S. decided to release leaflets over the moving trucks that essentially said, "Get out of your trucks and run away from them." This warning allowed the truck drivers to get away from their trucks before they were attack. This way the U.S. could direct their attack only on the military objectives while protecting the civilian drivers, thereby abiding by the Principle of Distinction.



The Principle of Proportionality

Combatants must not engage in an attack where the anticipated loss of civilian life, injury to civilians, or damage to civilian objects is excessive in relation to the direct and concrete military advantage that is anticipated by conducting the attack. Even though civilians cannot be targeted purposefully, IHL recognizes that civilians and civilian objects may be inadvertently harmed. This is often referred to as **collateral damage**. Parties to a conflict are obligated to take measures to minimize collateral damage.

The Principle of Proportionality requires parties to a conflict to consider if the collateral damage expected to be caused by a military attack is excessive in relation to the anticipated military advantage. Proportionality is one of the hardest principles to understand and apply because it is a judgement call. There is no recognized metric of the worth of a military advantage in relation to the loss of civilian lives and property.

The Principle of Proportionality is put into practice every day during the current conflict in Afghanistan. For example, US commanders are told that they cannot bomb a place if the commander believes that there will be even one civilian casualty. This is part of the US Secretary of Defense zero-civilian casualty policy for the conflict in Afghanistan. The policy isn't because the law says there must be zero incidental loss of civilian life, but rather because the Secretary of Defense has determined that at this point in the conflict, it isn't proportional to have incidental loss of civilian life and that the US can find ways to accomplish the mission without the loss of civilian life. In other words, by this policy he has made the proportionality decision that obtaining a military objective in this conflict is not proportional to the loss of life for even one civilian.

The Principle of Limiting Unnecessary Suffering

The Principle of Limiting Unnecessary Suffering prohibits means and methods of warfare that would cause unnecessary suffering to combatants or civilians. Means of warfare include tools or weapons used to carry out military attacks. Methods of warfare are the strategies and tactics used when carrying out an attack. This principle recognizes that in armed conflicts a certain amount of suffering will necessarily take place. The idea behind this principle is that the means and methods of warfare should not be designed to cause more suffering than necessary to accomplish military goals.



For example, to shoot a combatant with a normal bullet will cause suffering and maybe even death. While unfortunate, this is permissible under IHL. However, to shoot a combatant with a bullet that is designed to break apart into tiny fragments that are impossible for medical personnel to remove just so that the person will suffer in pain for years, is impermissible. If the only reason to use this type of bullet is to make people suffer more than if they were shot with a regular bullet, then it violates the Principle of Limiting Unnecessary Suffering.

Parties to a conflict should uphold the Principle of Limiting Unnecessary Suffering by conducting reviews of their methods and means of warfare.

A real-life example of the Principle of Limiting Unnecessary Suffering can be seen in the treaty to ban chemical weapons. Chemical weapons, including poisonous gas, had been used in warfare starting in World War I and continued to be used through the Iran-Iraq conflict in the 1980s. These weapons caused a great deal of long-term suffering without increasing military advantage. States joined together and agreed to no longer develop or use this means of warfare and to destroy existing stockpiles of these weapons.

Feasible Precautions

The four principles of IHL are implemented by taking feasible precautions to avoid violating IHL during military operations. To be feasible, precautions must be practicable considering the circumstances ruling at the time.

Precautions when conducting an attack may require that the attacker consider:

1. Cancelling an attack when it is clear the attack will result in a violation of IHL.
2. Choice of military objectives to attack — the objective that results in the least danger to civilians should be chosen.
3. Timing of the attack.
4. Type of weapons used to carry out the attack.

Precautions against the effects of an attack may require that the attacker consider:

1. Removing the civilian population and civilian objects from the vicinity of military objectives.
2. Avoiding placing military objectives near or within densely populated areas.
3. Conducting certain attacks at night to reduce casualties.
4. Publishing a warning of an impending attack via social media or SMS to residents of the target zone.

Module 3: Environment and Armed Conflict

Climate change and other environmental damage threaten the world. Extreme weather events, rising sea levels, and other related events displace people, disrupt food supplies, and indirectly lead to conflict. Certain direct and indirect protections exist in IHL to ensure that the effects of warfare on the environment are limited. This year, the IHL Youth Action Campaign will raise awareness about the looming danger environmental change pose to people, explore the legal protections for the environment during armed conflict, and how the current legal framework has proved inadequate in this context



Climate + Conflict = Disaster

Video: [Climate & Conflict Explained](#)

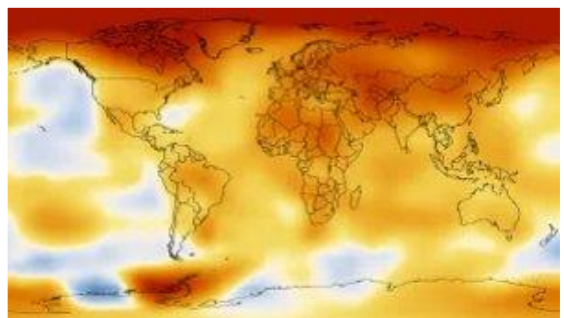
Climate change and armed conflict are linked. This video introduces this relationship and highlights the importance of addressing both. Climate change and armed conflict pose a humanitarian nightmare. Like the video says: 12 out of the 20 countries most effected by climate change are engaged in armed conflict. This makes it extremely difficult to provide aid and fulfill humanitarian missions. The following module should prepare you will the necessary tools to understand the material in a way that allows you to share your knowledge with others.

Trigger warning: contents of this video include scenes of explosions and images of violence in armed

What is Climate Change?

Climate Change

"Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil and gas." - UN



The United Nations defines climate change as "long-term shifts in temperatures and weather patterns." They continue, "these shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil and gas."

Climate change is responsible for erratic weather patterns that cause extreme droughts, floods, and other disastrous events. These events increase the likelihood of conflict.

Brainstorming Activity

- *How can climate change relate to conflict?*
- *Types of climate change?*
- *How can climate change increase conflict?*
- *How can conflict increase climate change?*



The consequences of climate change now include, among others, intense droughts, water scarcity, severe fires, rising sea levels, flooding, melting polar ice, catastrophic storms and declining biodiversity."

