

HUMANITARIAN INNOVATION FUND

Final Report

Organization Name	Haiti Red Cross Society and the International Federation of Red Cross and Red Crescent Societies
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Project Title	Mobile technology – listening to the voice of Haitians
Problem Addressed/Thematic Focus	Using technology to increase the effectiveness of beneficiary accountability
Location	Haiti
Start Date	1 June 2011
Duration	18 months
Total Funding Requested	£149,754

Partner	Trilogy International Partners
Total Funding	£1,496,700

Partner	Digicel
Total Funding	£3,010,200

Reporting Period	1 June 2011 to 30 April 2013
Total Spent During the Reporting Period	£145,874

ACTIVITIES CARRIED OUT TO DATE

IVR DESIGN AND SCRIPTS

- The IVR has been up and running since 28 May 2012, but there was some disruption to the service (which has been resolved) as a result of the takeover of the Voila network by Digicel between November and January.
- The introductory message, scripts and surveys on the IVR have been updated regularly, to ensure that the information remains accurate and ‘fresh’ for callers. A caller-satisfaction survey was added in July 2012,

while updates have been made to the water and sanitation and psychosocial scripts. The first results of the survey reported that 70 per cent of callers said they were satisfied with the Telefon Kwa Wouj service, 88 per cent said they would use the service again, and more than 90 per cent said they would recommend Telefon Kwa Wouj to a friend.

- The introductory message to the system has been updated regularly, including event-specific messages for World AIDS Day (December 2012) and World Women's Day (March 2013).
- Additional surveys added to the system since September 2012 include the introduction of a quiz format with prizes for the first callers to provide a full set of correct answers; so far these have been conducted for HIV and violence prevention. A further survey aimed at allowing the Red Cross radio show listenership to feed back on the show has also been introduced.

STAFFING

- Staffing levels have remained constant until April 2013, with the beneficiary communications delegate, IVR manager and data analyst all in post.
- Extra support on data analysis and survey design has been provided by IFRC staff in the planning, monitoring, evaluation and reporting (PMER) team, and also by Steve Powell--an IFRC consultant previously employed to design the evaluation framework for the Haiti operation.

PUBLICITY

- Following the launch of Telefon Kwa Wouj on 28 May 2012, SMS messages were sent nationally to Voila telephone customers using the TERA system and to Digicel customers, following a specific request for the company's support.
- A wide-scale publicity campaign was carried out on the radio and television channels, as well as on street banners after the launch. Posters advertising the new line were distributed to Partner National Societies, and billboards advertising the 733 line were also contracted to be in place around Port-au-Prince for six months following the launch of the system.
- Press coverage announcing the launch of the Telefon Kwa Wouj was secured in the *Nouvelliste* newspaper www.lenouvelliste.com/article4.php?newsid=106018 in June 2012 and again in August after the system received its 250,000th call <http://www.lenouvelliste.com/article4.php?newsid=107695>.
- Support was provided to the Humanitarian Innovation Fund communications team to repackage the press release promoting the 250,000th call for the UK media.
- A new large mural has been painted on the outside wall of the Haiti Red Cross Society headquarters promoting the 733 hotline.

- Interviews have been provided to *Wired* magazine <http://www.wired.co.uk/news/archive/2013-02/25/emergency-technology-feature?page=all> and to a journalist from the Guardian Development Network <http://www.guardian.co.uk/global-development> about the use of the Tera SMS system and the IVR.
- Internal IFRC and external communications have been promoted to celebrate reaching one million calls to the IVR system: <http://lenouvelliste.com/article4.php?newsid=115021>.
- Promotional material has also been provided to the *Haiti Beneficiary Communications Review*, published physically and online, and distributed internationally. [Click here](#)



A large mural was painted outside the HRCS headquarters to inform the population of the 733 line. IFRC

PARTNERSHIPS AND OUTREACH

- The beneficiary communications delegate made presentations at two events in London in November. One was a short presentation, followed by a Q&A session, as part of a DfID conference; the second consisted of a longer talk and a Q&A session at an HIF-organized event held at the Africa Centre.
- The communications delegate met with Nicholas Van Praag (www.keystoneaccountability.org) and Fernando Espada (www.daraint.org) who were seeking to carry out a pilot project in Haiti through the organization Ground Truth. They are interested in the possible use of the IVR for monitoring and surveying accountability to beneficiaries.

