The Shelter Compendium

INFORMATION, EDUCATION AND COMMUNICATION MATERIALS
FOR SHELTER AND SETTLEMENTS PROGRAMMING

What are Information, Education and Communication Materials?

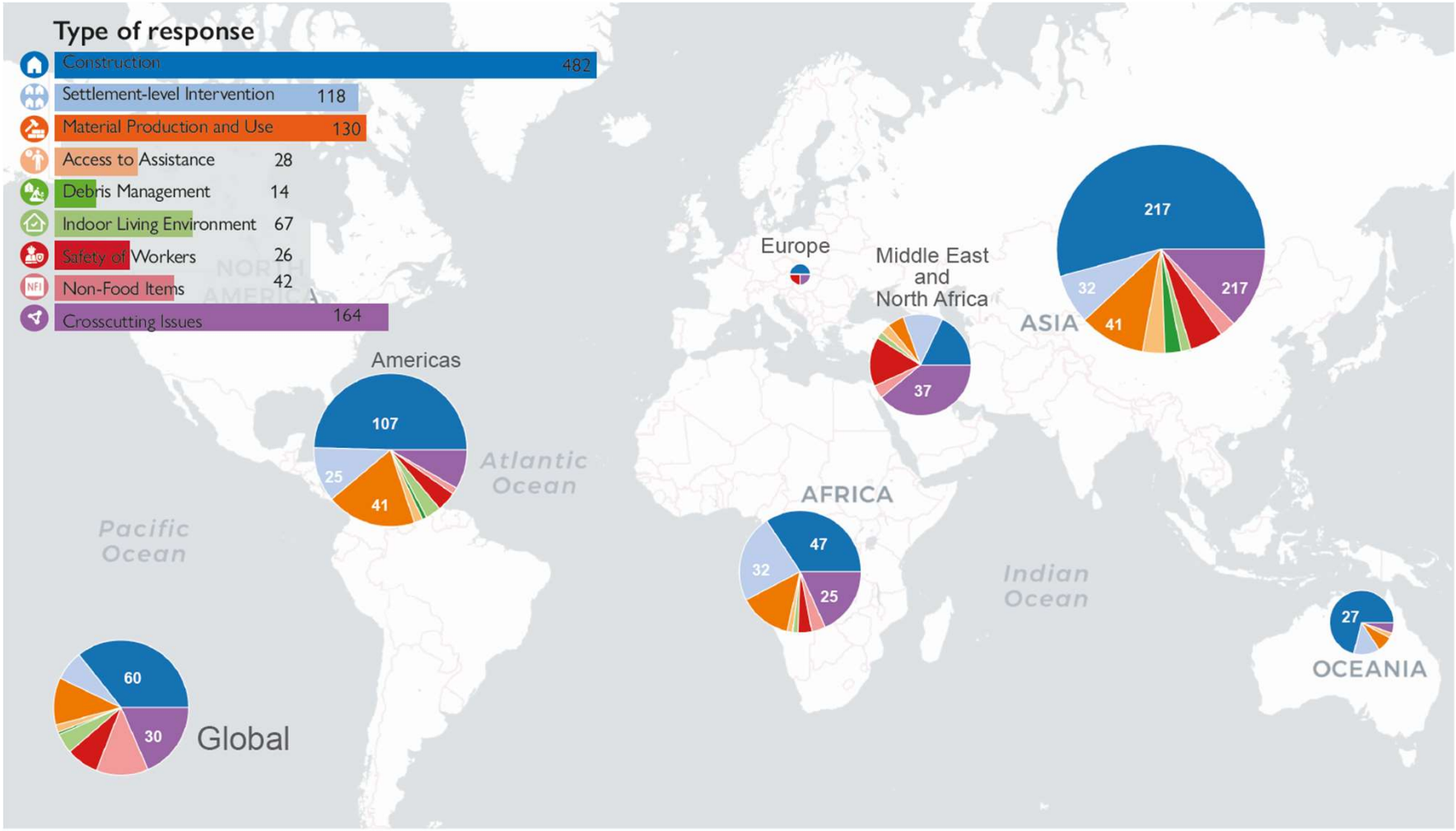
A document by WHO defines IECs as: **"an approach** which attempts to change or reinforce a set of behaviors in a target audience regarding a specific problem in a predefined period of time."

We are focusing on **materials that support this approach for shelter.**

IEC materials have the **objectives** of raising awareness and attempting to change, reinforce or promote a clear message to a **targeted audience** through **different channels**. These channels vary from printed media, such as posters, flyers, leaflets, brochures and booklets, to broadcasted media, such as radio messages, animations, or text messages.

In this document we try to use the term "IEC Materials" to denote that they should be part of a process.

Analysis of The IEC materials



This graphic shows the breakdown of IEC materials according to type of response. The proportions of the circles reflect the number of IEC materials among different regions.

Introduction

- Background
- Methodology
- Learnings

Section A

Case Studies and Opinion Pieces

Section B

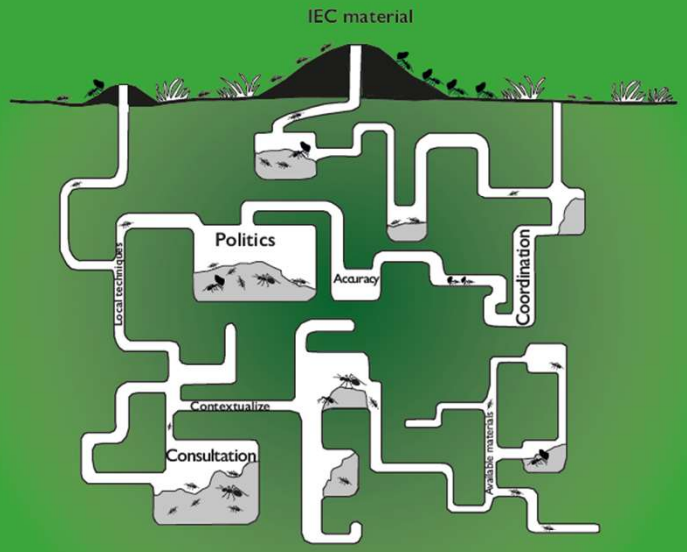
Reviews

iec.sheltercluster.org

- A.1 Plastic Sheeting IEC Material Overtime
- A.2 Considering and Using Pre-Existing IEC Materials
- A.3 Using Pre-existing Messaging
- A.4 Developing New IEC Materials
- A.5 Coordinating Messaging
- A.6 Politics of Developing IEC Materials
- A.7 Different Impact of Communication Channels
- A.8 Monitoring the Gaps and Continuing the Dialogue
- A.9 Testing and Community Feedback
- A.10 Accessible and Inclusive IEC Materials