Climate change increases food insecurity, decreases arable land, and displaces large populations, which all contribute to conflicts. While not directly causing the conflicts, climate change may indirectly increase the risk of conflict by exacerbating existing social, economic and environmental factors.

Armed forces require heavy use of fossil fuels in maintaining and operating a standing military. Sometimes armed groups sell lots of local resources to fund their operations. Armed groups may also burn crop fields or destroy food supplies to destabilize or intimidate the local population.

Consequences of Conflict on the Environment

- Internally displaced persons or migrants
- Deforestation
- Toxic Remnants of War
- Agriculture and Livestock
- Wildlife loss

This list is not exhaustive, and only shows a glimpse of how conflict harms the environment. Some of these consequences will be explored through case studies later in this module.



This video introduces the relationship between the environment and armed conflict. It explores the legal protection of the environment during armed conflicts.

Some of those figures do not seem possible. The amount of loss that the environment can endure in a short time is hard to fathom, but important to understand. In addressing these issues from a legal perspective, it is critical to understand the basic IHL foundation in environmental protection. Legal protections of the environment during armed conflicts can be broken down into direct and indirect protection.

<https://www.youtube.com/watch?v=vTJCh41Qowo&t=64s>

Direct Protection: Law

Starting with direct protection, IHL protects the environment from widespread, long-term, and severe damage during conflict. There are two laws that directly protect the environment by prohibiting causes of widespread, long-term, and severe damage as well as protecting the environment from widespread, long-term, and severe damage. These terms come from articles 35 and 55 of Additional Protocol 1, which was adopted by several nations in 1977 as a follow up to the four Geneva Conventions. *Begin thinking of what type of damage qualifies as widespread, long-term, and severe?*

To understand what type of damage is prohibited, it is important to understand what it means to be widespread, long-term, and severe. There are not really established definitions for these terms. However, the United Nations Environmental Programme and international treaties provide guidance.

Widespread

What constitutes widespread?

- Damage that extends several square kilometers
- Damage can extend to areas not directly affected by the method of warfare

The first term: widespread damage is generally damage that spreads several hundred square kilometers. Several hundred square kilometers is about the size of Washington; D.C. Widespread damage can also mean damage that extends to areas not directly affected by methods of warfare.

What examples can you think of that may be considered to cause widespread damage to the environment?



Long-term

What constitutes long-term?

- Generally considered a decade or more
- Includes the direct and indirect impacts

Secondly, we have long-term, **Long-term** generally means effects that last a decade or more. Long-term includes both direct effects and indirect effects. For example, a direct effect may be killing crops, but an indirect effect may be the chemical used to kill the crops seeps into the water supply and contaminates the water.

What examples can you think of that may cause long-term damage to the environment



Severe

What constitutes severe?

- Disruption or damage to the ecosystem
- Harm to the health or survival of the population

Finally, there is severe. **Severe** means any damage that causes disruption to the ecosystem or harm to the health or survival of the population.

What examples can you of that may cause severe damage to the environment?



Now that we know what widespread, long-term, and severe means for direct legal protections for the environment, we will now explore indirect protections for the environment through the 4 IHL principles learned in Module 2.

Indirect Protection

IHL Principles

Customary IHL principles provide indirect environmental protection during armed conflict. These principles provide indirect protection because they do not explicitly protect the environment but may inhibit methods and means of warfare that would have widespread, long-term, and severe damage on the environment.

How might the IHL principles help protect the environment from widespread, long-term, and severe damage?

Military Necessity



First, recall the definition of Military Necessity from module 2. Military necessity helps protect the environment from widespread, long-term, and severe damage by prohibiting the needless destruction of natural resources and the environment.

Distinction



Next, recall the principle of distinction from module 2. The principle of distinction indirectly protects the environment because environmentally significant sites are usually not military related. Therefore, attacking environmentally significant sites directly would violate the principle of distinction. The principle of distinction helps protect the environment from widespread, long-term, and severe damage by prohibiting indiscriminate attacks against civilian objects, which include most environmentally significant sites.

Proportionality



Now, recall the definition of proportionality from module 2. Proportionality helps protect the environment from widespread, long-term, and severe damage by requiring collateral damage not be excessive.

For example, if the military was going to bomb a chemical factory that would pollute and contaminate the water sources and affect the population's ability to survive, then, this may be considered a violation of the principle of proportionality if the damage to the environment outweighs the military advantage gained from the attack. The effect of the polluted water for the civilian population would need to be considered in the proportionality analysis.

Limiting Unnecessary Suffering



Finally, recall the definition of limiting unnecessary suffering from module 2. The principle of limiting unnecessary suffering protects the environment from widespread, long-term, and severe damage by prohibiting the destruction of natural resources or other environmentally significant areas that would cause unnecessary suffering to the civilian population.

Example: cannot poison water, destroy agriculture to starve population

Enforcement

International Courts

Rome Statute 8 (2)(b)(IV): launching an attack that causes widespread, long-term, and severe damage to the natural environment.

The Rome Statute is the treaty that established the International Criminal Court (ICC), one of the ways in which violators of international law are held accountable. This includes people, groups, or countries who violate International Humanitarian Law and the laws protecting the environment. However, the ICC rarely prosecutes people, groups, or countries for violation of IHL in connection with the environment or for causing widespread, long-term, and severe damage to the environment.

Domestic Courts

Countries may create laws that protect the environment specifically in the scope of armed conflict.

Domestic courts are another way that perpetrators may be held accountable for environmental damage. Countries may create laws that protect the environment specifically in the scope of armed conflict. Some countries have adopted the ICRC's recommendations on the issue into their domestic law and military policies. For example, Finland, along with other Nordic countries, pledged to strengthen compliance with IHL, achieve better implementation of international law related to the protection of the environment in war, and appropriately update military education material related to conduct in hostilities with emphasis on the treatment of the environment. A strong relationship with

the Finnish Red Cross allowed Finland to translate ICRC commentaries into Finnish and receive extra guidance on the applicability specific to Finland.

Ensure: Red Cross + Red Crescent

ICRC

The International Committee of the Red Cross (or ICRC for short) work is based on the Geneva Conventions of 1949, their Additional Protocols, its Statutes, and the resolutions of the International Conferences of the Red Cross and Red Crescent. The organization is independent and neutral. It promotes respect for international humanitarian law and its implementation in national law.

