

Communicating with Communities (CWC)

A UNHCR Greece Participatory Workshop
April-May 2016

What is “CWC”?

“Communications with Communities (CwC) is an emerging field of humanitarian response that helps to meet the information and communications needs of people affected by crisis....”

- *OCHA (UN Office for the Coordination of Humanitarian Affairs)*

What is “CWC”?

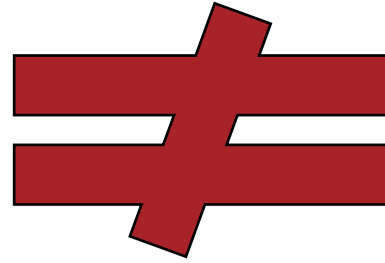
“CwC is based on the principle that information and communications are critical forms of aid, without which disaster survivors cannot access services or make the best decisions for themselves and their communities.”

- OCHA (UN Office for the Coordination of Humanitarian Affairs)

**COMMUNICATION
IS AID**

What is “CWC”?

CWC



Conventional public
information / advocacy

- People working on CwC **help PoCs to access the information they need** and communicate with people assisting them.
- People working in PI help to raise **public** awareness and support of the work of the **United Nations** through strategic communications campaigns, media and relationships with civil society groups.

What is “CWC”?

In other UN agencies and NGOs, “CWC” activities may also fall under the categories of:

- Communication for Development or “C4D”
- Humanitarian Communications
- Beneficiary Communications
- Community Engagement
- Social & Behavior Change Communications [Health]

Why is CWC important?



WATCH: <https://www.youtube.com/watch?v=Q6bBoy8DdYY>

Why is CWC important?

“Communication is a form of assistance as important as water, food and shelter. Without access to information, disaster survivors cannot access the help they need, make informed decisions or be effective leaders in their own recovery.”

- *OCHA (UN Office for the Coordination of Humanitarian Affairs)*

Why is CWC important?

“Timely, accurate, and well-targeted information saves lives, reduces suffering, and can improve the quality and accountability of aid efforts. Bad or late information can lead to lives being lost or suffering increasing.”

- *CDAC Member Interviews*

(international non-profit focusing on Humanitarian Communications)

Why is CWC important?



KEY WORDS

“Timely, accurate, and well-targeted information saves lives, reduces suffering, and can improve the quality and accountability of aid efforts. Bad or late information can lead to lives being lost or suffering increasing.”


- CDAC Member Interviews

(international non-profit focusing on Humanitarian Communications)

Why is CWC important?

“Timely, accurate, and well-targeted information saves lives, reduces suffering, and can improve the quality and accountability of aid efforts. **Bad or late information can lead to lives being lost or suffering increasing.**”

