

## 4 Engagement Pathways Analysis

### 4.1 Introduction

- The TWG if not already including communicating with communities (CWC) working group members in the TWG 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 promoting safer building, and opening dialogues with communities and stakeholders in general can assist with contributing to this.
- Where the country cluster has commitments to accountability to affected people (AAP) or similar, developed up by an AAP Advisor deployed by OCHA, 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:
  - CDAC Network (<http://www.cdacnetwork.org>) – Media Landscape Guides<sup>18</sup>
  - CWC WG agencies such as: BBC Media Action
  - ICRC – Information ecosystem assessments
  - Country/context specific private sector associations for advertising, marketing, telecommunications, media
  - Reports by country regulator or government department for media

### 4.3 Communication Channels Analysis

#### 4.3.1 Importance of sub-step

- Different PSB stakeholders will use different communication channels to share information. It is important to hear their views to understand how they want to be communicated with to increase impact of IEC resources.
- Within stakeholder groups, such as households, they 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.
- 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 are required to address different 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, which may lend itself to specific printed media such as leaflets or booklets or newspaper adverts. Whereas, for example, attitude factors relating to the importance of

---

<sup>18</sup> <http://www.cdacnetwork.org/tools-and-resources/media-landscape-guides/> [accessed 13 July 2018]

safer building and preparing for multiple hazards, including those outside of living memory, and not just the last event may lend itself to radio drama or radio chat shows.

#### 4.3.2 Process - Communication Channel Analysis

- IFRC CEA Toolkit has been drawn on significantly for this section, and associated tools to assist with this step are available from: <http://media.ifrc.org/ifrc/document/community-engagement-and-accountability-toolkit/> [accessed 10 July 2018]. CDAC network is also due to launch their toolkit in 2018.
- Focus group discussions (FGDs) are held with households and either FGDs or Key Informant Interviews (KIIs) with a range of other stakeholder groups to discuss:
  - 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 PSB 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 related to communication channels may be also be different by ethnicity, socio-economic status (and therefore access to some channels), 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 1-2 page matrix can be produced which has the following column headings:

| Communications 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 & 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.