In the climate and conflict context, the ICRC has provided reports, blogs, and other research on the impacts and challenges. The ICRC has also advocated for better environmental protection by armed forces during conflicts. Together with the International Federation of the Red Cross, the ICRC has led the development of a guide for humanitarian organizations as they respond to these crises and rally for collective action.



ARC

The American Red Cross provides disaster relief and humanitarian need both domestic and internationally. The ARC issued statements unequivocally acknowledging climate change and its commitment to responding to the humanitarian disasters that ensue. Additionally, the ARC has taken steps to reduce its carbon footprint and advocate for those who disproportionately suffer its effects.



The ARC raises awareness about the effects of climate change and conflict through dissemination and campaigns like this one! By collecting research and spreading awareness in the public, the ARC hopes to create action through these programs.

IFRC



The International Federation of the Red Cross, or IFRC, is the world's largest humanitarian network, comprising 192 national red cross and red crescent societies that work to save lives, build community resilience, strengthen localization, and promote dignity around the world. The IFRC and its 192 national societies work to prevent and lessen the impacts of crises and disasters with a focus on saving lives, reducing suffering, and upholding human dignity.

The IFRC recognizes the connection between climate change and increases in the frequency, intensity, and unpredictability of severe weather events with rises in small-scale conflict and violence. This allows the IFRC to invest in disaster risk reduction and climate adaptation before a weather event occurs. Effective use of technology and innovation allow for proactive early action and predictive financing. Efficient coordination across regions and global networks ensures humanitarian demands are met by improving locally-led action. The IFRC uses these strategies to organize effective responses to disasters that can reduce the likelihood of conflicts.

Case Studies

Now that we have learned about how to define climate change, let's apply IHL and what we have learned about environment and armed conflict in these real-world case studies.

Agent Orange

In 1961, the United States was actively involved in the Vietnam war. The country had been split into North Vietnam and South Vietnam. North Vietnam was supported by the Soviet Union and communist allies while South Vietnam was supported by the United States and anti-communist allies. Tropical forests blanket Vietnam and provided cover and crops for the enemy North Vietnamese forces. In an effort to destroy the forest cover and food used by the enemy forces, the United States began spraying an herbicide, commonly known as Agent Orange, that killed the forests and the crops. Agent Orange was dropped across villages, towns, and the surrounding environment.



During the Vietnam War the long-term effects of Agent Orange were unclear, and the US did not believe Agent Orange would be dangerous for long-term human health or environment. However, Agent Orange sprayed by the US would affect water sources and crops used by civilians.

You are in charge of deciding whether to spray Agent Orange in Vietnam. Your decision is entirely based on applying the IHL principles to the given facts. *Based on the four IHL principles would you spray Agent Orange? Is there any additional information that would be useful?*



- *Would spraying Agent Orange allow for distinction between military and civilian personnel?*
- *Would the effects of Agent Orange be proportional to the military advantage?*
- *Would spraying Agent Orange cause unnecessary suffering?*
- *Does this information change your decision to spray Agent Orange?*

The law prohibiting the widespread, long-term, and severe damage to the environment did not exist during the Vietnam War and does not apply to conduct that occurred during the Vietnam war. The law was not adopted until after the conflict ended.

How might the law of "widespread, long-term, and severe" affected the decision to use Agent Orange?

Burn Pits

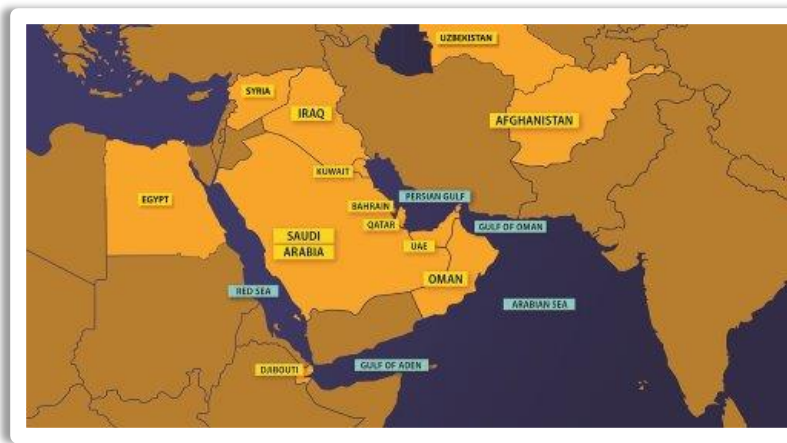
In Iraq, Afghanistan, and other areas of southwest Asia, the US military used over 250 near continuous burn pits starting in late 2001. The burn pits were used to dispose of waste including waste that emitted toxic fumes (including the aforementioned hazardous types of waste). These toxic fumes have been connected to a variety of negative health effects including: neurological effects, liver toxicity, cancers, respiratory toxicity, kidney failure, anemia, cardiovascular toxicity, and reproductive and developmental toxicity. The burn pits were not operated by specialists and often the soldiers running them had no training on proper procedure related to their use. In 2009, the DoD created regulations to reduce the number of burn pits and restrict the types of waste that could be burned. The next year the Government Accountability Office found the DoD had violated its own guidelines.



Despite determining that burn pits were causing serious health issues, command at bases continued to use burn pits as a waste disposal strategy.

- *How might this scenario connect to military necessity?*
- *How might this scenario connect to distinction?*
- *How might this decision relate to proportionality? Does the fact that negative effects were known weigh heavier against prospective harms?*
- *Do these principles matter since it is not an attack per se?*

The DoD estimates that approximately 3.5 million US troops may have been affected by these burn pits. This total only includes US troops that were in proximity to these pits. It does not show the extent of the millions of locals, the wildlife and livestock, or other environmental impacts, who may have been negatively affected. Despite causing this widespread environmental disaster, the US will not suffer the long-term environmental effects in the region.



What ways might these burn pits lead to widespread, long-term, and severe environmental damage? (Think of human health, wildlife, and the natural environment as well.)

Due to the recent nature of these burn pits, the long-term impacts remain unknown and debated in medical and environmental circles. However, it appears that "the health effects from burning waste are so pervasive and detrimental that some medical experts dub burn pits the 'Agent Orange' of our generation." This example shows how military occupations can have deleterious environmental effects.