- *Internews (international non-profit focusing on Humanitarian Communications)*



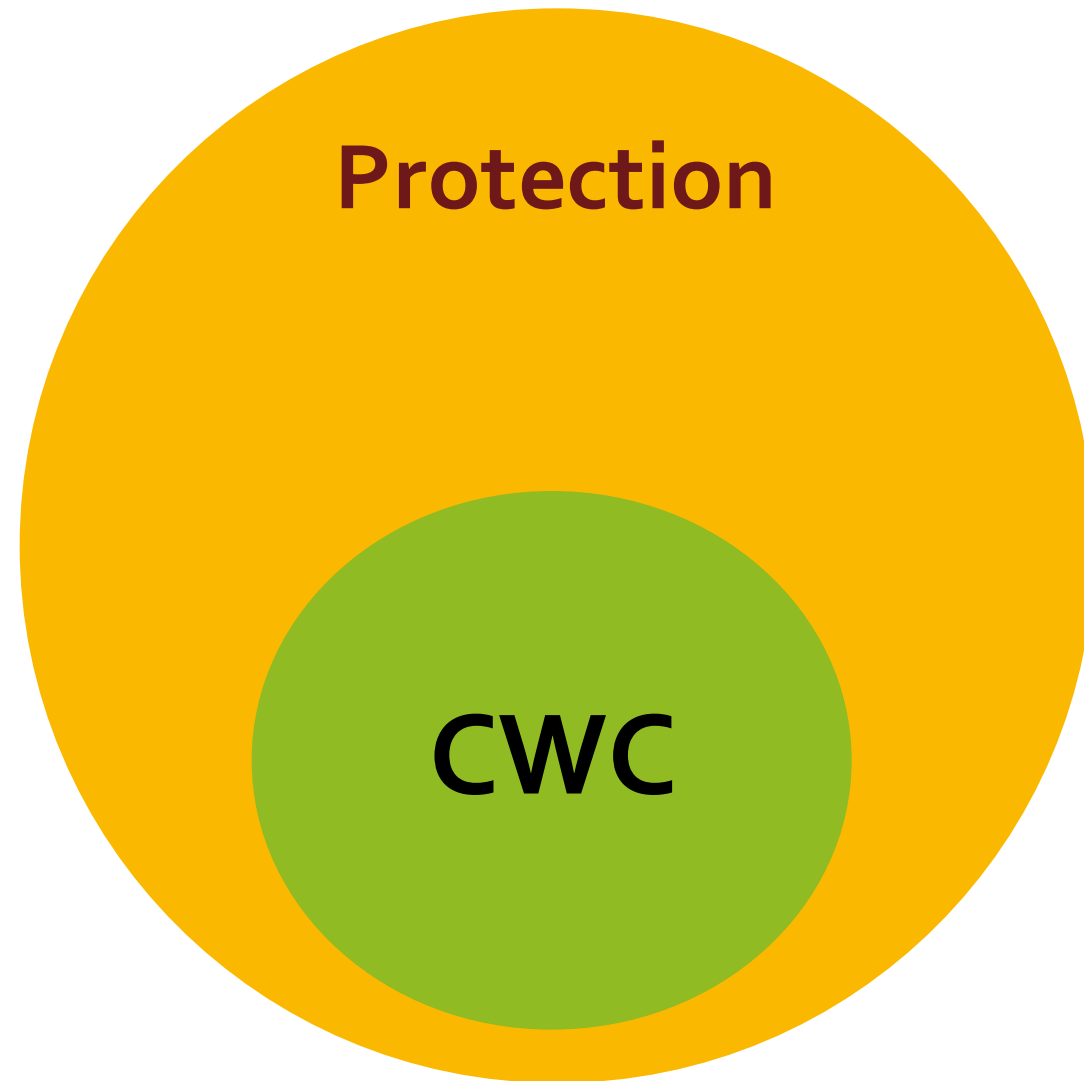
**Danger
of
NO CWC**

What is “CWC”?

RE-CAP – Key Points for Understanding CWC:

- Information & Communication ARE important forms of **Aid**.
- Information assists people to make **informed choices & decisions**.
- Information needs to be **timely, accurate & well-targeted**.

Where does
CWC fit within
UNHCR
Greece?



A QUESTION OF NEEDS

A Question of Needs

#1 RULE for CWC:

Communication is a two-way process.

A Question of Needs

#1 RULE for CWC:

Communication is a two-way process.

- Effective CWC strategies facilitate dialogue between persons of concern (PoCs) and responders.
- So **before** we decide *what* to communicate and *how* to communicate it, we must first consider: ***What are the communication needs? & We must listen.***

What are
Information
Needs?



Needs Identification

Needs assessments often have gaps. And a common gap is in the area of *information*.

Needs Identification

In order to identify information needs, the following points should be considered:

- What information people need
- What information do they already have – and is it correct?
- The channels they use and (most importantly) trust
- Which communication channels they have access to in order to speak with aid providers

