



Communicating with Communities

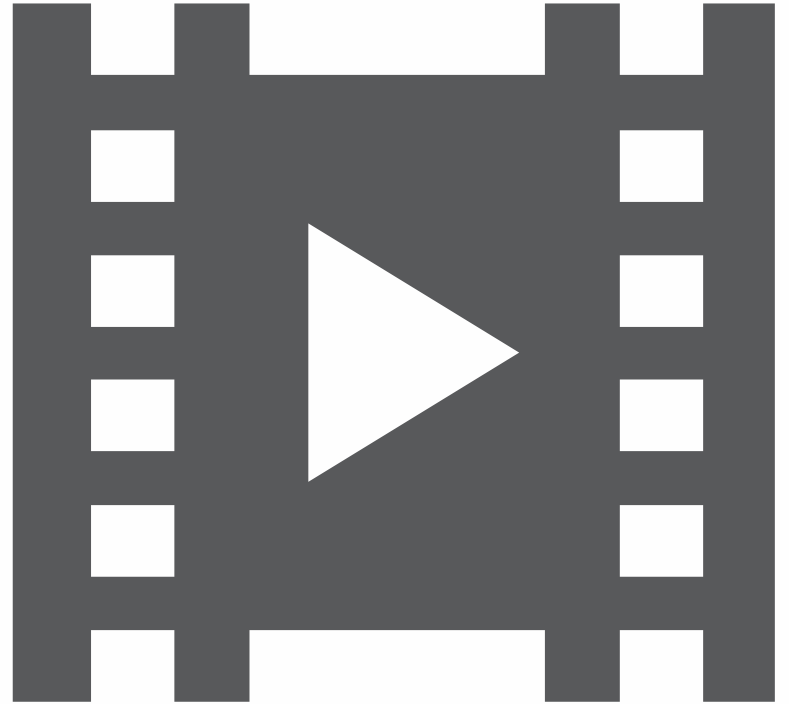


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‘Communication is Aid’

Infoasaid Project

2 minute animation on why communication is important in disaster preparedness and response.



Having watched 'Communication is Aid' form small groups and consider the following:

List as many reasons as to why it is important to engage in **two-way communication with disaster affected communities?**

Consider communication **before and after a disaster.**



Did we cover?

- Mitigates potential **confusion, distrust, fear, misunderstanding**
- Affected people can build their own **capacity** and lead their own **recovery**
- Ethically obligated (being **accountable** to those affected)
- To understand local **context** better



Types of messages sent to disaster affected communities or those at high risk.

1. Alerts
2. Awareness
3. Self Care
4. Service Prompts



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Consider the following messages:

1. “**Boil or treat** water before you drink it”.
2. “Be careful of rising flood waters when traveling along the main road.”
3. “**Evacuate** to the designated emergency shelter for your area”
4. NGO “**Save the Children** is providing food and medical care in village A & B.”



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SERVICE PROMPT

What communications
should we expect **from**
communities
themselves?



Requests about **relatives**

Questions on **entitlements** or
criteria for receiving
assistance

Needs in an **area not yet
reached**

Complaints on aid provisions

Messages **within/between**
communities themselves



Preparedness Activities



Establish a Communications with Communities in Emergencies **Working Group** (mutually supporting partners).

Consider the following members:

1. Government (Chair)
2. Cluster representatives
3. Humanitarian partners
4. Telecommunications
5. Local TV and radio stations
6. Media development partners



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Map and collate
communications
materials already
produced according to
the emergency phase.

Conduct a 3W (who, what
where) mapping exercise on
communications materials in
all languages and all forms
of media.



Prepare, where appropriate and necessary collective messages and materials on key areas.



Message Library

Online searchable
database of messages

A reference for those
wanting to **disseminate
critical information to
affected people** in an
emergency.