Mali



Mali is subject to short-term climate variability and long-term adverse effects of climate change. In addition to high population growth and political instability, Mali is forecast to become hotter with more erratic rainfall (increasing the risk of droughts and floods). Weak government institutions and climate change provide a perfect storm for conflict to arise. Food insecurity has forcibly displaced more than 322,000 people in Mali since January 2021, of which 55 per cent are women. Jihadist groups such as Al-Qaeda have taken advantage of Mali's climate and political instability to assert control over portions of the country.

How can warming temperatures and erratic rainfall increase the chance of conflict? How can groups like Al-Qaeda take advantage of the climate instability to assert control?

Agriculture is vital to many people in the country of Mali. In 2020, agriculture made up over 36% of Mali's economy. Most of rural Mali is dependent on agriculture for sustenance. Unfortunately, climate change creates unpredictable crop yields and increases food insecurity.

Groups in these conflicts sometimes target agricultural supplies or other climate sensitive objects in order to gain power and spread fear. This terrorism fosters fear by threatening non-combatants' lives and livelihoods, which either means to keep the locals submissive or even join their forces. Locals who have been affected by these terror acts may join the combatants because these armed groups are often well funded.

Does the law protecting the environment from widespread, long-term, and severe damage offer any protection in this scenario? Are the four IHL principles being violated?



The law protecting the environment from widespread, long-term, and severe damage most likely does not apply if combatant groups are simply controlling the land and not affecting the land. Controlling the distribution of resources does not result in widespread, long-term, or severe damage. Climate change itself is causing damage and not the combatant group.

The law does apply because perhaps the combatant groups are controlling the land in such a way that will have widespread, long-term, or severe effects. The combatant group may be polluting water sources, killing crops, etc. Perhaps the combatant group is contributing to climate change.



Military Necessity

What is the military purpose? Weakening the opposing military? Does controlling the land weaken the opposing military?

Yes: controlling the environment (crops, resources, etc.) establishes control of the land and takes control away from the opposing military. People may not join the opposing military because they may feel an obligation to show allegiance with the group controlling their resources.

No: controlling the environment (crops, resources, etc.) is controlling civilians and the land they live off of, and is not weakening the opposing military or gaining an advantage over the opposing military.

Proportionality

Proportional: maintains control of the land and resources which provides the military with an advantage against the enemy

Not proportional: this mainly affects civilians and their ability to survive off of resources, this outweighs any advantage the military may have against the enemy.

Distinction

Violation: controlling the land and resources limits and controls the civilians. This control is done indiscriminately by targeting mainly civilians.

Not violation: the military objective to gain control of the land, controlling the resources is a way to assert control of the land, civilians are simply living under the new control and are not being targeted indiscriminately.

Unnecessary Suffering

Violation: the civilians live in unnecessary fear, food and water resources are limited due to climate change. This strife is further exacerbated by the control the combatant group asserts over

Not violation: the combatant groups are not causing any additional suffering than would have already been caused by climate change.

- *What are ways that the ICRC, American Red Cross, and IFRC can assist situations like those occurring in Mali?*
- *How does climate change intensify humanitarian need and complicate the efforts to aid communities like these?*
- *How are these conflicts worsening the effects of climate change in Mali? How could the law protecting the environment from widespread, long-term, and severe damage be revised to protect the environment in Mali?*

The conflicts themselves may be contributing to climate change. Emissions are raised by damaged infrastructure, loss of vegetation, and delivering humanitarian aid.

Civilians and resources aren't given the opportunity to adjust to the new climate or work towards reversing the effects of climate change.

Mozambique

"Notably, international humanitarian law forbids attacks against the natural environment except in those rare cases when it has become a military objective. International humanitarian law also requires warring parties to take the possibility of environmental damage into account while deciding whether to carry out an attack."

Before reading the facts below, ask: what point do the killing or harming of wildlife become "widespread, long-term, and severe?"



"During the 15-year civil war in Mozambique, the Gorongosa National Park lost more than 90% of its animals. The African buffalo went down from 14,000 to 100 individuals, and the hippo population from 3,500 to 100. The elephant population declined from 2,000 to 200, as elephant meat was used to feed soldiers and their ivory sold to finance the purchase of weapons, ammunition and supplies."



- Does the case study of Mozambique appear to you to rise to the level of "widespread, long-term, and severe?"
- Why should IHL principles apply to wildlife?

Wildlife is often very important to cultural identity, local economies, and natural ecosystems. The natural environment holds non-material benefits called cultural services, which include aesthetic inspiration, cultural identity, sense of home, and spiritual experience. The natural environment and native wildlife allow opportunities for nature tourism and recreation as well.

- How should military leaders consider the natural environment and wildlife when making proportionality assessments? What issues may arise during these calculations?

Consider how wildlife affects and is a part of culture, ecosystem, health of the population, health of the environment. Culture and health may be hard to adequately consider in a proportionality assessment. If a military is not a part of the culture or unfamiliar with the area, they may view the value of wildlife differently than the local population

Natural assets are often not considered (or are extremely undervalued) when making economic, political, or military decisions. This is crucial for proportionality assessments. For example, Africa's forestry sector is estimated to account for 1.3% of the continent's GDP. Studies of economic activities such as ecotourism show that this activity alone is likely to account for close to 8% of the continent's GDP. These factors make the natural environment considerably more valuable. Thus, a military command decision on whether to attack may change based on these assessments.



- What role could the principle of distinction require in the treatment of wildlife in combat zones?
- What ways might domestic law function as a gap filler to complement the goals of IHL with regards to wildlife and the natural environment?

Look to Finland! Some countries have adopted the ICRC's recommendations into their domestic law and military policies. This can serve as a domestic alternative to support international law.

To address this real crisis among wildlife trapped in combat zones, the ICRC has provided 3 recommendations for parties to conflict that would limit the destruction their habitats and the killing of wildlife.

1. First, armed groups should avoid situating troops or military material in fragile ecosystems or protected areas, such as national parks
2. Second, military forces should map areas of ecological importance or fragility, and not conduct military operations in these areas
3. Third, warring parties should agree to designate such areas as demilitarized zones in which no military action may take place and from which both combatants and military material are barred.