TERA SMS SYSTEM

- Following a positive meeting with the new CEO of Digicel in May 2012 concerning the adoption of the TERA system, a draft agreement of the outcomes of the meeting was shared with Digicel in June. Follow-ups have continued, but progress on an agreement has been slow.

- The Voila network, which has previously hosted TERA in Haiti, was closed down on October 2012 and Digicel took over the business operations. This resulted in the loss of the TERA system, but Digicel continued to send SMS in large numbers upon request.
 - As Digicel and its technicians focused on the takeover of Voila assets, the company had other priorities and it was difficult to negotiate the continuation of the TERA system.
 - However, in September Digicel gave assurance that TERA would continue to operate.
 - Following the presentation of the system to sales representatives from Digicel, further assurance was received that the system will be adopted on the Digicel network, and meetings were arranged between Digicel and Trilogy—the TERA service provider.
 - Further meetings with Digicel management paved the way for the company's adoption of the system, and technical assessments have been carried out by Digicel and Trilogy to identify the hardware and the steps needed to install the system on the Digicel network.
 - The negotiation concerning the legal agreement between the IFRC and Digicel also progressed, and IFRC's global focal point for beneficiary communications, Will Rogers, was involved in the discussion. A draft agreement was sent to Digicel for review.
 - Some amendments were proposed by Digicel in late March and these are currently under discussion.
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END-OF-TERM REVIEW

An external end-of-term review of the beneficiary communications programme in Haiti was carried out during January 2013, in order to establish to what extent the programme has been achieving its objectives, and to make recommendations for future project implementation. The methodology adopted for the review focused on six communities selected for household surveys, focus group discussions (FGDs) and key informant interviews (KIIs) to see how effectively Red Cross Red Crescent beneficiary communications programme has engaged with the communities.

The conclusion of the review shows that the success of the programme in Haiti has ensured that the future inclusion of a beneficiary communications component in disaster response will not be extraordinary but compulsory.

Some of the outcomes of the review include:

- Being effective in providing useful, timely, simple and practical information to people in the target communities;
- Contributing to a wider coverage in terms of Red Cross information dissemination to the vulnerable population;

- Recording growing numbers of people who chose to proactively access information from the Red Cross themselves through the various user-friendly tools of the programme: the TERA SMS, Noula line, Radyo Kwa Wouj, the sound truck, graphic posters and Telefon Kwa Wouj system which has proved to be a great success, with an average of 94,000 calls received every month thanks to its nationwide coverage.
- Improving people's knowledge and awareness: the majority of the people shared the information among their networks of friends and family.
- Supporting other core programmes such as the Return and Relocation (of IDPs from camps) programme where Noula line was a useful tool for registered beneficiaries to access information concerning the options available in the Return and Relocation programme.
- Achieving useful two-way communication between the Red Cross tools and the beneficiaries;
- Informing communities of the work the Red Cross Red Crescent is doing, collecting and responding to complaints and questions, as well as general feedback on the potential for improvement in the use of the tools for the two-way communication.

Some of the recommendations from the review include:

- Further integration of the programme into communities and operational programmes from the onset, in order to allow for more effective use of the tools available and for longer-term and more strategic communications campaigns.
- The development of the use of feedback mechanisms through the consolidation and timely analysis of data, regular reporting of findings, as well as monitoring the issues identified for future operational actions.
- Fine-tuning and improved targeting of the beneficiary communications tools for providing appropriate and relevant information to target communities.
- The programme should be more community-based and participatory for better adaptation to local context and maximized impact.
- Cooperation with external actors to enable them to access such tools for the benefit of their target communities.
- Improved monitoring and evaluation through the establishment of baselines and identification of key indicators, in order to measure performance both quantitatively and qualitatively.