Section A

Case Studies and Opinion Pieces



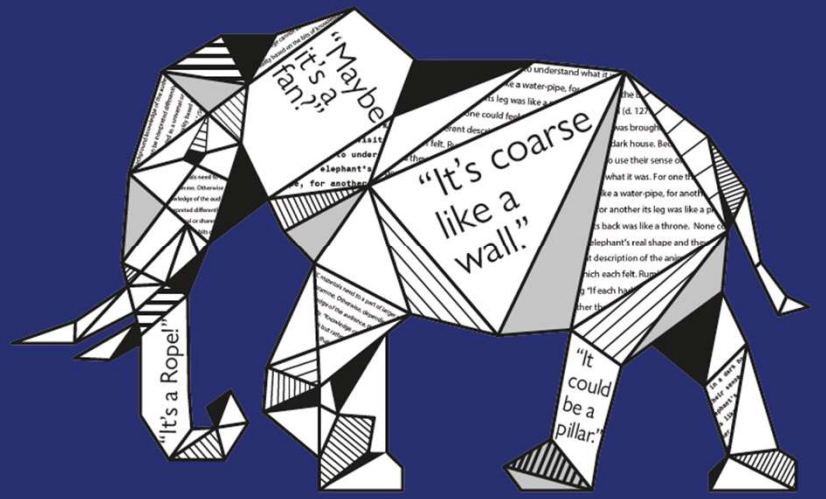
Anthills are some of the most impressive structures in nature. Even if an anthill seems small, the mound is just the tip of a much larger structure. There are thousands of ants just below the surface, doing different works.

The process to develop IEC materials is often overlooked while, usually is as important as the content of the materials themselves. It requires coordinating with different actors, engaging with the community, understanding the context and knowledge gaps, etc. It can serve to put humanitarian organizations on the same page and can also define policies. At times, it can involve politics.

- B.1 IFRC Shelter Kit
- B.2 Fire Safety
- B.3 Fire Prevention
- B.4 Prepare Your Shelter for Bad Weather
- B.5 Preparedness Messages
- B.6 Right to Shelter Radio Messages
- B.7 Safe Demolition
- B.8 Material Reuse
- B.9 Temporary Shelter
- B.10 How to Build
- B.11 8 Building Back Safer Messages
- B.12 Self-Construction Key Messages
- B.13 Tips to Build Back Safer
- B.14 4 Key Messages for Construction
- B.15 Concrete Mix
- B.16 Emergency Sandbag Instructions
- B.17 Winterizing Tents
- B.18 How to Keep Warm in Winter
- B.19 Advice and Guidance for Tenants
- B.20 Complaints and Feedback Mechanisms
- B.21 NFI Care and Maintenance
- B.22 Emergency Cash Transfer
- B.23 Winterization Support

Section B

REVIEWS



"The Elephant in the Dark Room" is a well-known story from Rûmî (d. 1273). The story tells of an elephant that was brought to be exhibited and was kept in a dark house. Because of the darkness, visitors had to use their sense of touch to understand what it was. For one, the elephant's trunk was like a rope, for another its ear was like a fan, for another its leg was like a pillar, for another its back was like a wall. None could feel the elephant's real shape and they gave a different description of the animal based on the part which each felt. Rumi ends his poem by stating "If each had a candle and they went in together the differences would disappear."

IEC materials need to a part of larger social engagement programme. Otherwise, depending on the background knowledge of the audience, the message can be interpreted differently; "Knowledge cannot be regarded as a universal or shared truth but rather as a model for reality based on the bits of knowledge that are revealed." *(Stehr, N. (2009) 'What is socially relevant science?', Social Science and Public Policy)*

B.4 Prepare Your Shelter for Bad Weather - Cox's Bazar, 2020 ★★☆

Type of Response: Construction, Settlement, Assistance

Type of Hazard/Risk: Rain / Wind, Monsoon, Flooding

Building Material: Bamboo; Rope; Sandbags; Pegs

Building Component: Roof; Joints; Shelter Drainage

This IEC material was shared with the distributed kits along with conducting hands-on training for the affected populations. Additionally, posters were placed around the community and a radio message was broadcasted. Read more about this at Section A - Case Studies and Opinion Pieces.

Technical Accuracy

"Messages are technically accurate."

"All the techniques were tested and assessed."

"Messages are accurate, however some parts are a bit generic. The message on drainage could be developed; it is vague to just suggest digging drainage. There are additional ways to reinforce this aspect such as larger roof overhang or temporary sandbags at the base, depending on the context. However, it is a large topic for limited space, and though generic, it can be well-received by its audience."

"More information should be provided on the materials used to hold the tie-down to the ground (brick, sandbag, etc.)"

"The message on PSEA is ok; however, it is unclear how beneficiaries can complain to said 'complaint desk.'"

Technical Complexity

"It mixes a lot of details which makes it a bit complex."

"Some of the details related to tying down are complex and very context specific."

"It is simple and a bit generic."

Graphically Clarity

"The graphics are fine; however, it could be better organized to be clearer, and some details could be marked better to make it easier to understand."

"Imagery on tying down can be difficult to interpret. Needs an image on why tie-down is needed. Other imagery clear connections and drainage."

"Imagery for the second and third message is simple and intuitive, but the first message is confusing: it is not clear that the arrows will show the zoomed detail and the details themselves are also very hard to understand. It takes some time to catch the differences between the second and third way of fixing the ropes to the ground."

"The sandbag detail is small and needs a closer zoom. It is hard to determine where the sandbag/stick, and other methods of fixing the rope that are pictured in the left corner, are related to."

"The fourth image that shows the foundation is complex and very small to see."

Text clarity

"Text is not needed to understand the imagery. It is mostly used to link the images to the messages that were distributed over radio."

Contextual appropriateness

"This material is based on assessment of weaknesses observed in construction in Cox's Bazar and the identified gaps."

Adaptability to other contexts

"The first and the third part could be adapted to many places. The second part about the connections could be adapted to contexts that use bamboo, and probably mostly rural / peri-urban areas."

"Tie down using metal pegs or sandbags as well as strengthening connections and drainage can be easily reused in another context. Tying down to the footing is very specific to the context."

Potential to cause unintended harm

"No risk of being misunderstood. However, you can misunderstand the right and wrong if you look quickly at the two middle drawings in the 'strengthen your shelter' section."

"One of the difficulties when developing this IEC was how to clearly present in 3D a tie down of a shelter, as there are several important structural elements that needed to be omitted from the image (bracing, wall cladding, wall structure)."