Regional Experiences

Philippines
Nepal
Bangladesh



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Philippines

Communications with affected-communities Strategy

Working Group to standardize and coordinate activities

Assessment of **preferred communication channels**

Information **Hotline** (call and SMS)

Community **consultations**



Tropical Cyclone “BAGYO”

Adunay tulo ka klase nga “Bagyo” segon sa kakusog sa hangin taliwala sa bagyo o sa mata niini nga gitawag “eye of the storm”. Kini ang:

Tropical Depression – 35 to 63 kilometro matag oras

Tropical Storm – 64 to 117 kilometro matag oras

Typhoon – kapin 117 kilometro matag oras

Kasayuran sa Public Storm Warning Signals

Public Storm Signal No. 1

Usa ka matang sa pagkoso-koso sa hangin nga ang kakusog dili mosobra sa 60 kilometro matag oras og masinati kini sulod sa 36 oras. Kung kini masinati, kinahanglan mangandam sa unang kadaot.

Mga Buhaton:



Pagpaminaw sa sibyanhanan sa radio nga inyong gisaligan.



Susiha ang kalig-on sa balay sa paghapak sa hangin. Palig-onon pa kini kung kinahanglan.

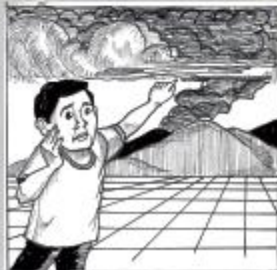


Pagpekisayod sa dagan sa panahon ilabi na sa abiso sa PAG-ASA kada unom ka oras. Samtang kita nagpangandam, padayon ta sa atong atong buluhaton gawas kon naay pagbaha.

Public Storm Signal No. 2

Usa ka matang sa pagkoso-koso sa hangin nga naay kakusogon gikan 61 hangtud 100 kilometro matag oras og masinati ang epekto niini sulod sa beinte kwatro (24) oras. Kung nagahitabo tibook adlaw kining matang sa bahad, ang mga ahensiya o organisasyon nga naay kalabutan sa kalamidad kinahanglan magpahibalo sa apektadong komunidad.

Mga Buhaton:



Pagmatngon sa pag-usab sa posisyon o kakusogon sa pagkoso-koso sa hangin tungod kay mamahimong direkta kang maigo niini.



Likayan ang pagbiyahe sa kadagatan og kahanginan.



Usa isaka ang bahad, ibutang layo sa kadaot ang mga kahimanan sa balay.



Sirad-i ang mga bintana og portahan og higtan og lig-on nga pisi ang bahin sa balay nga mahimong madala sa hangin.

Public Storm Signal No. 3

Usa ka matang sa paghapak sa hangin nga dunay kakusgon gikan 101 hangtud 185 kilometro matag oras nga masinati sulod sa 18 oras. Lawom sa maong bahad ang mga ahensiya o organisasyon nga may kalabutan sa kalamidad andam nang motubag sa unsang matang sa panginahanglan. Andam na molihok sa pag-responde sa aktuwal nga emerhensiya.

Mga Buhaton:



Paminaw kanunay sa sibyahanan sa radio aron sa eksaktong kahibalo mahitungod sa bagyo.



Tambagan ang tanan nga magpondo sulod sa lig-on ug layo sa peligro nga balay.



Mo-bakwit sa taas nga lugar.



Likayan ang pagpondo sa tanang matang nga agi-anan sa tubig sama sa kadagatan og kasapaan.



Magmatngon sa posibleng agi-an sa sentro sa bagyo.

Public Storm Signal No. 4

Usa ka matang sa pagkoso-koso sa hangin nga naay kakusgon kapin 185 kilometro matag oras og ang epekto niini masinati sulod sa dose (12) ka oras. Ang National Disaster Risk Reduction Management Council (NDRRMC) og katibok-an ahensiya/organisasyon nga naay kalabutan sa kalamidad hingpit na mo-responde sa labing madaling panahon.

Mga Buhaton:



Bakwit padung sa lugar nga layo sa peligro sama sa evacuation centers.



Guidili ang pagbiyahe sa tanang matang sa sakyanan og boluhaton sa gawas sa panimalay.

