

Humanitarian Communications & Information Needs Assessment in [Dadaab]

Communication is AID

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Empowering Local Media Worldwide



What is Humanitarian Information?

Information FOR affected populations, not ABOUT them



Communication WITH - Not only information TO

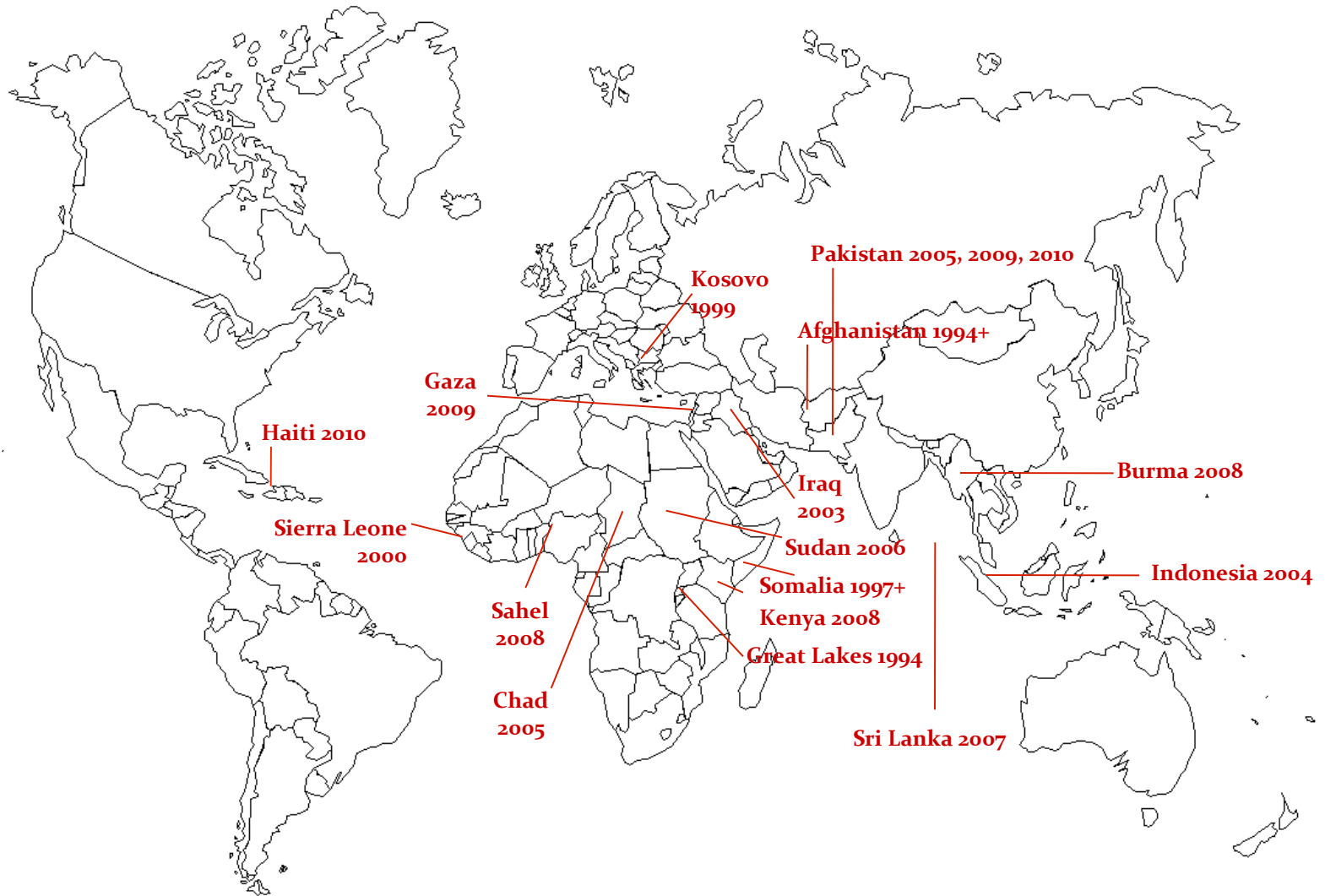
Why is it important?

Information can save lives and helps to:

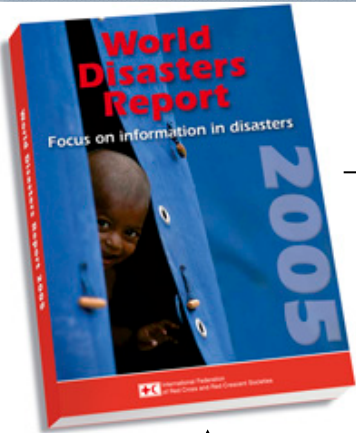
1. Manage community **EXPECTATIONS**
2. Promote **ACCOUNTABILITY**
3. Improve program **QUALITY**
4. Give affected populations a **VOICE**

The Right to Know

What's been done before?