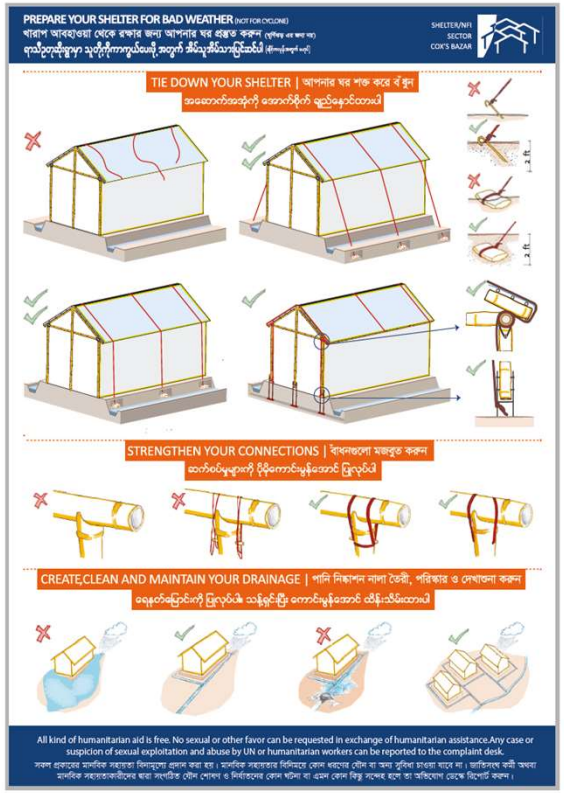
"It can include a picture of a shelter that was not properly prepared and got damaged."

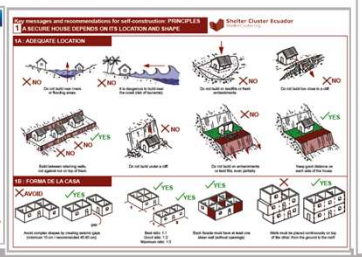
Communication Tips

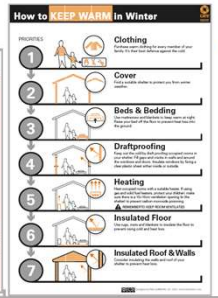
Explaining consequences

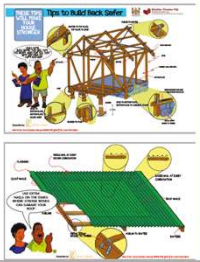
The perceived risk is a significant determinant of affected households' adoption of the recommended hazard-resistant construction practices. If these materials are used along with supporting evidence of the consequences of poor building it would add to the impact on the viewer.

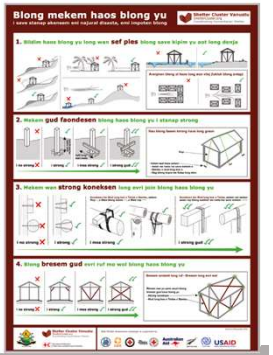
Read more about factors influencing households to adopt hazard-resistant Construction practices in post-disaster settings in this report: 'Extending Impact'. CRS. 2015 https://crs.org/our-work-overseas/research-publications/extending-impact

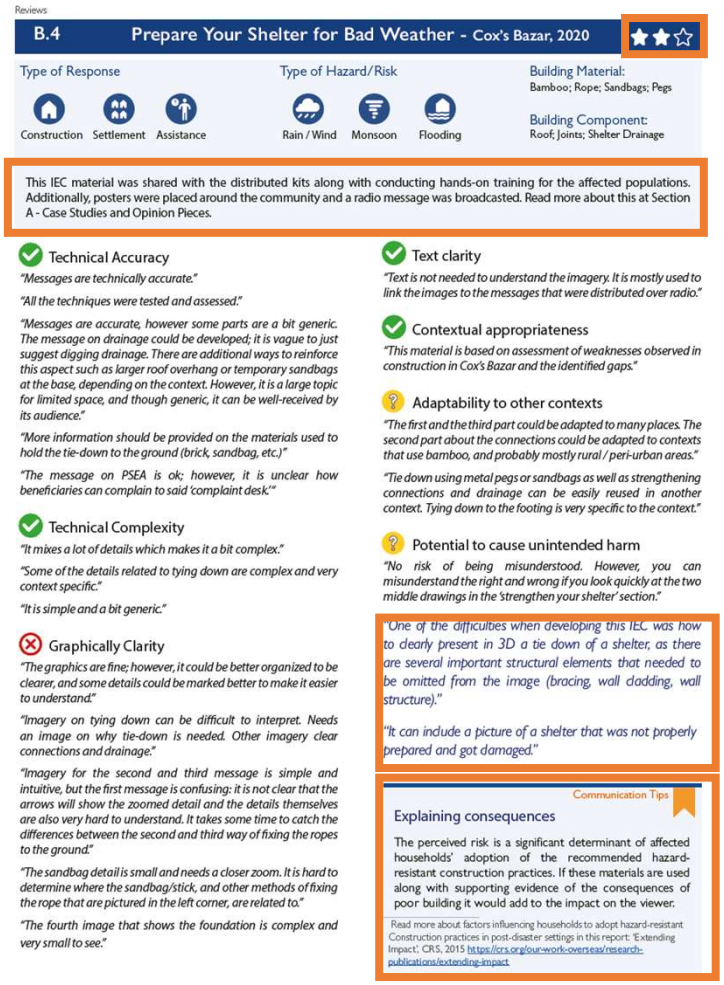












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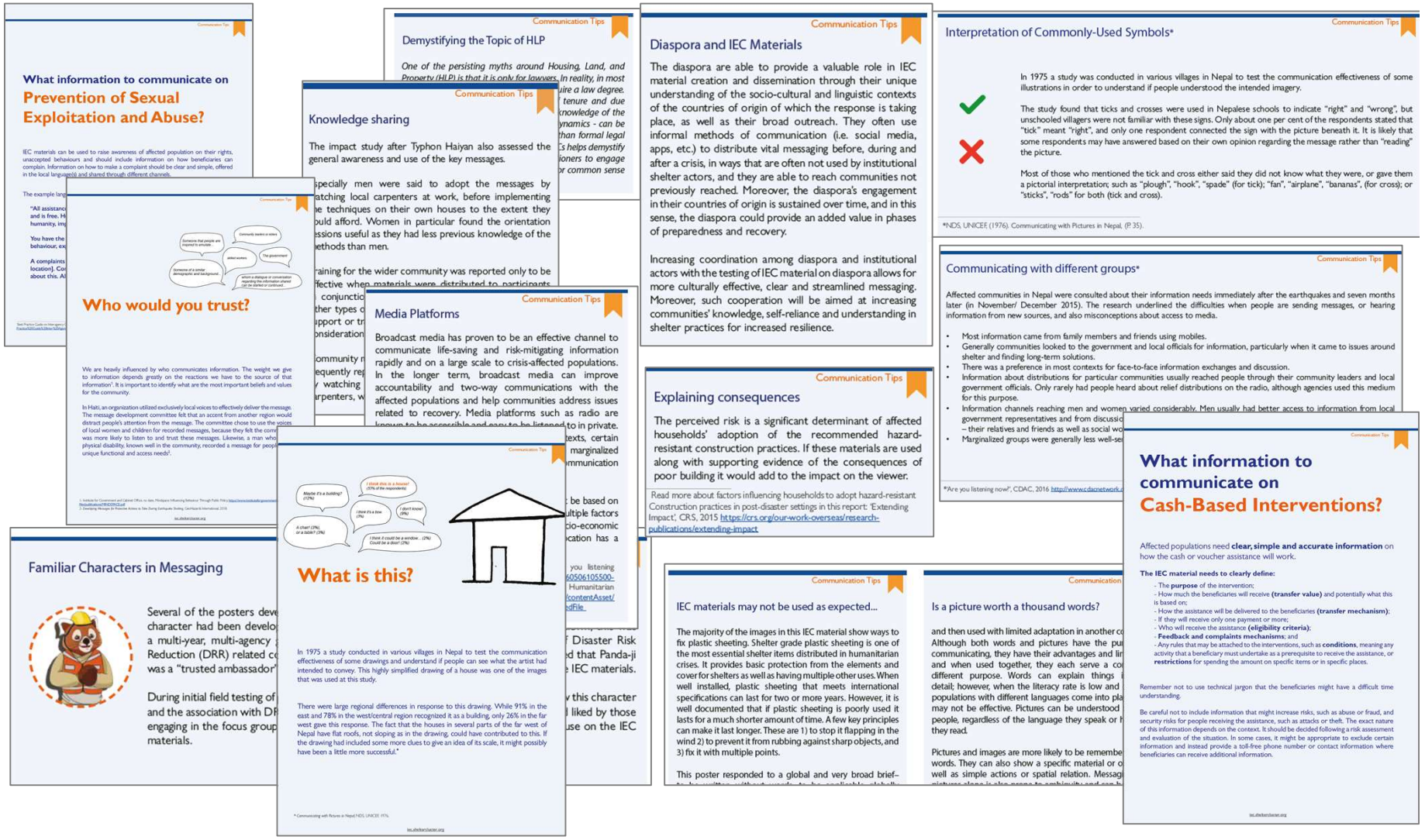
The overall grade is calculated as the average of the overall evaluation of the IEC by different reviewers (and not accounting for individual review criteria).