Philippines

The Philippines faces one of the fastest-growing displacement crises because of the indiscriminate violence by armed actors and the high frequency of natural disasters. The Philippines is among the countries most vulnerable to climate change and are exposed to increasing incidents of extreme weather events. The industry most vulnerable to climate change is fruit and cash-crop production, which suffers immensely from typhoons and earthquakes, but other industries such as fishing are also significantly affected. *How might these extreme weather events connect to increased conflicts?*



Weather related events disrupt local and national economies. For example, in 2013, Typhoon Haiyaan alone caused crop loss of 1.1 million tons and destroyed 600,000 hectares (almost 1.5M acres) of farmland. This single storm cost the Filipino agriculture industry and small farmers an estimated \$724 million. This storm alone displaced more than 4 million people. Economic losses and displaced persons from extreme weather events like Typhoon Haiyaan increase food

insecurity and rates of poverty that allow increased rates in conflicts. Particularly devastating climate events prevent humanitarian aid until much after its effects are felt by the local populations, which can allow insurgent groups with resources to gain influence.

How do increases in conflict affect protected persons such as women and children?

Women in the Philippines often find seasonal work in urban centers more easily than men. Thus, many women leave their homes in quest of jobs that supplement family income and mitigates poverty. However, during times of increased conflict, women and children are particularly vulnerable in these conflict areas and face the threat of trafficking and exploitation. Additionally, according to the UN's Office of the High Commissioner on Human Rights, conflict can result in disproportionately higher levels of gender-based violence against women and girls, including arbitrary killings, torture, sexual violence and forced marriage.



What can nations (like the Philippines) do to limit climate change's impact on the economy?

Strong domestic investment may provide a path to create a more robust economy that may lessen these impacts. For example, in response to the COVID-19 pandemic, the Filipino economy is poised to gain traction because of an increased domestic investment in diverse infrastructure projects. If implemented correctly with appropriate social nets, this government action could reduce the effects of a poor crop yield, which would lower the risk of conflict.

Colombia

For 50 years, the Revolutionary Armed Forces of Colombia (FARC) was the largest rebel group in Colombia and fought opposite the Colombian government during the Colombian civil war. The US has designated FARC as a terrorist organization. FARC engaged in violence, kidnapping, extortion, assassinations, drug trafficking, and hijacking. It is estimated 25,000 people were kidnapped by FARC and 10,000 were injured by landmines planted by FARC. FARC restricted deforestation because the organization relied on the thick Colombian forests to provide canopy cover to hide their encampments. In 2014 FARC declared a cease fire and in 2016 a peace agreement was signed by FARC and Colombian government.



Post the 2016 peace agreement, Colombia has seen a 177% increase in deforestation.

- *Why might deforestation in Colombia have increased after the conflict between FARC and Colombia ended? How could increased deforestation lead to additional conflict?*

After the peace agreement, other rebel and organized crime groups took over the area that FARC used to control. These new groups increased deforestation to fund their activities. The new groups engage in cocoa growing, cattle ranching, and illegal gold mining and logging. Activities such as unregulated gold mining have resulted in mercury pollution in water supplies and soil. Further, civilians such as displaced persons in rural Colombia and farmers who have lost their land engage in deforestation to create new livelihoods for themselves. Sometimes the rebel and criminal organizations coerce the farmers to do work for the organizations.

- *Does IHL apply to this scenario? Does the law prohibiting widespread, long-term, or severe damage to the environment offer any protection to this scenario?*
- *What are ways that the ICRC, national societies of the red cross and red crescent movement (such the American Red Cross), and IFRC could assist in this situation?*

Global Environmental Issues in Your Backyard

Agent Orange DDT

DDT is similar to the toxic chemical issues in Agent Orange's use in Vietnam. DDT is a synthetic insecticide that became popular as a pesticide in the 1950s. However, mounting evidence of negative health and environmental consequences quickly forced regulators to restrict its use. DDT is known to be very persistent in the environment, will accumulate in fatty tissues, and can travel long distances in the upper atmosphere. The EPA banned its use in 1972, but the chemical is still detectable in soil, water, and fatty tissues.



Mali *Lake Mead*

Similar to the agriculture issues in Mali, low water levels on Lake Mead threaten the southwestern US agriculture and water availability generally. Lake Mead is a manmade reservoir on the Arizona-Nevada border formed by the Hoover Dam. Lake Mead provides water and energy to millions of people in the southwestern US and northern Mexico. The reservoir's water levels peaked in 1983 but have since fallen to dangerously low levels. Water conservation policy has been implemented to mitigate the dropping levels, and states have seen reduction in water access. If water levels continue to fall, the dam's turbine will no longer be operational and water access for millions in the region will continue to decrease.

Burn pits = Inglewood oil field:



Burn pits *Inglewood oil field*

The Inglewood oil field relates to the pollution in the use of burn pits. Inglewood, California is in the Los Angeles metropolitan area with a population in excess of 100,000. Notably, nearly 50% of the residents are Latino, and approximately 40% are African American. The city rests atop an oil field, so many oil rigs constantly pump oil out of the earth. These rigs have been known to leak due to human or mechanical error. When such leaks occur, it presents a major health and environmental situation for Inglewood residents. Fortunately, in September 2021, Los Angeles County took steps to ban new oil wells. These steps are the start to correcting environmental injustice.



Philippines *Hurricane Katrina*

Hurricanes across the eastern US display similar major weather events to those endured by the Philippines. While hurricanes are natural and existed before human-made climate change, the intensity and frequency of these storms has increased significantly as the planet's temperature increases. Hurricane Katrina devastated New Orleans, Louisiana; it resulted in over 1,800 deaths and \$125 Billion in damage. Due to the destruction of infrastructure, the hurricane also led to the greatest climate related migration in the US since the Dust Bowl during the 1930s. Hurricane Katrina is only one of long list of major weather events to cause significant damage across the US in recent years.



Colombia *Forest Management*

While Colombia faced deforestation issues, the current forestry problem in the US is dealing with poor forest management over the past century. Deforestation had been a major issue until the past decade, but 2010 to 2020 saw a net increase in total forest land. However, not all is well in US forests. Wildfires have destroyed vast areas across the western US. Intense droughts, high-speed winds, and poor forest management have increased the intensity of these wildfires. The 3 parts of poor forest management that have led to the current forest conditions include logging large (fire-resistant) trees, fire suppression, and livestock grazing. These three human decisions have strengthened the fuel for these natural wildfires, which allows them to burn longer and destroy more land.