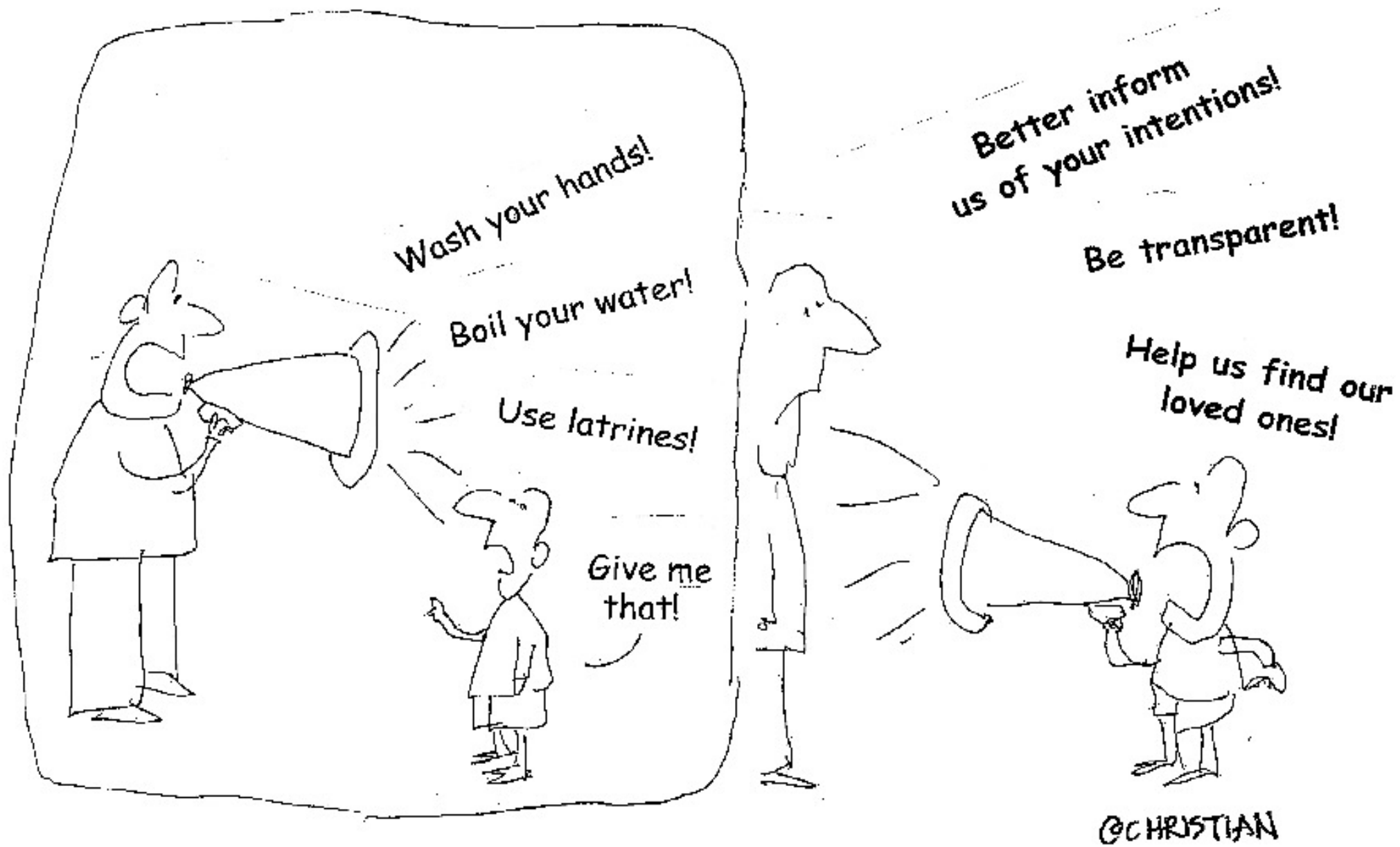
In other words: How do communities find out what they need to know? & What's the best way to reach them with information and to hear what they have to say?

Identifying Information Needs



Report: Serious Communications Gaps at Camps for Somali Refugees are Putting Lives at Risk

WATCH: <https://www.youtube.com/watch?v=NeSzflTPtrl>



SETTING UP CWC STRATEGY

INDIVIDUAL
EXERCISE:
Setting up
CWC Strategy

Setting up CWC Strategy

SPEAK WITH AND LISTEN TO COMMUNITIES

To ensure that communities are better able to access life-saving information, voice their needs, ideas and feedback.

- Establish communities' needs
- Rapidly establish & then continuously strengthen information and communication channels – for dialogue with community.
- Disseminate relevant information through these channels
- Work with local media outlets, journalists, and/or citizen journalists – to ensure the transmission of reliable, timely and useful info.
- Establish common mechanisms for community feedback
- Support / establish 'safe spaces for dialogue'

Setting up CWC Strategy

COORDINATION OF CWC

To enable stronger communication through coordinated action and common services

- **Circulate 4Ws for CWC** – this can be a simple document outlining which agencies have/are planning CWC activities & key contact points.
- **Conduct a mapping of CWC focal points/agencies** (including CBOs, local media, government, and telecommunications companies).
- **Establish a common CWC 'platform'** – to determine how CWC coordination will be facilitated. Examples of common CWC platforms include information sharing portals or CWC working groups.
- **Establish a scope of work for the CWC platform** – to improve coordination and effectiveness of the platform, detail roles, responsibilities, resourcing requirements and anticipated outcomes which are clearly linked to response planning.