- ★★★ Good (0.7-1)
- ★★☆ Needs adjustment (0.4-0.6)
- ★☆☆ Not recommended (0-0.3)

Each IEC material has been reviewed by different experts and their individual feedbacks under each criteria have been compiled. The green, yellow and red marks show the average score under each criteria.

- Good (0.7-1)
- Needs adjustment (0.4-0.6)
- Not recommended (0-0.3)



Communication Tips

What information to communicate on
Prevention of Sexual Exploitation and Abuse?

IEC materials can be used to raise awareness of affected population on their rights, unaccepted behaviours and should include information on how beneficiaries can complain. Information on how to make a complaint should be clear and simple, offered in the local language(s) and shared through different channels.

Communication Tips

Who would you trust?

We are heavily influenced by who communicates information. The weight we give to information depends greatly on the reactions we have to the source of that information[1]. It is important to identify what are the most important beliefs and values for the community.

In Haiti, an organization utilized exclusively local voices to effectively deliver the message. The message development committee felt that an accent from another region would distract people's attention from the message. The committee chose to use the voices of local women and children for recorded messages, because they felt the comm was more likely to listen to and trust these messages. Likewise, a man who physical disability, known well in the community, recorded a message for peopl unique functional and access needs[2].

Communication Tips

Demystifying the Topic of HLP

One of the persisting myths around Housing, Land, and Property (HLP) is that it is only for lawyers. In reality, in most

Communication Tips

Knowledge sharing

The impact study after Typhon Haiyan also assessed the general awareness and use of the key messages.

pecially men were said to adopt the messages by atching local carpenters at work, before implementing e techniques on their own houses to the extent they uld afford. Women in particular found the orientation ssions useful as they had less previous knowledge of the ethods than men.

aining for the wider community was reported only to be ffective when materials were distributed to participants

Communication Tips

Media Platforms

Broadcast media has proven to be an effective channel to communicate life-saving and risk-mitigating information rapidly and on a large scale to crisis-affected populations. In the longer term, broadcast media can improve accountability and two-way communications with the affected populations and help communities address issues related to recovery. Media platforms such as radio are known to be accessible and easy to be listened to in private.

Communication Tips

Diaspora and IEC Materials

The diaspora are able to provide a valuable role in IEC material creation and dissemination through their unique understanding of the socio-cultural and linguistic contexts of the countries of origin of which the response is taking place, as well as their broad outreach. They often use informal methods of communication (i.e. social media, apps, etc.) to distribute vital messaging before, during and after a crisis, in ways that are often not used by institutional shelter actors, and they are able to reach communities not previously reached. Moreover, the diaspora's engagement in their countries of origin is sustained over time, and in this sense, the diaspora could provide an added value in phases of preparedness and recovery.

Increasing coordination among diaspora and institutional actors with the testing of IEC material on diaspora allows for more culturally effective, clear and streamlined messaging. Moreover, such cooperation will be aimed at increasing communities' knowledge, self-reliance and understanding in shelter practices for increased resilience.

Communication Tips

Explaining consequences

The perceived risk is a significant determinant of affected households' adoption of the recommended hazard-resistant construction practices. If these materials are used along with supporting evidence of the consequences of poor building it would add to the impact on the viewer.

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Communication Tips

Interpretation of Commonly-Used Symbols*

In 1975 a study was conducted in various villages in Nepal to test the communication effectiveness of some illustrations in order to understand if people understood the intended imagery.

The study found that ticks and crosses were used in Nepalese schools to indicate "right" and "wrong", but unschooled villagers were not familiar with these signs. Only about one per cent of the respondents stated that "tick" meant "right", and only one respondent connected the sign with the picture beneath it. It is likely that some respondents may have answered based on their own opinion regarding the message rather than "reading" the picture.

Most of those who mentioned the tick and cross either said they did not know what they were, or gave them a pictorial interpretation; such as "plough", "hook", "spade" (for tick); "fan", "airplane", "bananas", (for cross); or "sticks", "rods" for both (tick and cross).

*NDS, UNICEF, (1976). Communicating with Pictures in Nepal. (P. 35).

Communication Tips

Communicating with different groups*

Affected communities in Nepal were consulted about their information needs immediately after the earthquakes and seven months later (in November/ December 2015). The research underlined the difficulties when people are sending messages, or hearing information from new sources, and also misconceptions about access to media.

- Most information came from family members and friends using mobiles.
- Generally communities looked to the government and local officials for information, particularly when it came to issues around shelter and finding long-term solutions.
- There was a preference in most contexts for face-to-face information exchanges and discussion.
- Information about distributions for particular communities usually reached people through their community leaders and local government officials. Only rarely had people heard about relief distributions on the radio, although agencies used this medium for this purpose.
- Information channels reaching men and women varied considerably. Men usually had better access to information from local government representatives and from discussio
  – their relatives and friends as well as social wo
- Marginalized groups were generally less well-se

*Are you listening now?', CDAC, 2016 http://www.cdacnetwork.o

Communication Tips

What information to communicate on
Cash-Based Interventions?

