Communicating with Communities
‘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
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.”
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.”
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.”
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.”
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.”
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
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
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 kilometer matag oras
- Tropical Storm – 64 to 117 kilometer matag oras
- Typhoon – kadin 117 kilometer matag oras

Kasayuran sa Public Storm Warning Signals
Public Storm Signal No. 1
Mga Buhaton:

Public Storm Signal No. 2
Usa ka matang sa pagkoso-koso sa hangin nga naay kakusgon gikan 61 hangtud 100 kilometer matag oras og masinati ang epekto niini sulod sa beinte kwatro (24) oras. Kung nagahitabo tiboob adlaw kining matang sa bahad, ang mga ahensiya o organisasyon nga naay kalabutan sa kalaidad kinhanglan magpahibalo sa apektadong komyunidad.
Mga Buhaton:
Public Storm Signal No. 3
Usa ka matang sa paghapat 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:

- Paminsaw kanuney sa sibyahanan sa radio aron sa eksaktong kabahol mahitungod sa bagyo.
- Tambegan ang tanan nga magpondo sulod sa lig-on ug layo sa peligro nga balay.
- Mo-bakwit sa teäs nga lugar.
- Likayan ang pagpondo sa tanang matang nga agi-anan sa tubig sama sa kadagatan ug kasapaan.
- Magmatong na posiblen 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 epektu 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
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
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.
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.
Next steps?

Work with telecommunication service providers to achieve consensus on planning for and handling emergencies.
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.
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.
For more information contact:

Stewart Davies
Regional Communications with Communities Officer
davies1@un.org
+66 81 932 8073
Whenever Tsunami Strikes, We Are Prepared