

# Communication is AID

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# What is Communication with crisis-affected populations?

Information FOR affected populations, not ABOUT them



Communication WITH,



Not only information TO

# EVOLUTION: Messaging vs. 2-way Communication



# Why is it important?

## Two way communication can:

1. SAVE LIVES
2. Improve programme QUALITY
3. Manage community EXPECTATIONS
4. Promote ACCOUNTABILITY
5. Give affected populations a VOICE
6. Provide PSYCHO-SOCIAL benefits

# Milestones (2001-2011)



2005



2006

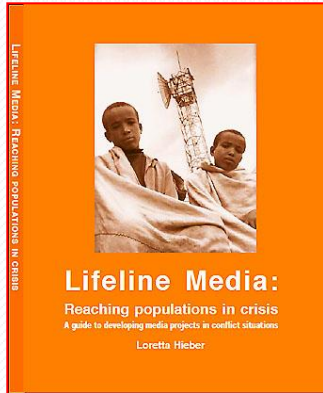


2008



UN Photo/Devra Berkowitz

2009



2001



2007



2010-11



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





## Vision is to:

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

The emphasis is on communication as aid

Supported by:



A partnership between:





## Objectives

1. **Strengthen the capacity and preparedness** of aid agencies to communicate with crisis-affected communities.
2. **In partnership** with a select number of aid agencies, integrate communication into their humanitarian response.



## Tools

- Assessment tools on information needs and access
- Media and telecoms landscape guides for 22 countries
- A library of generic messages
- An e-learning package for field staff
- A facilitator's training manual
- Upcoming publications (proof-of-concept)





## Assessment Tools

- Questions on information needs and access (some of which have been included in the MIRA manual)
- Questions on community/audience profiling
- Checklists on assessing whether mobile phone (and sms) or radio or TV is the most appropriate channel of communication



## Media and telecoms landscape guides

- Comprehensive overview of the media and telecoms landscape in 22 crisis prone countries
- Includes detailed information on every available channel of communication: radio, TV, internet, mobile telephony and the more traditional forms of media
- Penetration rates and media dark areas
- Maps of broadcast reach and languages spoken
- Contact directory of media outlets



## Library of messages

- **Aim:** To have a set of generic, multi-sectoral messages for crisis affected populations
- **Content:** Alerts, advice on risk mitigation, self care and prompts for available services; prompts will act as guides in contextualisation
- **Intended Uses:** To act as a reference for what needs to be communicated; To help improve collaboration and coordination between and within humanitarian organisations
- **Process:** Desk research; Consultation with technical specialists in the field and HQ level; Peer review amongst working groups



HUMANITARIAN INFORMATION IS HUMANITARIAN AID



MESSAGE LIBRARY GUIDE

Download the guide

Please make sure to **read the guide** before using the Infoasaid Message Library.

INFOASAIID

Internews and the BBC World Service Trust are partners in a DfID funded consortium focusing on improving how aid agencies communicate with disaster affected communities. The emphasis is on the need to deliver information, as aid itself, through the most appropriate channels ...more

CDAC

Message Library

Hazard Specific Message Bundles

Earthquake	Flood	Cyclone	Epidemic	Conflict
Tsunami				

Quick Search    [Advanced...](#)

336 records matched criteria.

Issue	Threat	At risk group	Target Audience	Information requirement	Examples
Communicable Diseases Child Health	Acute Respiratory Infections (ARIs)	Affected population	All target audiences	What are they?	
Communicable Diseases Child Health	Acute Respiratory Infections (ARIs)	Affected population	All target audiences	Symptoms	
Communicable Diseases Child Health	Acute Respiratory Infections (ARIs)	Affected population	All target audiences	Where to seek treatment	
Communicable Diseases	Acute Respiratory Infections	Affected population	All target audiences	Treatment procedure	



## Library of Messages

View a demo of how the web based tool works in practice:

<http://screencast.com/t/FBQkWcWv>

To access the tool, visit:

<http://iaa-inte.e-nuksuk.com/message-library>

Library is currently in stage one of pilot.

Users are providing feedback on FUNCTIONALITY and CONTENT.

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## E-learning module

Aims of the 2 hour e-learning course:

- Advocacy/Raise awareness
- Provide basic skills

Learning objectives:

- Why communication with crisis affected communities matters
- Knowing your community and how to communicate with it
- Formulating, testing and disseminating key messages and adapting key messages for different channels and target audiences
- Facilitating dialogue and feedback through multi-platform approaches



# The Role of Communication in Emergency Preparedness

Preparing for effective communication:

- Knowing the media landscape
- Compiling your audience profile
- Producing IEC materials



# Entry Points for Communication in Emergency Preparedness

Integration of communication in:

- Early warning
- Contingency plans and SOPs
- Trainings and simulation exercises
- Secondary data reviews
- Profiles/JD's of emergency response teams/surge capacity





## Responses in partnership with aid agencies

- Information needs and access assessments
- Assessment of the most appropriate channels of communication
- Review of programme objectives and communications challenges
- Analysis of how communications can support the achievements of programme objectives
- Training of aid agency staff (two way communications and media or new technologies)
- Piloting of media/new technology interventions
- Baseline reviews, interim monitoring and learning reviews



## ActionAid: North eastern Kenya drought response





Research: proof of concept

- Haiti: “Let them Speak” (November 2011)
- Communications with disaster affected communities: The global landscape and state of play
- Learning reviews post response
- ODI/HPN Network Paper: Learning by doing