Nepal

Working Group within the
Nepal Risk Reduction
Consortium (NRRC)

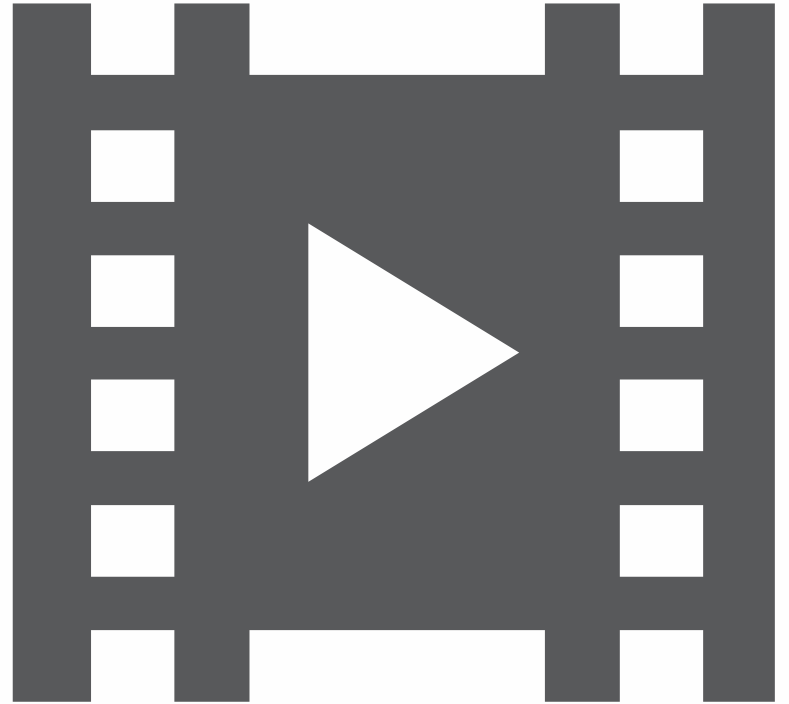
**Standardized and localized
messages** for different hazards
– Earthquake, flood, fire, etc

Partners include development,
disaster management, donors,
media development partners
and government



Nepal Risk
Reduction
Consortium
(NRRC)

Common
contextualized
messages



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Bangladesh

Public Service
Announcements (PSAs) in
local languages – option to
call in and get answers

Based on Interagency Joint
Needs Assessment (JNA)

Working Group chaired by
Government and technical
lead by BBC Media Action



Message Library live demo

- Developed in collaboration with a number of different **clusters/sectors** in the humanitarian community.
- The message library can be used both as a **disaster preparedness tool** and following the outbreak of an **emergency**.
- If used in the correct way, the library will **help improve communication** with crisis-affected populations.



“Communication is a basic human need”