Milestones (2001-2011)



2005



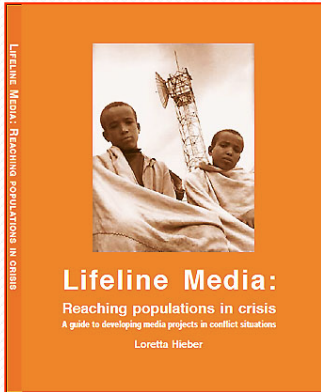
2006



2008



2009



2001



2007



2010-11



- British Red Cross
- Save the Children
- Thomson Reuters Foundation
- Internews
- BBC WST
- OCHA





Dadaab, Kenya (August 2011)

Humanitarian Communications & Information Needs Assessment of Refugee Communities in Dadaab

(August, 2011)



Methodology

Total number of interviews surveyed: 492

- Total New Arrivals (9 months or less): 237
- Total Long Term Residents (more than 9 months): 255
- Total Males: 273
- Total Females: 219
- Total Youth (25 years old or less): 189
- Total Older Generation (older than 25 years): 303



INTERNEWS

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1. Top Headlines of the Assessment (I)

Large-scale information gap putting lives at risk & hampering aid response

- 1. Majority of refugees, particularly news arrivals, do not have the information they need**
- 2. (+) Radio, friends and family & mobile phones**
- 3. (-) Police & Army, Gov. officials & Aid workers**
- 4. Majority unable to communicate with aid providers**

Top Headlines of the Assessment (and II)

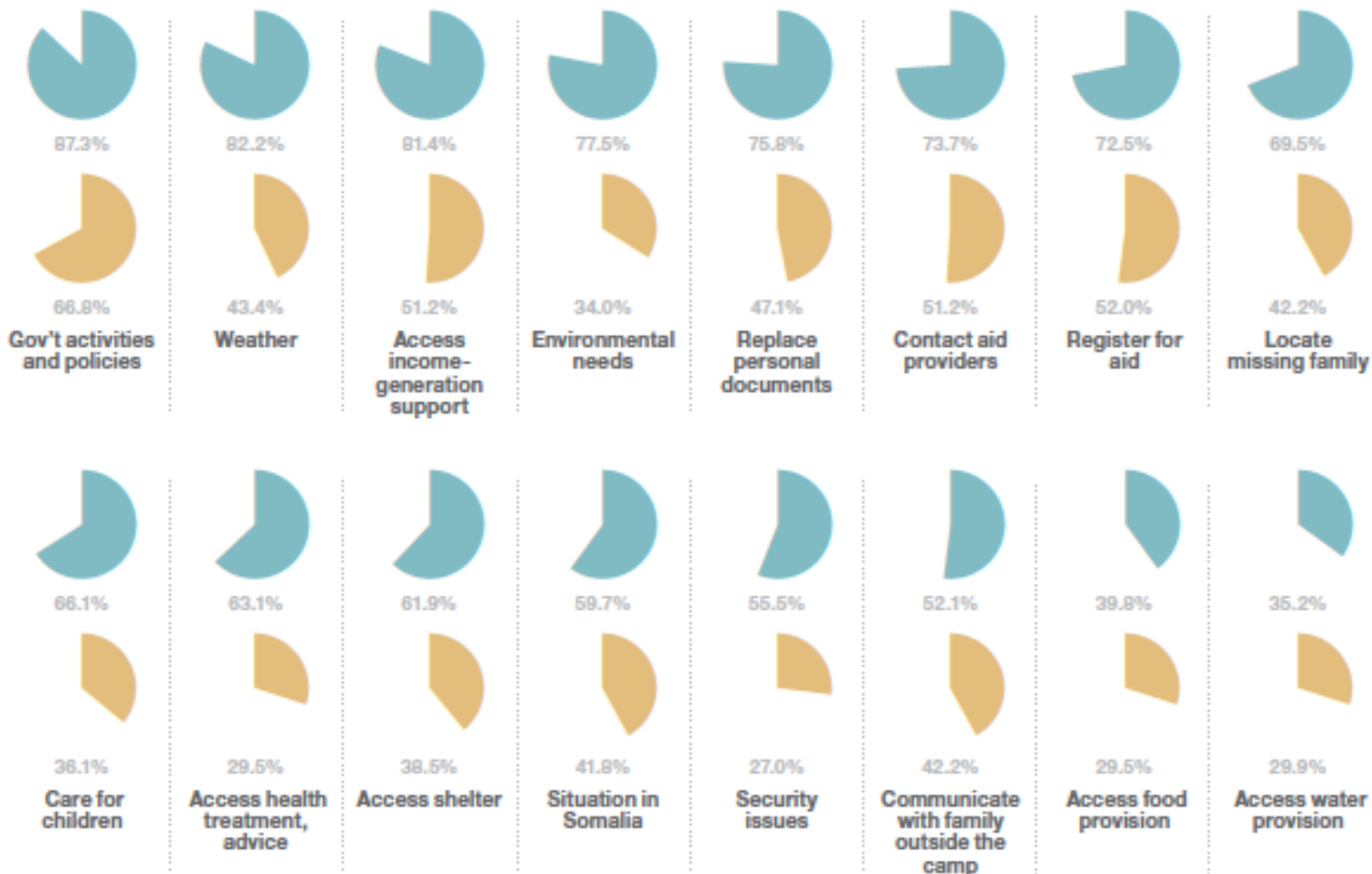
1. Refugees want to **ask questions** and **share concerns** about their current situation.
2. For new arrivals, **telephone, face-to-face with humanitarians, community meetings and community leaders**, preferred channels to provide feedback to service providers.
3. **Intention:** Vast majority wants to stay in the camps until they can return to their country.
4. **In times of crisis, RADIO is a critical source of information.**