Affected populations need **clear, simple and accurate information** on how the cash or voucher assistance will work.

The IEC material needs to clearly define:

- The **purpose** of the intervention;
- How much the beneficiaries will receive **(transfer value)** and potentially what this is based on;
- How the assistance will be delivered to the beneficiaries **(transfer mechanism)**;
- If they will receive only one payment or more;
- Who will receive the assistance **(eligibility criteria)**;
- **Feedback and complaints mechanisms**; and
- Any rules that may be attached to the interventions, such as **conditions**, meaning any activity that a beneficiary must undertake as a prerequisite to receive the assistance, or **restrictions** for spending the amount on specific items or in specific places.

Remember not to use technical jargon that the beneficiaries might have a difficult time understanding.

Be careful not to include information that might increase risks, such as abuse or fraud, and security risks for people receiving the assistance, such as attacks or theft. The exact nature of this information depends on the context. It should be decided following a risk assessment and evaluation of the situation. In some cases, it might be appropriate to exclude certain information and instead provide a toll-free phone number or contact information where beneficiaries can receive additional information.

Communication Tips

Familiar Characters in Messaging

Several of the posters deve character had been develo a multi-year, multi-agency Reduction (DRR) related c was a "trusted ambassador"

During initial field testing of and the association with DR engaging in the focus group materials.

Communication Tips

What is this?

In 1975 a study conducted in various villages in Nepal to test the communication effectiveness of some drawings and understand if people can see what the artist had intended to convey. This highly simplified drawing of a house was one of the images that was used at this study.

There were large regional differences in response to this drawing. While 91% in the east and 78% in the west/central region recognized it as a building, only 26% in the far west give this response. The fact that the houses in several parts of the far west of Nepal have flat roofs, not sloping as in the drawing, could have contributed to this. If the drawing had included some more clues to give an idea of its scale, it might possibly have been a little more successful.*

* Communicating with Pictures in Nepal, NDS, UNICEF, 1976.

Communication Tips

IEC materials may not be used as expected...

The majority of the images in this IEC material show ways to fix plastic sheeting. Shelter grade plastic sheeting is one of the most essential shelter items distributed in humanitarian crises. It provides basic protection from the elements and cover for shelters as well as having multiple other uses. When well installed, plastic sheeting that meets international specifications can last for two or more years. However, it is well documented that if plastic sheeting is poorly used it lasts for a much shorter amount of time. A few key principles can make it last longer. These are 1) to stop it flapping in the wind 2) to prevent it from rubbing against sharp objects, and 3) fix it with multiple points.

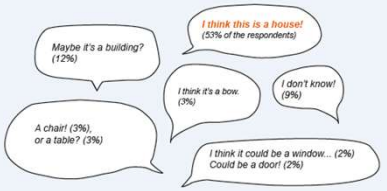
This poster responded to a global and very broad brief–

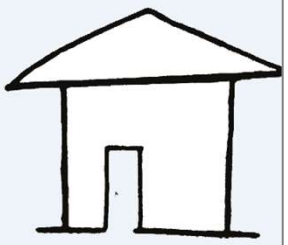
Communication

Is a picture worth a thousand words?

and then used with limited adaptation in another c
Although both words and pictures have the pu
communicating, they have their advantages and li
and when used together, they each serve a co
different purpose. Words can explain things
detail; however, when the literacy rate is low and
populations with different languages come into pla
may not be effective. Pictures can be understood
people, regardless of the language they speak or h
they read.

Pictures and images are more likely to be remembe
words. They can also show a specific material or o
well as simple actions or spatial relation. Messag





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1- Institute for Government and Cabinet Office, no date, Mindspace: Influencing Behaviour Through Public Policy. https://www.instituteforgovernment.org.uk/sites/default/files/publications/MINDSPACE.pdf
2- *Developing Messages for Protective Actions to Take During Earthquake Shaking*, GeoHazards International, 2018.

Communication Tips

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Choosing the communication channel should not be based on assumptions. Media consumption depends on multiple factors including access to hardware, age group, socio-economic situation and cultural background, and each location has a unique media landscape.

Read more about challenges to communication at 'Are you listening now?', CDAC, 2016 http://www.cdacnetwork.org/i/20160506105500-lcmu2 Humanitarian Broad casting at: '101 Seminar Series: Humanitarian Broadcasting', CDAC, 2013 http://www.cdacnetwork.org/contentAsset/raw-data/3785e3e7-8e48-42e0-a012-026a78fea6d5/attachedFile

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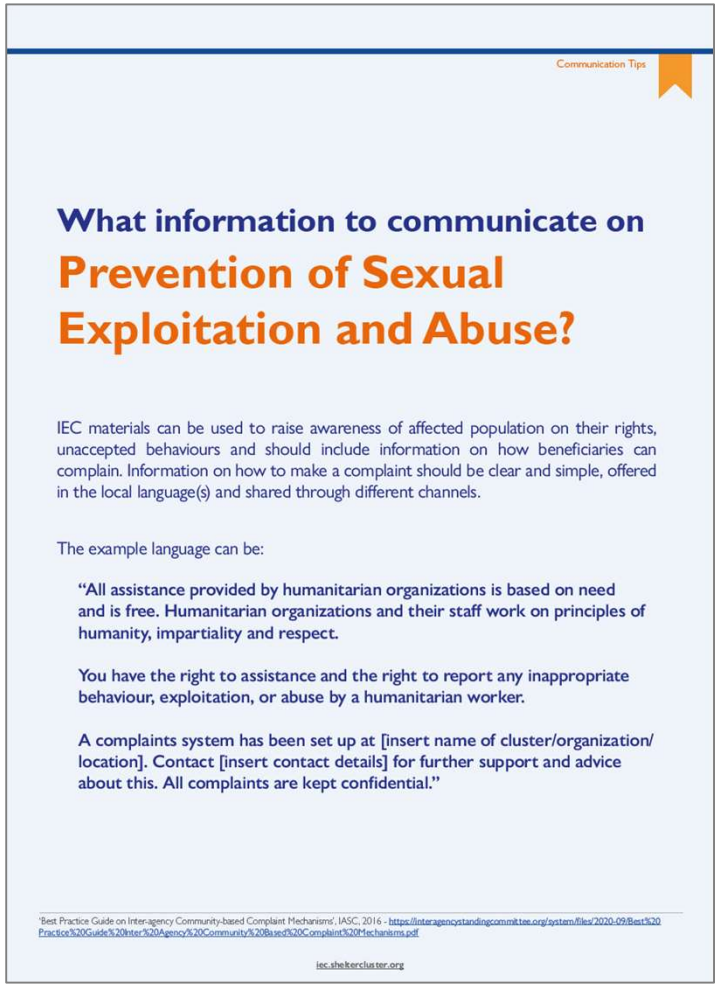
- Information about distributions for particular communities usually reached people through their community leaders and local government officials. Only rarely had people heard about relief distributions on the radio, although agencies used this medium for this purpose.
- Information channels reaching men and women varied considerably. Men usually had better access to information from local government representatives and from discussions in teashops, while women relied more on personal contacts for information – their relatives and friends as well as social workers and health workers active in their communities.
- Marginalized groups were generally less well-served with information, as were more remote communities.