The full report of the review can be found at [Click here](#)

ACHIEVEMENTS TO DATE

- Between its launch on 28 May 2012 and 1 April 2013, the system received more than 1,000,000 calls, out of which more than 80,000 calls have resulted in fully completed surveys.
 - Kerbie Paul—the IVR manager—developed a model for quizzes about the IVR; the callers who have provided all the correct answers received prizes, and this was seen as an incentive to call the line.
 - The end-of-term evaluation report was published.
 - The technical assessment for the adoption of TERA on the Digicel network has been completed and the parties involved held advanced discussions on legal agreements which need to be in place for hosting the system.
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METHODOLOGY

The Red Cross has followed its participatory methodology, ensuring that it has worked closely with all stakeholders, beneficiaries, Digicel, the Haitian government, and the Haitian Red Cross Society, as well as with the IFRC operational teams.

OBSTACLES AND STEPS TAKEN TO ADDRESS THEM

Technical problems downloading call data: Due to the volume of calls, downloading the call data from the service provider was extremely slow and unreliable. This was raised with Vocantas and they worked to improve download time and reliability. A further issue has been found, that downloading some data could result in the server crashing and the line closing down; this is being looked into and alternative options have been found for accessing the data until the issue is resolved.

Data Analysis: The SPSS analysis software is now up and running and, together with the improved download times for getting the raw data from the system, it made the data analysis process quicker and smoother. However the volume of data and the amount of “noise” can still be an issue.

Skewed Data: Having identified that the survey data was being affected by a clear preference for callers to select answers based on the order in which they were presented, an experiment of reversing the order of survey questions was carried out, to see how this affected callers’ responses. A further version of the survey was designed, employing clearer instructions, listen-again options and other features aimed at ensuring that people were able to select the answer they genuinely wanted to choose.

The comparative analysis of the results is still ongoing, but it appears that the improvements made to the instructions, although they resulted in a smaller

number of people who completed the survey, have nevertheless provided more reliable data. These improvements are now incorporated into each of the new surveys, and, coupled with the fact that callers are becoming more familiar with using the system, this should improve the overall accuracy and reliability of surveys.

UPDATED WORK PLAN/OBJECTIVES/MILESTONES

An updated work plan is attached; the dates have been revised as a result of technical issues with hardware, related to the takeover of Voila by Digicel and to delays in recruiting a consultant to conduct the end-of-term review.

DISSEMINATION

- As part of the Telefon Kwa Wouj promotional campaign, the IVR was advertised on TV and radio channels throughout Haiti and has also been promoted on billboards and stickers alongside Red Cross SMS, radio and Twitter activities. Radyo Kwa Wouj ran programmes discussing, explaining and promoting the new service, and the sound truck was also deployed to promote the 733 hotline.
- Short messages have been sent at the launch of Telefon Kwa Wouj on both Voila and Digicel networks to promote the system, and the 733 number has since been incorporated into all relevant SMS, sound truck and poster/leaflet messaging related to disaster preparedness, hygiene promotion and cholera awareness among others, ensuring that the 733 number is circulated together with each awareness campaign.
- We noted that when the 733 number is included in an SMS, the number of calls to the system increased by up to eight times, as it was the case in response to Tropical Storm Isaac.
- Interviews have been provided to *Wired* magazine <http://www.wired.co.uk/news/archive/2013-02/25/emergency-technology-feature?page=all> and to a journalist from the Guardian Development Network <http://www.guardian.co.uk/global-development> concerning the use of the Tera SMS system and the IVR.
- Internal IFRC and external communications have been promoted to celebrate reaching 1million calls to the IVR system [Click here](#).
- Promotional material has also been provided to the *Haiti Beneficiary Communications Review*, published physically and online, and distributed internationally. Recommendations from the review document have been used to lobby for increased activity in beneficiary communications and accountability by the global Red Cross Red Crescent Movement.

FINANCIAL

The financial report related to this final narrative report is attached and includes the IFRC narrative and financial reporting charges as included in the signed cash pledge. The changes cover all the reports (narrative and financial) submitted to date.