Lars Magnus Ericsson 1876



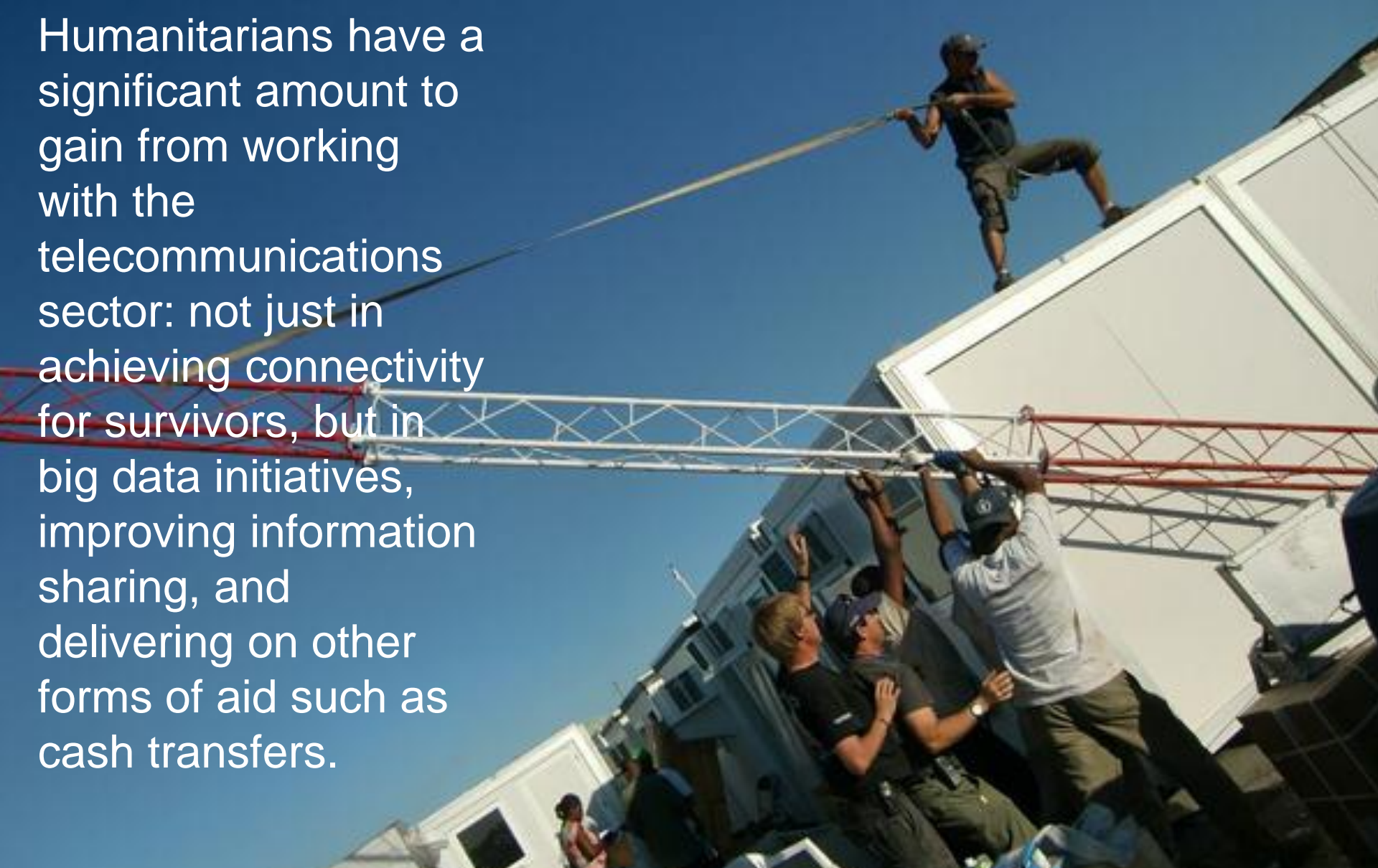


Supporting
communities in
disaster
preparedness and
response through
access to
telecommunication
services



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Humanitarians have a significant amount to gain from working with the telecommunications sector: not just in achieving connectivity for survivors, but in big data initiatives, improving information sharing, and delivering on other forms of aid such as cash transfers.



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At present, the institutional frameworks for these partnerships are limited.

There is an urgent need for mechanisms at global and country level through which humanitarians and service providers can interface and work together.



Credit: Vodafone



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Next steps?

Work with
telecommunication
service providers
to achieve
consensus on
planning for and
handling
emergencies.



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**New technologies
enable new ways to
share information.**

More information and
more ways to share it
than ever before.

It remains a means to
an end, not an end
itself.



Humanitarianism in the Network Age

Report calls for:

1. Information recognized as a **basic need**.
2. Information relevant to humanitarian action is **shared freely**.
3. **Built capacity** within aid organizations and Governments.
4. Guidelines to ensure information is used **ethically and secured**.

OCHA POLICY AND STUDIES SERIES

HUMANITARIANISM IN THE NETWORK AGE

INCLUDING WORLD HUMANITARIAN
DATA AND TRENDS 2012

Key Messages

1. Communication and information are **basic needs**.
2. Knowing your community and their **communication and information preferences**, is key to preparedness.
3. Coordinated and standardized messaging can help **mitigate confusion and misinformation**.

Contact Details

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WHENEVER TSUNAMI STRIKES, WE ARE PREPARED