*'Are you listening now?', CDAC, 2016 http://www.cdacnetwork.org/i/20160506105500-lcmu2



Communication Tips

What information to communicate on Prevention of Sexual Exploitation and Abuse?

IEC materials can be used to raise awareness of affected population on their rights, unaccepted behaviours and should include information on how beneficiaries can complain. Information on how to make a complaint should be clear and simple, offered in the local language(s) and shared through different channels.

The example language can be:

"All assistance provided by humanitarian organizations is based on need and is free. Humanitarian organizations and their staff work on principles of humanity, impartiality and respect.

You have the right to assistance and the right to report any inappropriate behaviour, exploitation, or abuse by a humanitarian worker.

A complaints system has been set up at [insert name of cluster/organization/ location]. Contact [insert contact details] for further support and advice about this. All complaints are kept confidential."

'Best Practice Guide on Inter-agency Community-based Complaint Mechanisms', IASC, 2016 - https://interagencystandingcommittee.org/system/files/2020-09/Best%20Practice%20Guide%20Inter%20Agency%20Community%20Based%20Complaint%20Mechanisms.pdf

iec.sheltercluster.org

B.10 How to build - Haiti, 2010 ★☆☆

Type of Response: Construction; Settlement

Type of Hazard/Risk: Landslide; Cyclone; Flooding

Building Material: Timber; Fixings; CGI

Building Component: Shape; Construction Principles; Foundation; Walls/Frame; Openings; Joints/Bracing; Roof

Following the 2010 earthquake in Haiti, this IEC material was developed using past documents. Read more about this at Section A - Case Studies and Opinion Pieces.

Technical Accuracy

"First drawing on second line (roof structure): the type of connection in the zoom bubble is unclear."

"First drawing third line (trees): Without further guidance on distance and safety measures, this message can be confusing and conflicting. Should/or should we not build near trees."

"It is technically sound."

Contextual Appropriateness

"It could include more guidance for multiple hazards, such as earthquake resistant techniques (like cross bracing)."

Adaptability to Other Contexts

"Most illustrations are somewhat simple and clear, and can be used in other contexts after revision. However, if it is to be used in another country or language, there are more IEC materials

Potential to Cause Unintended Harm

"High trees may protect the house from the wind, while it may be a risk that trees could fall down and damage the house. Local feedback could show if this guidance was appropriate or not."

with 'simple shape is stronger' and put various shapes such as a narrow rectangle, and more complex shapes."

"Second drawing on top (foundations): As we miss the indication on what the second zoom bubble is referring to, it could be understood that both bubbles are referring to the concrete slab, and that the back color is just a graphic mistake."

"Third drawing on top (bracing): The second bubble on the top is not proper. This zoom detail describes a different element than the drawing. What does the gray color for the corner angle describe?"

"Second last image (openings): The text is suggesting an even size for openings. However, the graphic seems to suggest painting some elements in blue."

"Portrayal of both women and men would be more inclusive."

"The guidance for proper construction is fairly clear, but a bit too small."

Text Clarity

"Language is simple, but some text is not clear: 'Ranfose triang kay la' can be revised with 'Place cross bracing and use strong connections for both sides'. Also, short bracing at the corner may not be effective and not recommended compared to 'corner to corner' bracing."

"Haitian diaspora members have noted some words spelled incorrectly."

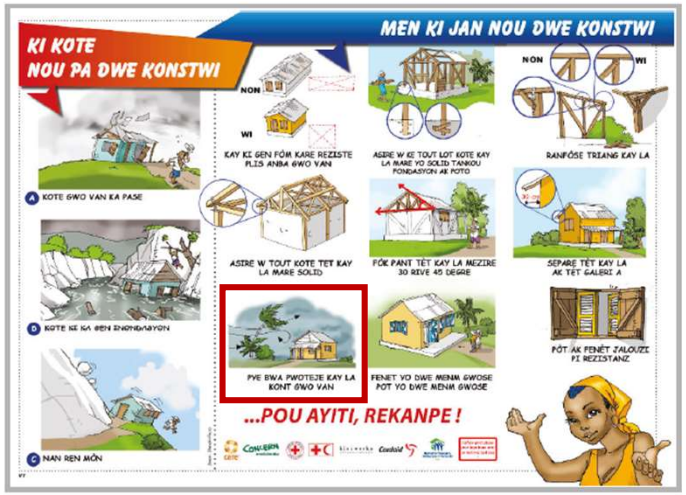
with the wind coming and going as the last image."

Communication Tips

Diaspora and IEC Materials

The diaspora are able to provide a valuable role in IEC material creation and dissemination through their unique understanding of the socio-cultural and linguistic contexts of the countries of origin of which the response is taking place, as well as their broad outreach. They often use informal methods of communication (i.e. social media, apps, etc.) to distribute vital messaging before, during and after a crisis, in ways that are often not used by institutional shelter actors, and they are able to reach communities not previously reached. Moreover, the diaspora's engagement in their countries of origin is sustained over time, and in this sense, the diaspora could provide an added value in phases of preparedness and recovery.

Increasing coordination among diaspora and institutional actors with the testing of IEC material on diaspora allows for more culturally effective, clear and streamlined messaging. Moreover, such cooperation will be aimed at increasing communities' knowledge, self-reliance and understanding in shelter practices for increased resilience.



Unofficial English Translation:

Where not to build!

A: Where high winds come through

B: Where flooding is likely

C: At the bottom of a mountain

But how should we build?

- A square house is more resistant to high winds
- Ensure all sides of the roof are solid
- Trees protect the house from high winds
- Ensure all sides of the house are solid, such as foundation and pillars
- The roof's angle should be between 30 and 45 degrees
- Windows and doors' sizes should be even
- Reinforce the house's triangles
- Separate the roof from the gallery (or veranda)
- Doors and windows' shutters bring more resistance

.... so Haiti will rise again!

Reviews

B.8 Material Reuse - Nepal, 2015

★⯪☆

Type of Response: Material Production and use; Debris

Type of Hazard/Risk: Earthquake; Collapse

Building Material: Timber; Bricks; Stone

Technical Accuracy

"Not sure why it lists stones, rubble, longstones and bricks with pictures and what the message is."

"The last line of the second message refers to a 'tie stone'. It might not be clear what it is unless the use of it is explained."

"The 1m standing test seems specific for a certain section size of timber and could be misleading. The idea is to recommend checking that the timber is fit for purpose, and this message does not convey this."

"The standing test may break timber that does not need to be broken."

Potential to Cause Unintended Harm

"The unclear illustration of the first message can cause harm. Proper considerations should be taken so that the message conveyed would not be misunderstood for suggested practice."