INFORMATION DELIVERY

Modes of Information Delivery

“CwC work utilises all available communications channels” – OCHA

- *Newsletters*
- *Mass Media*
- *Social Media*
- *Websites*
- *Humanitarian Radio Programs*
- *SMS Texting*
- *Face-to-face conversations*
- *Dramatizations*

- SAME GOALS:**
- **Provide timely, accurate information**
 - **Respond to communication needs**

Information
Delivery &
Coordination:
APP TOOLKIT



Information Delivery & Coordination: APP TOOLKIT

TRANSLATION APPS:

- ICOON for refugees
- Translation Cards
- Google Translate

INFORMATION APPS:

- RefAid
- InfoAid
- Refugeeinfo.eu
(app due to launch April)

TEAM COMMUNICATION:

- Whatsapp
- Slack
- Skype

DOCUMENT SHARING:

- Google Drive
- Dropbox
- WeTransfer

Delivering Information Sessions: Best Practices from the Field

Information Sessions

BEFORE THE SESSION:

- **Inform the population what is happening, how & why**
(if appropriate, via megaphones or loudspeakers)
- **Put a system in place**
(perhaps hand out tokens [Idomeni], or limit the number of people per session – 30 max, for example [Lesvos last year])
- **Identify and/or create a space for the session –**
Make sure it is as calm, comfortable, and conducive to dialogue as possible

Information Sessions

AT THE SESSION:

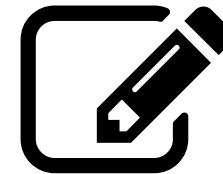
- ***Welcome* the people you're speaking with**
Invite them to sit and consider offering them tea or other refreshments. Create a respectful atmosphere.
- Begin by explaining **Ground Rules** for the session
Example: One person speaks at a time
- **Explain what will happen in the session**
(What you will talk about, when there will be time to ask questions, when they can ask individual questions, etc)
- **Collect a list of Frequently Asked Questions**

Working Effectively with Interpreters & Translators

What is the difference?

INTERPRETER VS TRANSLATOR

- An **interpreter** converts or 'interprets' **spoken material** from one language (the source language) into a different language (the target language)
- A **translator** converts **written material** from one language into a different language



Working with Interpreters

THE ROLE OF A PROFESSIONAL INTERPRETER:

- An interpreter is a facilitator, NOT an advocate.
- An interpreter is supposed to stay NEUTRAL. They are there to relay what is being said, exactly – not to give their opinion, or to influence the situation on either party's behalf.
- An interpreter is NOT a “human lie detector”. It is not their role to tell you if they think a person is not being truthful.

Working with Interpreters

PREPARATION:

- Tell the interpreter about any key subjects or messages that you may be discussing with persons of concern (PoCs).
- If working with a volunteer / non-professional interpreter, be sure to ask them to repeat *exactly* what you are saying, and to tell you *exactly* what is being said in response. Suggest they use first person (“I” statements), to repeat what is being said.
- If you plan to meet with any PoCs one-on-one, brief your interpreter about the case beforehand.

Working with Interpreters

IN THE FIELD:

- Where you sit or stand is important. Position yourself and the interpreter so that neither of you are 'shielded' from the person you are communicating with.
- Keep in mind: the statement you make in English should be about the same length as the statement the interpreter relays in another language.
- If something is unclear, ask the interpreter to repeat the same question (or a similar question) again for clarification.

COMMUNICATING SAFELY: A Discussion on Security



To find out more about CWC

- **OCHA - *What is Communications with Communities?*:**
http://www.coordinationtoolkit.org/wp-content/uploads/OCHA_-What-is-CwC.pdf
- **Global Symposium +5 on Information for Humanitarian Action:**
<http://www.cdacnetwork.org/tools-and-resources/i/20140610200806-imyip>
- ***Humanitarianism in the Network Age*:** www.unocha.org/hina
- **BBC Media Action Policy briefing: *Still left in the dark: How people in emergencies use communication to survive – and how humanitarian agencies can help***
<http://www.bbc.co.uk/mediaaction/publications-and-resources/policy/briefings/policy-still-left-in-the-dark>
- **CDAC Network:** <http://www.cdacnetwork.org/>
- **ACAPS Quick and Easy Guide: Assessing Information & Communications Needs Booklet:** <http://www.acaps.org/img/documents/q-cdac-n-communications-needs-assessment-guidance.pdf>
- **ACAPS Pocket Guide: Information & Communication Questions in Rapid Needs Assessments:** http://www.acaps.org/img/documents/p-cdac-n-needs-assessment-pocket-guide_bw.pdf