Mozambique *Yosemite frog*

While most of Mozambique's wildlife loss was due to hunting, wildlife populations in the US have also seen substantial population declines due to a variety of manmade reasons. For example, Poor water quality has been damaging to amphibian populations in the US. Further, the Sierra Nevada yellow-legged frog lost about 93% of its population due to habitat loss and fragmentation, introductions of nonnative fish that feed on their offspring, and an epidemic of a deadly fungus. However, in Yosemite, the frogs' population increased sevenfold between 1996 and 2005. The increase is attributed to California stopping their release of nonnative trout to the local waters and natural evolution that allowed the remaining frogs to survive the fungus epidemic. This example shows how action and positive changes can be implemented to save biodiversity and wildlife.



These 6 examples show how negative environmental changes that seem distant actually occur in our own backyards.

Fun fact: The American Red Cross actively handles many of these cases from a humanitarian perspective. The ARC provides disaster relief in the case of hurricanes and wildfires.

Why is it Important?

Protecting the natural environment is important for many reasons:

- Disrupting national economies and people within them
- Preventing increases in extreme weather
- Preserve natural systems that provide food and water resources
- Limit an important factor that contributes to conflict

The environment is linked to everything we do. Protecting the environment helps protect people and economies. Protecting the environment also helps decrease extreme weather and preserve natural resources that provide food and water. Finally, protecting the environment is an important factor in reducing the likelihood of conflict. For these reasons, protecting the environment through all available means is critical for the preservation of humanity.



What's Next?

- *How is your community affected by climate change and environmental injustice?*
- *Nearly every community has been affected by climate change.*
- *What can you do in advocacy?*
- *Who can you connect with?*
- *What can you do differently in your household, school, etc.?*
- *What is your role?*

You now have a foundation in IHL protections for the environment. You have the tools to make a difference. Leave the world in a better place, than you found it.



Module 4: Build Your IHL Campaign

What is a campaign?

A campaign is an organized course of action to reach a particular goal.

What is the goal of the IHL YAC?

To raise awareness in your communities about the rules of war and special theme for the year.

Roles and Responsibilities

Campaign organizers must understand their responsibility as disseminators of knowledge. It is important to take your role seriously by following the Seven Fundamental Principles of the Red Cross Movement and by using accurate information.

The Team

JROTC Cadets will form teams to compete to create the best campaign and have the greatest impact. Your role as a Team Member for the IHL Youth Action Campaign is to educate your community about a special theme within IHL. Find creative ways to engage your peers in discourse about IHL through educational in-person and social media activities.

The Coach

The Coach is the JROTC Instructor, parent, or volunteer who will guide you through the training and help you to implement your IHL Campaign.

Campaign Activities Best Practices

Adapt to your Local Context

Think about the community you are seeking to educate and remember to use the tools, strategies, and language that makes sense for your audience. For example, don't use Facebook if all your friends are on Instagram; don't do a large simulation after school if you know that your peers tend to have sports practice and won't be around; and don't use legal language during your campaign that no one will understand. Be aware of the reality of your community and plan accordingly.

Utilize Multiple Strategies

The best campaigns use multiple methods to reach the same goals. One tactic won't work for everyone in your community, and the more exposure you can give your target population to the topic, the more they will retain the message. Using multiple strategies will also help you to determine what tactics work best for your population.

Avoid Oversimplifying or Overcomplicating your Message

Sometimes oversimplifying a message can lead to misconceptions or stereotypes. For example, if you use images of people from a single armed conflict, you might unintentionally reinforce a bias that this kind of violence only occurs with one group of people.

It is also important not to over-complicate your message at the risk of people misunderstanding your campaign or simply ignoring it. For example, providing youth with a 20-page paper from the ICRC website may cause your peers to quickly lose interest and forget the topic.



Strategy 1: In-person Activities

In-person activities offer the opportunity to educate your peers about International Humanitarian Law through creative and engaging projects. The in-person activity ***must include a component of participation***. It can't just be an art display or a video screening; invite peers to join in an activity or conversation. It further needs to track how many people are participating and measure the success of the campaign.

Some examples of in-person activities include:

1. Conduct a scavenger hunt
2. Design a simulation
3. Write a play with audience participation
4. Create an art piece that invites others to contribute
5. Design a board game
6. Conduct a school survey
7. Host a Spoken Word/Open mike night
8. Create a presentation with questions for classrooms
9. Host a movie screening and discussion

Marketing Events

Create a Marketing Timeline: For large events, you will need to begin marketing one month in advance. Start with regular messaging and pick up the consistency as the day gets closer.

Build your Brand: A name and image for your campaign will go a long way. If you create posters, ensure the style and theme are consistent. Design engaging content, using emotional appeals and personal stories can be particularly powerful.

RSVPs: RSVPs can be very useful in allowing you to track if you are reaching your numerical goals. If you are one week out from the event and you only have a few RSVPs, you may need to step up your marketing game.

Use Existing Networks: Reaching large numbers will be easier if you can use existing networks. Ask to have a timeslot at an assembly, or partner with another large event. Work with like-minded organizations and clubs to put something together. You could even partner with other Red Cross activities, like a blood drive or preparedness course to reach more people. Further, word of mouth is the best way to get people to show up. Use your personal networks to spread the word and don't be shy to be persistent with your messaging!

Offer Incentives: Offering incentives can be a good way to encourage participation, but you have to be careful about the way this comes off. For example, you don't want to cheapen the purpose of the campaign by posting flyers that feature pizza, while putting the topic of your campaign in the corner. A good example of using an incentive could be asking a teacher/professor to offer extra credit for attending an event.

Utilize the 40/60 Rule: Marketing is hard work! Ideally, 40% of your time should be spent on content creation for the event and 60% on marketing. Getting people in the door is incredibly important. No matter how great your program is, it won't do much good if no one shows up. You could even designate members of your team to just focus on marketing.