Technical Complexity

"Salvaging materials has many facets and so can be complex. This IEC material goes into detail in some areas and is thin in others."

"Messages are not complex but may be difficult to understand."

Graphical Clarity

"It is not clear why there are images of stones/bricks etc. The standing test is clear but not sure how people would do this and seems obvious you would not use a broken piece."

"Most of the images are unclear without the text. There could be more images with cross and tick rather than incorporating text."

"Message 1, the illustration is unclear and could cause harm if people only refer to the graphical information without reading the text."

"Message 2, the illustration could be changed to show a person dropping at arm's length (to avoid hitting one's feet). It is important to add that the bricks are tested on a hard surface."

"Message 3, the graphic could have a recommended height measurement (so if the timber breaks, the person is not far to fall). On the image showing timber storage, the elements such as spacing, elevation and cover may be highlighted."

"More attention may be given to safety when illustrating the messages."

Text Clarity

"Text is clear but there is a lot of it, and it could easily be replaced with images that would make the IEC material clearer and easier to understand."

Contextual Appropriateness

Adaptability to Other Contexts

"I think it should be rethought entirely, and would need to be specific to the country/area based on materials, etc."

"Messages and ideas conveyed are good, but they may need to be revised to make it easier to understand prior to using elsewhere."

Potential to Cause Unintended Harm

"The unclear illustration of the first message can cause harm. Proper considerations should be taken so that the message conveyed would not be misunderstood for suggested practice."

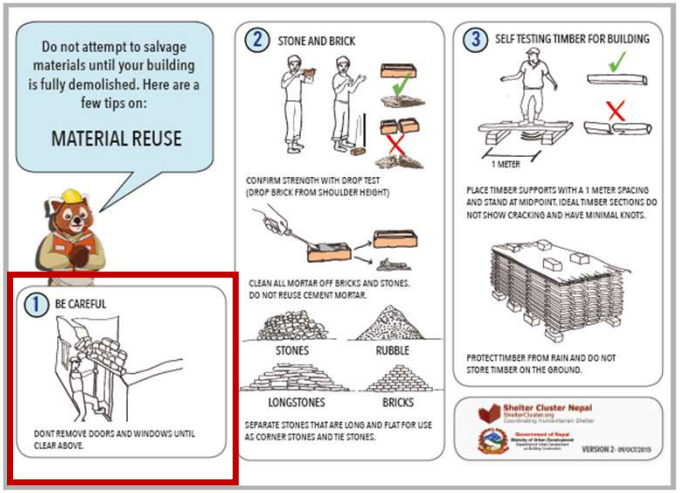
Overall Comments

"Not particularly helpful. This could be easily expanded upon while maintaining the simplicity, making it much more useful."

"The message that the IEC material tries to convey is good but the presentation is unclear."

"This poster is very useful for material reuse after disaster, but it might need some additional information for clarity."

B.8



Communication Tips

Communicating with Different Groups

Affected communities in Nepal were consulted about their information needs immediately after the earthquakes and seven months later (in November/ December 2015). The research underlined the difficulties when people are sending messages, or hearing information from new sources, and also misconceptions about access to media.

- Most information came from family members and friends using mobiles.
- Generally communities looked to the government and local officials for information, particularly when it came to issues around shelter and finding long-term solutions.
- There was a preference in most contexts for face-to-face information exchanges and discussion.
- Information about distributions for particular communities usually reached people through their community leaders and local government officials. Only rarely had people heard about relief distributions on the radio, although agencies used this medium for this purpose.
- Information channels reaching men and women varied considerably. Men usually had better access to information from local government representatives and from discussions in teashops, while women relied more on personal contacts for information – their relatives and friends as well as social workers and health workers active in their communities.
- Marginalized groups were generally less well-served with information, as were more remote communities.[1]

[1] 'Are You Listening Now?', CDAC, 2016 http://www.cdacnetwork.org/i/20160506105500-lcmu2

Communication Tips

Communication Effectiveness

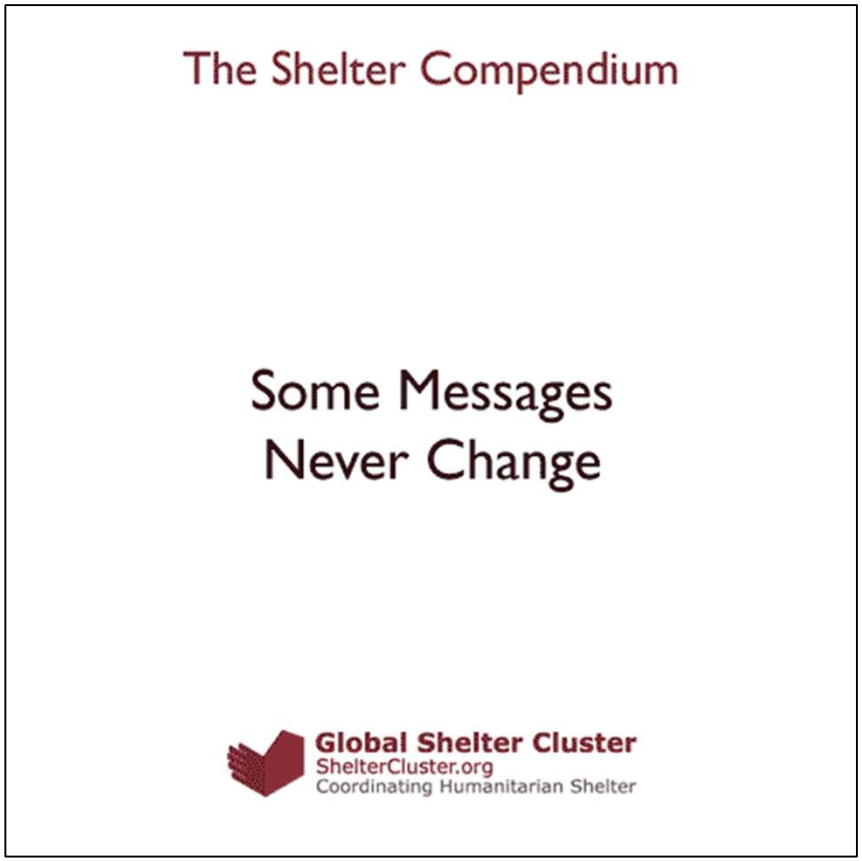
The communication effectiveness of this IEC material was tested in Chad in 2020. The message on "what to do in case of fire" shows a sequence of actions to follow, and it was difficult for the affected community to understand without further explanation, especially the second last message with an arrow that says, "turn around". It was raised by beneficiaries that they will not remember all these steps when there is an emergency. It was suggested by women to add another option about putting the fire out with a blanket.

On the second page, the message is "do not burn trash". The feedback was that it is not clear from the image that what is on fire is trash and not wood.

