

## Communication Strategy Template

### Situation analysis

*What is the humanitarian situation on the ground?*

### Programmes

*What emergency programmes is your agency implementing?*

### Programme objectives

*What are your programme objectives?*

### Communication objectives

*How can communication support your programme objectives?*

### Information needs and access

*Which channels of communication are still functioning? How does the affected population share and receive information now? Who are the trusted sources? What are the information needs?*

### What do you want to say?

*What information do you want to disseminate to the affected populations? What are the key messages?*

### Who is your target audience?

*Who do you want to communicate with?*

1. *Primary Audience*
2. *Secondary Audience (people who act as spokespeople or representatives)*

### Dissemination process/methodology

*How will you deliver the messages?*

- *Which channels will you use?*
- *How will you hear back from the affected population?*
- *How will feed back received inform programmes?*

### Partnerships

*Who will help you to communicate with crisis affected communities?*

### Enabling factors

*What factors will help you communicate, both within your agency and external? Eg good relationship with local media*

### Barriers/Challenges

*What are the barriers or obstacles that prevent you from communicating effectively? Eg lack of finance and support from senior managers, logistics, lack of capacity, or cultural beliefs and practices of local population.*

### Plan of Action/Steps

*What steps do you need to take to achieve the above?*

*(This can include developing contact lists of local media, becoming fully briefed on all humanitarian programmes in the area, meeting regularly key partners to improve coordination of information provision to and receiving feedback from affected populations, preparing and pilot testing key messages, developing IEC materials based on agreed messages)*