Information needs

Refugees were asked whether they had enough information in the following areas. The percentage shown represents the number of respondents who answered "No."

● New arrivals ● Long term residents



Information sources

Refugees were asked: "Which of the following sources do you use to get information now?"
Multiple answers were permitted per respondent.

● New arrivals ● Long term residents



Feedback concerns

Refugees were asked "What do you want to talk to aid providers or the government about?" Multiple answers were permitted per respondent.

● New arrivals

● Long term residents



65%



49.9%



61.2%

About my
current
situation



38%

About my
community
needs



13.5%

About my
experiences



11.8%

Complaints



15.7%



12.9%

Feedback on
aid delivery,
services



9.7%



5.9%



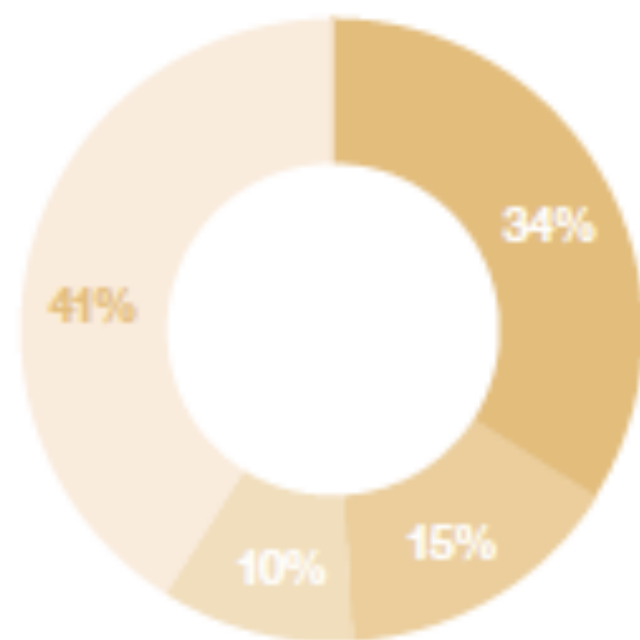
2.1%



0.4%

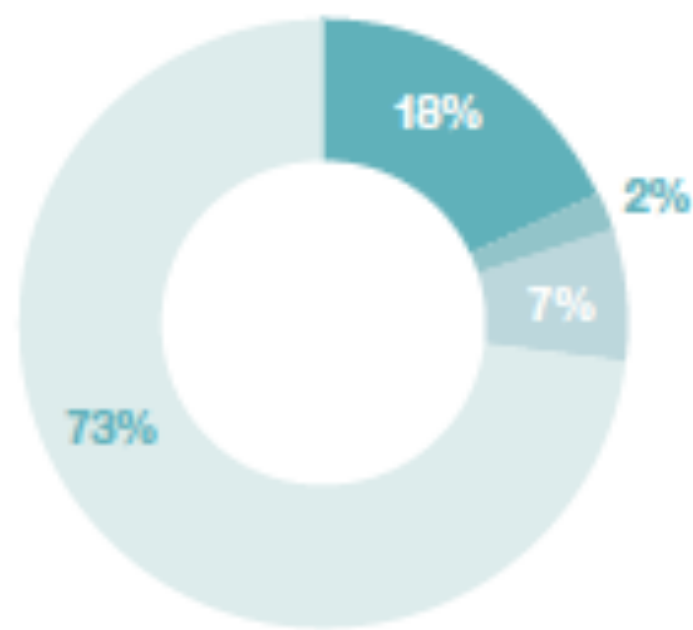
Other

Long term residents: Are you able to raise concerns about your needs?