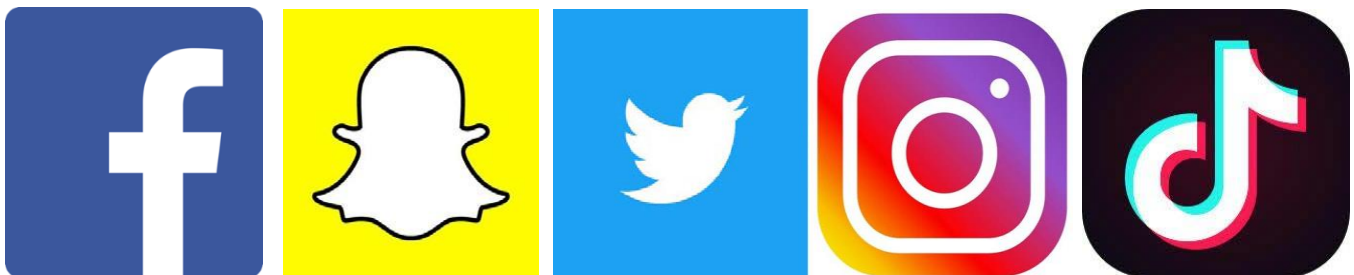
Strategy 2: Social Media Activities

Your social media activities can reach large audiences and quickly raise awareness about International Humanitarian Law. Social media is most effective when it has a call to action, or it invites the participation of the viewer. However, not all people who see your message will want to engage with the topic. It is, therefore, important to reach large numbers because only a small percentage will be inspired to act. This is why as a team you will count both the views and engagements of your social media reach.

- **View:** A view is defined as receiving and acknowledging a post and/or taking some low level of action.
- **Engagements:** A social media engagement is more than just a view. An engagement is defined as seeing a post and demonstrating active participation in IHL discourse.

Ways to engage peers through social media activities:

1. Ask a question to your peers on an IHL topic
2. Ask friends to take a survey on a topic
3. Post a video or image and ask peers how the video or image made them feel
4. Shares of content
5. Get your peers to follow the ICRC's social media accounts



What counts as a *view* or an *engagement* on social media platforms?

Platform	Action	Count
Instagram		
View	Post a video or photo on your Story, livestream	Views, likes
Engage	Ask a question, create a poll, write a post that starts a discussion	Responses, comments on a post
Facebook		
View	Post a photo or video, livestream	Likes
Engage	Pose a question or create a survey, write a post a that starts a discussion	Responses, comments on a post, shares
SnapChat		
View	Send Snaps, post on Story	Opened Snap, View on Story
Engage	Send snaps, post on Story	Response related to topic
Twitter		
View	Photos, Videos, Posts	Likes
Engage	Photos, Videos, Posts	Shares, responses
Blog		
View	Post content	Views, site visits
Engage	Post content	Comments on blog
Tik Tok		
View	Post content	Views, likes
Engage	Post content	Comments
ICRC		
Engage	Ask friends to follow ICRC social media accounts	Follows/shares of content

Social Media Best Practices

Social media campaigns have the power to communicate messages on a massive scale and quickly raise awareness. Social media platforms are virtual spaces that can empower people to connect, build relationships, and create value through online conversation and collaboration.

Be mindful of School Guidelines, the American Red Cross Brand, and JROTC Brand

Social media impacts people's relationships with each other and institutions. As JROTC cadets participating in an American Red Cross program, you must be aware of how the content you post reflects on these organizations. Please check the content of your social media campaign with your Coach and be sure to follow your school's social media rules.

Use the Seven Fundamental Principles of the Red Cross Movement

Your campaign should be guided by the Seven Fundamental Principles at all times. For example, you must be careful not to compromise our neutrality mandate by posting something that shows a preference for or against a government or armed group. Never post something like, "Stop terrorists from harming medical workers!" because it uses legally inaccurate language and targets one group rather than addressing the problem as a whole. **Never refer to a specific armed group in postings as this could put Red Cross and Red Crescent staff members and volunteers in danger abroad. Do not berate individual decision-makers or governments.**

Respond to Comments with Caution and Respect

While running a social media campaign, you might receive negative or hurtful comments from people. Report any abuses or episodes of cyber bullying immediately to your Coach. If a comment is just a little negative or reflects a view about IHL that is uninformed, be sure to respond with respect and stick to facts rather than opinions. If someone finds one of your posts harmful or offensive, apologize when appropriate.

Social Media Do's

- Use your own personal pages and profiles
- Check social media content with your Coach
- Use the Seven Fundamental Principles to guide your posts
- Follow the American Red Cross Social Media Guidelines
- Provide accurate facts and information from sources like the ICRC or American Red Cross
- Report abusive or bullying comments to your Coach

Social Media Don'ts

- DO NOT create a new American Red Cross or JROTC page or profile
- DO NOT create content and post it without checking with your Coach
- DO NOT post interpretations or call out specific armed groups or violations of IHL
- DO NOT post opinions or personal beliefs
- DO NOT respond aggressively or defensively if you receive a negative or uninformed comment

Campaign Summary Project PowerPoint or Video

As our partners in disseminating IHL, it is vital that we learn from your valuable experience and are able to share your story. This summary project will also be used to learn about your campaign when determining who will win the competition. Once you have completed your campaign, please create a short video or PowerPoint presentation demonstrating your accomplishments!

Please include in your video or presentation:

- What was the problem your campaign was trying to solve?
- What campaign activities did you do?
- How were you successful?
- How many people did you engage through in-person activities? How many views did you get through social media? How many engagements did you get through social media?
- What could you do better next time?
- What was the best part of the IHL Youth Action Campaign, or what accomplishment are you proudest of?

The Competition

Throughout the campaign, teams will track the number of people their team reaches in-person and/or online. Throughout the campaign, teams report their campaign activities through the IHL Youth Action Campaign Website and at the end of the campaign they will create and turn in the Campaign Summary Project. Campaigns must be complete and summary projects turned in by April 1st. The team that has the greatest reach and most compelling campaign within the Red Cross Division where their school is located will be selected a division winner, and the best of the division winners will become national champion. The American Red Cross will pay to send up to five members of the national winning team to Washington D.C. for the Summit.



IHL Youth Action Campaign Checklist

- ☐ Work through the steps in your Design Thinking Campaign Building Tool and Step-By-Step Activity Plan.
- ☐ Check your campaign with your Coach.
- ☐ Implement your campaign!
- ☐ Track and record data.
- ☐ Create your Summary Project and compete to go to Washington, D.C.!

Design Thinking Campaign Building Tool

Are you ready to raise awareness about IHL? Use design thinking to build your IHL Youth Action Campaign.

Design thinking is a process of problem solving that puts the human experience at the center of finding solutions. Though it will be difficult to implement the entire design thinking process to your campaign, you and your team will go through a simplified version of the steps to design activities that place your community and mission at the heart of your campaign.