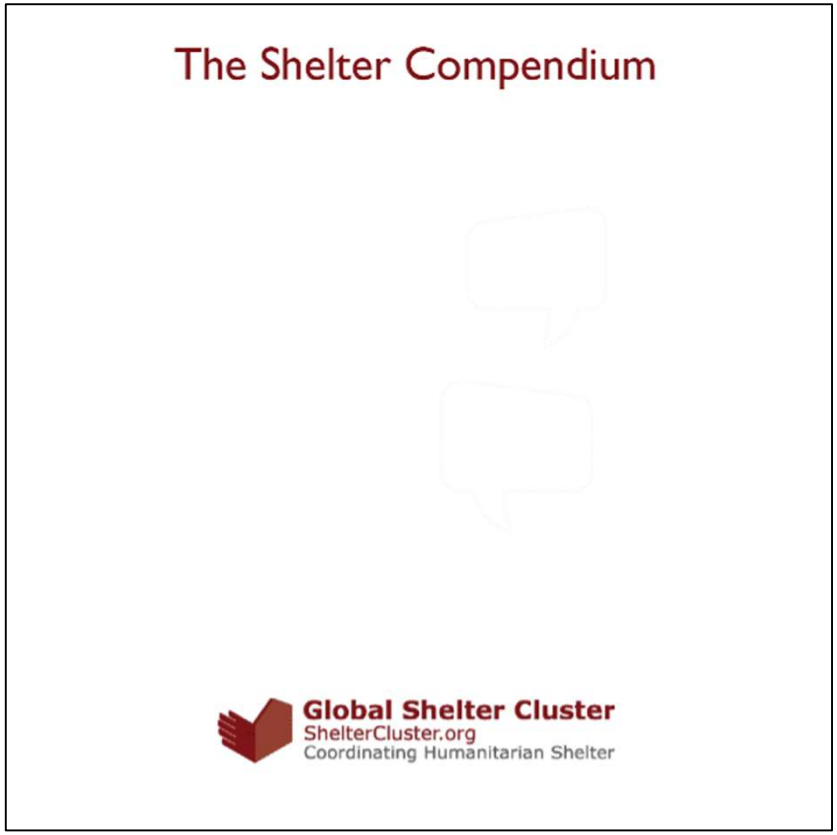
The message about not blocking the space between the tents needs further explanation. Though the image and the text were clearly communicating the idea, the reasoning was not clear, and it led to discussions.

This message may not have the intended effect if it is not combined with awareness raising sessions / focus group discussions, where the audience is allowed to discuss and ask questions.

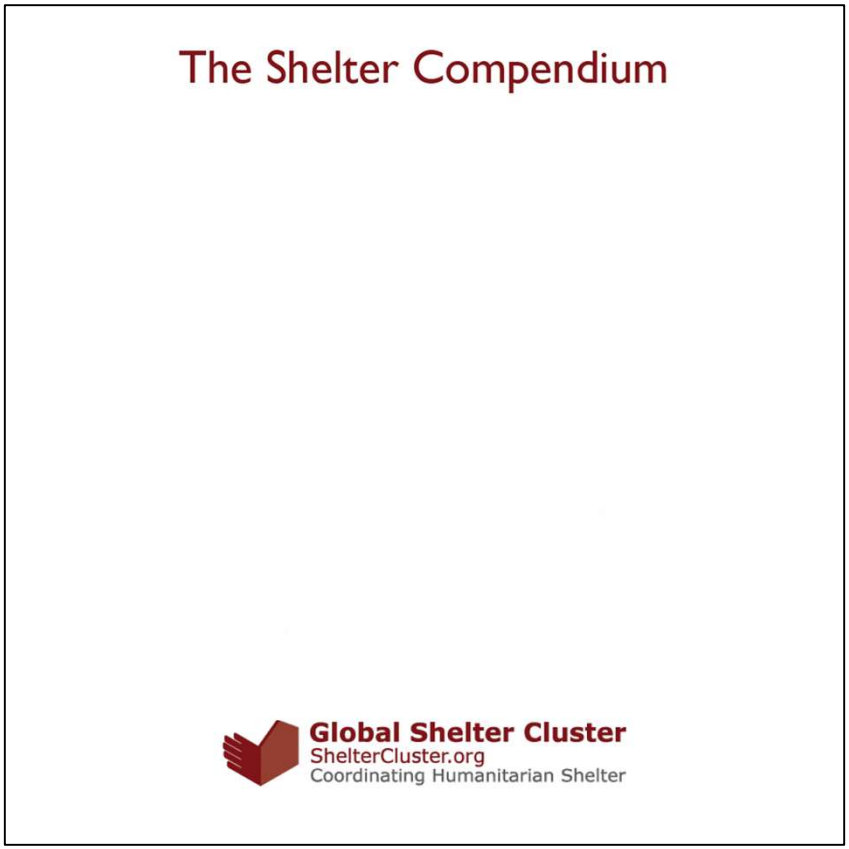
Key learnings



Key learnings



Key learnings



Key learnings

For Effective Information, Education and Communication Materials, Remember that:

- **Communication is a 2-way street.** IEC materials should usually be a part of larger social engagement programme to create behavior change – or they need to impart specific information backed up by a supporting programme. In order to be accurate and productive components of a public information programme, **IEC materials should be created in consultation with their target audience.**

- **The process to develop Shelter IEC materials is a collaborative effort and can be as important as the content of the materials themselves.** Shelter IEC materials are developed with many objectives including to distill the issues and clarify policy, technical and social knowledge in the simplest of terms. When well-managed, this process of bringing people together and forming consensus consolidates learning, shares knowledge and promotes consistency in response.

- **Access to information is a right for all.** IEC materials need to be not just technically clear, but also should consider how accessible and inclusive that information is to as many people as possible.

- **IEC materials evolve during a response.** As crises and responses evolve, messaging also needs to change. Throughout a response, new resources should be developed as necessary, existing resources should be modified, and the dialogue should be continued.

- **IEC materials within the shelter sector can generally benefit from more evaluation and review of their impacts.** Without feedback, evaluation, and testing of IEC materials, it is not possible to effectively identify areas of improvements, nor to produce more effective material. In the course of compiling this compendium, it was only possible to find a few examples of impact assessment and adoption of the messaging. In most cases feedback appeared to be limited to post-distribution monitoring activities which are conducted soon after the response.

- **Some messages never change.** Materials that are currently being used are often created using information and illustrations from existing IEC materials. Throughout the process of compiling the Shelter Compendium, certain messages were found to be recurrent. It became clearer that the technical messages are not very different, but (in some cases) the message was contextualized.

- **IEC materials are not a solution, and they should be contextualized and have a roll out strategy.** The intended objectives of an IEC material cannot be achieved by simply disseminating the flyers and posters. To increase the impact of IEC resources, they should be part of a programme, and be accompanied by technical trainings, demonstrations etc. This will not only improve the impact of the assistance, but will also build capacities and facilitate self-recovery of communities in the long-term.