



Global Shelter Cluster
ShelterCluster.org
Coordinating Humanitarian Shelter

Step 4 Communication channel analysis

Informing Choice for Better Shelter

**A Protocol for Developing Shelter and Settlement
Information Education Communication (IEC) Resources**



1st Issue (February 2019)

Global Shelter Cluster – Promoting Safer Building Working Group

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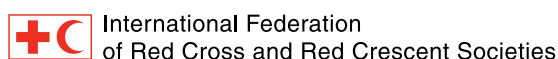


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Working group participants:



Step 4 Communication channel analysis

4.1 Introduction

- If the technical working group (TWG) does not already include Communicating with Communities Working Group (CWC WG) members, it must seek this expert advice if the IEC is to have impact. Many agencies in the shelter cluster will have teams which specifically deal with CWC and communication, engagement and accountability (CEA).
- Accountability is fundamental to the Core Humanitarian Standards (CHS) and developing appropriate IEC resources on better shelter and settlement, and opening dialogues with communities and stakeholders in general, can contribute to this.
- Where the country cluster has commitments to accountability to affected people (AAP) or similar, developed by an AAP advisor deployed by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), it is important that these commitments are reviewed and taken into account when developing resources.

4.2 Existing available information on communication channels

- There may be a range of existing information available from agencies and working groups involved in the response, which can help with the analysis of communication channels and the creation of engagement strategies. Some sources may include:
 - Communicating with Disaster Affected Communities (CDAC) Network, <http://www.cdacnetwork.org> – media landscape guides¹
 - CWC WG agencies such as BBC Media Action, <https://www.bbc.co.uk/mediaaction> – see in particular the BBC Media Action data portal, <http://dataportal.bbcmediaaction.org/site/>
 - ICRC – information ecosystem assessments
 - country/context-specific private sector associations for advertising, marketing, telecommunications, media
 - reports by country regulator or government department for media
 - national and local journalists, radio stations, newspapers etc.
 - social mobilisers
 - disaster risk reduction (DRR) programmes
 - development programmes.

4.3 Undertaking a communication channel analysis

4.3.1 Importance of sub-step

- Different stakeholders who can influence better shelter and settlement will use a variety of communication channels to share information. It is important to hear their views to understand how they want to be communicated with to increase the impact of IEC resources.
- Within stakeholder groups, such as households, people will differ in how they share information. For example, households with younger household members may share more information through social media, whereas households with only elderly household members may use more traditional forms of IEC such as newspapers and radio.

¹ <http://www.cdacnetwork.org/tools-and-resources/media-landscape-guides/>



Photo: David Dalgado, British Virgin Islands, 2017

- Engaging with stakeholders using a range of communication channels will be important for covering more segments of the audience, but also because sharing information through multiple channels to the same audience will allow more engagement with the content, reinforcing messages and increasing impact. This is a component of what CDAC defines as 'integrated communication'; another component is to be consistent across the different platforms.
- Different channels of communication may be required to address different practice and behaviour factors. For example, for knowledge exchange, households and skilled trades may prefer IEC resources they can keep and refer back to when they commence that component of the building, and this may lend itself to specific printed media such as leaflets, booklets or newspaper adverts. Whereas, for example, attitude factors relating to the importance of safer building and preparing for multiple hazards, including those outside of living memory, and not just the last event, may lend themselves to radio drama or radio chat shows.
- Note that some practice and behaviour factors may be difficult to address through communication, and may require more experiential learning, such that which may occur in a workshop or training where participants get to practice a construction technique and receive feedback, for example.

4.3.2 Process – communication channel analysis

- The International Federation of Red Cross and Red Crescent Societies (IFRC) Community Engagement and Accountability (CEA) toolkit has been drawn on significantly for this step, and associated tools to assist with this step are available from:
<http://media.ifrc.org/ifrc/document/community-engagement-and-accountability-toolkit/>
The CDAC Network also has a substantial toolkit:
www.cdacnetwork.org/tools-and-resources/tools-and-checklists/
- Focus group discussions (FGDs) are held with households and either FGDs or key informant interviews (KIIs) are held with a range of other stakeholder groups to discuss the following.
 - What channels of communication they engage with and for what?
 - How they want to be engaged with for attitude and knowledge exchange items?

- What are their preferences for communication channels for different types of better shelter and settlement information (give examples to FGD group)?
- How might their preferences change in future (this question is important post-crisis as recovery can mean communication channel preference changes).
- Preferences for and access to communication channels may be also be different by ethnicity, socio-economic status, geographical differences, gender etc.
- When undertaking FGDs or KIIs, ensure they are undertaken in a range of different contexts. For some FGDs, men and older boys, and women and older girls should be spoken to separately.
- After the FGDs (and KIIs) a one to two-page matrix can be produced which has the following column headings:

| Communication channel | Advantages | Disadvantages | Works best for (target group and type of information e.g. detailed technical construction information for skilled trades) |
|-----------------------|------------|---------------|---|
| Information desks | | | |
| Noticeboards | | | |
| Etc. | | | |

- Consider the following channels: community meeting, door-to-door visits, information desks, noticeboards, posters and flyers, billboards, loud speakers and sound trucks, wall murals, phone lines – automated systems, newspapers, theatre and drama, mobile cinema, radio adverts, radio chat shows, radio dramas (with listening groups as part of roll-out, for example), social media (Facebook, Twitter, Instagram, YouTube videos etc.), SMS, and WhatsApp (or similar) groups.
- The previously referenced IFRC CEA toolkit provides generic advantages and disadvantages for each communication channel, but this needs to be contextualised.

4.3.3 Outputs – communication channel analysis

- FGD and KII summary notes on communication channels.
- Communication channel analysis matrix for use when developing the IEC resource and roll-out strategy in detail.