You may want to use some large pieces of paper or a whiteboard to explore the steps with your team.

Step 1 - Empathize

The first step of design thinking is to empathize with your community and identify a target audience. Usually, design thinkers will observe their population and conduct interviews. For our purposes, simply explore the following questions with your team:

- Who is your target audience?
- What does your target audience care about?
- Where does your target audience usually gather?
- What kinds of activities does your target audience like to do?
- What social media platforms do they use?
- What gaps of knowledge do they have about IHL?

After reflecting on the questions, describe your target audience here:

Step 2 - Define

Keeping your target audience in mind, define exactly what problem your campaign will address:

- What would you like your community to know about IHL and the special theme?
- What information would be particularly useful or interesting to them?
- What kind of action would you like them to take?
- How can you measure if your goal has been accomplished?

Please write a statement describing the problem you would like to solve:

Please write a statement describing how will you will measure the success of your campaign:

Step 3 - Ideate

Now that you have defined your problem, it is time to brainstorm solutions.

Part 1. As quickly as possible and without judgement come up with as many in-person and social media activities as you can. Create your own ideas and refer to the activity guides and social media tool kit for support.

Please write down as many ideas as you can in the space below:

Part 2. When you have exhausted the possibilities, go back through the list and evaluate each option:

- Which of these ideas solves your problems best?
- Which ones can you do with the time and resources you have?
- How will you track participation? Will these activities reach the numerical goals you have set?

Part 3. When you have finished evaluating, decide which activities you would like to complete for the campaign, keep in mind that your ideas may change as you continue through the design thinking process.

Please list the activities you would like to include in your campaign below:

Step 4 - Prototype

The next stage of the design thinking process is to map it out. Visualize what the different components of your campaign will look like. Ask your Coach for any materials you might need and draw pictures, build models, and write sample social media posts.

In the next phase you will be testing your ideas in a simplified form on the other participants. Be prepared to explain your plan and how it meets your goals.

Step 5 - Test

The fifth phase of design thinking is testing your product. You may not have time to run through the entire campaign with a sample group but test your ideas the best you can. Test the ideas on the other participants at the training or ask your friends what they think of the activities and social media posts. Make sure to get feedback on the appropriateness of your content, if the activities are feasible, and if the campaign will meet your goals.

Please write your feedback here:

Step 6 - Implement

After you've gotten feedback on your campaign activities, incorporate any changes you would like to make.

The Design Thinking Campaign Building Tool will be submitted to the Coach, and after it is approved, you can continue to plan the various activities of your campaign and complete the Step-by-Step Activity Plan Forms.

Now, implement your campaign!



Step-by-Step Activity Plan

Team name:

Team members:

Activity Title:

Activity Date(s):

Include a brief description of the activity

What is it?

Explain how this activity addresses the problem you are trying to solve

How does it help?

How many of your
peers will you try to
reach? How will you
track you reach?



What materials will you need?

How much will it cost?

Total cost:

What steps do you need to take?	By when?	By whom?



Campaign Activity Ideas

1. Scavenger Hunt

Create a scavenger hunt where each hidden clue educates participants about IHL. One possibility is to give moral dilemmas within IHL. Ask questions, and if participants guess correctly, provide the clue to the next location. Another format is to mark locations with distinctive images and have the answer to the clue be the image for the next station.

2. Simulation Activity

Your team can take participants through a simulated journey of a humanitarian worker, fighter, or civilian during an armed conflict. Create different scenarios and have participants face challenges while learning about IHL. Use the American Red Cross Raid Cross Program, the ICRC virtual reality tools or create your own simulative experience. Ask your local Red Cross Chapter about these activities.

Teams that do a simulation should use the following statement in communicating the sensitive nature of simulations to participants: Participants should note that some of the activities during the training simulate situations of violence and they may touch on sensitive issues related to armed conflict or situations of insecurity. While the facilitators will take every precaution to ensure that all participants in the simulation are comfortable throughout the activity, participants who would like to opt out of the activity may do so at any time.

*Please note that the use of fake or simulated weapons is strictly prohibited and that before the simulation the audience must be made aware of the nature of the simulation and be given the opportunity to opt out if they do not wish to take part.

3. Theater Performance

Create a play that includes the principles of IHL. Be sure to highlight when IHL is being respected and when it is not. Follow a narrative of a fighter, humanitarian worker, or civilian in an armed conflict and educate the audience about IHL.

4. Interactive Art Display

Design an art display that requires some form of participation. People could be asked to answer a question through art, draw how they feel after watching a video about IHL, or demonstrate their support for the victims of armed conflicts.

5. Board Game

Audience members can progress through a board game by making choices and solving dilemmas faced in an armed conflict. The game could include activities, tasks, and questions. By the end, the board game could also reveal ways in which players can learn more about IHL. The instructions for the board game should be written up so it is easy to understand and can be replicated.



6. School Survey

Your team could design a survey and analyze the results. In order to educate your peers on IHL, have participants take the survey, and then facilitate an activity to increase the knowledge of IHL among the audience members. After the activity is complete, the team can ask the same audience members to take the survey again. Your team can analyze the results and decide if your campaign activity was effective in increasing knowledge of IHL.

7. Flash Mob

Your team could plan and carry out a flash mob demonstration of an IHL principle. Creative scenery, props, and costumes are encouraged. Team members should engage the audience in a conversation and pass out flyers with more information.

8. Spoken Word/ Open Mic

Organize a spoken word night or open mic session and invite peers to participate. A workshop could help participants to learn about IHL and then offer the participants time to write a song, piece of poetry, or monologue.

9. Host a Movie Screening with a Discussion

Screen a movie about armed conflicts, real or fiction. Start with a presentation about IHL to give context and prepare questions for a discussion after the movie is complete.

Movies could include:

- Beasts of No Nation
- The Colors of the Mountains
- Hacksaw Ridge
- Unbroken

Questions could include:

- What challenges did the characters face during the armed conflict?
- When did IHL apply during the movie?
- Were there instances where IHL was violated? Where it was upheld?
- How could the parties to the conflict in the movie take feasible precautions to lessen collateral damage?



Campaign Activity Data

Name of Activity	Date of activity	How was data tracked?	In-person count
Ex: IHL Movie night	1/30/21	Number of people that signed in	24