- Yes, frequently
- Yes, but only sometimes
- Very rarely
- I have not been able to communicate with aid/gov

New arrivals: Are you able to raise concerns about your needs?

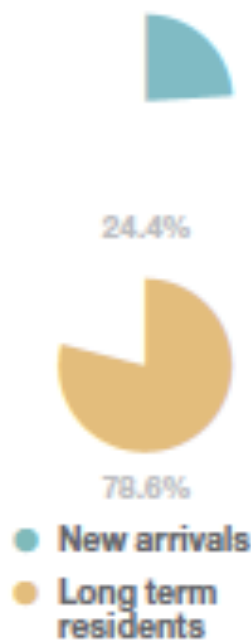


- Yes, frequently
- Yes, but only sometimes
- Very rarely
- I have not been able to communicate with aid/gov

Refugees without Ownership of, but Access to Radio

Refugees were asked "If no, do you have access to a radio?"

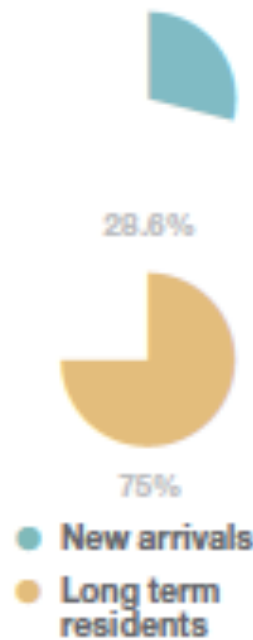
Shaded areas represent positive responses.



Refugee Radio Ownership

Refugees were asked "Do you have a radio set (yourself or at home)?"

Shaded areas represent positive responses.



2. Humanitarian Communications: Key Causes

- 1. Lack of Humanitarian Communications Coord.**
- 2. Humanitarian Comms vs. PI/Journalists Liaison**
- 3. Staff turnover and lack of institutional memory**
- 4. “Outsourcing” humanitarian communications**
- 5. Communities lack their own media platforms, skills**
- 6. Humanitarians require greater orientation & skills**
- 7. Lack of effective communications monitoring**
- 8. Existing communications systems over-stretched**

3. Recommendations/Suggestions

FOR IMMEDIATE ACTION

- Humanitarian Communications Workshop/Group
(**NEW INFORMATION DISSEMINATION GROUP IN DADAAB**)
- Close support for Star FM local radio station

NEED FOR FURTHER RESOURCES

- Humanitarian Communications Liaison (HCL)
- Train emerging local journalists
- Train humanitarian staff on humanitarian comms
- Train humanitarian staff in live monitoring
- Communications and Media Training Resource Centre

Vision

Become a **standard humanitarian practice:**

- Predictable
- Reliable
- Sustainable



communicating with disaster affected communities

EVOLUTION: Messaging vs. 2-way Communication



DfID Humanitarian Review (2011)



“The people who are on the receiving end of our assistance are rarely if ever consulted on what they need, or are able to choose who helps them or how. This means that gender-based issues and the needs of the vulnerable are too often overlooked. Whilst this has long been recognized as an issue, too little has been done about it.”

Thanks and any questions?

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All pictures by Meridith Kohut/Internews



INTERNEWS

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Questions for the Audience

- Where the responsibility to **communicate with affected communities** lies:
 - within your organization?
 - within the humanitarian architecture?
- How should it be **coordinated** at the HQ and field level?



Help humanitarian organizations **integrate two-way communication** into their Emergency programs.

The emphasis is on the need to deliver **information, as aid itself**, through the most appropriate channels.

Supported by:



A partnership between:



Objectives

- 1. Strengthen the capacity and preparedness of aid agencies on communicating with affected communities.**
- 2. Provide rapid responses to select emergencies in partnership with aid agencies.**

Tools



- 1) Media and telecoms landscape guides of 22 countries
- 2) A library of generic messages with the clusters
- 3) An e-learning package for field staff
- 4) A facilitator's training manual
- 5) Upcoming publications (proof-of-concept)
- 6) Selected number of responses with partners

For more information: <http://infoasaid.org>