Haitian National Red Cross Society

Phone and SMS Aid in Haiti

Total budget £4,757,027

(See GUIDANCE worksheet for details on each section)

CHF - GBP

0.715943

USD - GBP

0.600000 XE

HTG - USD

0.025000 XE

Line	Items	USD		Humanitarian	Innovation	HIF		IFRC		Trilogy		Trilogy		Digital (potential partner)		Digital		Total Project		
		Unit cost	Unit cost			Budget Spend	Budget Remaining	no. units	Total	Budget Spend	Budget Remaining	no. units	Total	Budget Spend	Budget Remaining	no. units	Total		Budget Spend	Budget Remaining
PROJECT ACTIVITIES (SUPPLIES/MATERIALS)																				
A1	IVR development and equipment at Voila (includes training for Red Cross staff and 1 year of service)	£15,600	£45,423	1	£45,423	£54,938	£9,515		£0		£0				£0				£45,423	
A2	IVR development and equipment at Digicel (includes training for Red Cross staff and 1 year of service)	£15,600	£22,191	1	£22,191	£32,050	£9,859		£0		£0				£0				£22,191	
A3	Servers for Digicel and Voila	£6,000	£3,900	2	£7,800	£5,510	£2,290		£0		£0				£0				£7,800	
A4	E1 lines to link IVR to Voila	£3,600	£3,600		£0				£0		£0	2	£7,200						£7,200	
A5	E1 lines to link IVR to Digicel	£3,600	£3,600		£0				£0		£0				£0	2	£7,200		£7,200	
A6	Upgrade TERA system and any modifications for	£9,000	£9,000	0.7	£6,300	£10,500	£4,200	0.3	£2,700	£2,700	£0				£0				£9,000	
A7	Trilogy contract project management support	£6,000	£6,000		£0				£0		£0				£0				£0	
A8	SMS operation costs - micro-credit phone transfer for surveys	£600		18	£0		£0	18	£10,800	£10,800	£0				£0				£10,800	
A9	TERA hardware and licenses for Digicel to apply on network	£24,000	£3,180	0	£0				£0		£0				£0	1	£24,000		£24,000	
A10	First review of beneficiary communications inc. TERA and 733	£11,400	£11,400		£0			1	£11,400	£11,400	£0				£0				£11,400	
A11	Development phase focus groups	£600	£600	1	£600	£609	£9		£0		£0				£0				£0	
A12	Mid-term review of TERA and IVR	£3,180	£3,180		£0			1	£3,180	£3,180	£0				£0				£3,180	
A13	End term independent evaluation of SMS and IVR	£24,000	£24,000	1	£24,000	£16,728	£7,272		£0		£0				£0				£24,000	
Total		£123,180	£136,074		£106,314	£120,335	£14,021		£28,080	£24,900	£3,180		£7,200	£0	£7,200		£31,200	£0	£31,200	£172,194
LOGISTICS																				
B1	Computer and phone for local staff member	£960		2	£1,920	£1,532	£388		£0		£0				£0				£1,920	
B2	Shipping, transport, taxes, duties and contingencies for IVR set ups (5% of total IVR costs)	£4,800		1	£4,800	£1,026	£3,774		£0		£0				£0				£4,800	
B3	Cost per SMS sent (HTG) Voila	£0.015			£0				£0		99,299,988	£1,489,500	£186,106	£1,303,394					£1,489,500	
B4	Cost per SMS sent (HTG) Digicel	£0.015			£0				£0			£0			198,599,976	£2,979,000			£2,979,000	
B2	Total				£6,720	£2,558	£4,162		£0	£0	£0		£1,489,500	£186,106	£1,303,394		£2,979,000	£0	£0	£4,475,219
PERSONNEL / PERSONNEL SUPPORT																				
C1	Project Manager	£960		18	£17,280	£11,030	£6,250		£0		£0				£0				£17,280	
C2	Development Manager	£5,955			£0			3	£17,865	£16,815	£1,050				£0				£17,865	
C3	Data Analysis Officer	£1,080		9	£9,720	£2,408	£7,312		£0		£0				£0				£9,720	
C4	Beneficiary Communications delegate time (30%)	£5,955						5.4	£32,157	£41,685	£9,528				£0				£32,157	
C5	Radio Producer Officer (20%)	£900						3.6	£3,240	£3,240	£0				£0				£3,240	
C6	Information Officer (20%)	£900						3.6	£3,240	£3,240	£0				£0				£3,240	
C7	Translation Officer (20%)	£900			£0			3.6	£3,240	£3,240	£0				£0				£3,240	
C8	Audio Visual Delegate (10 days)	£198						10	£1,985	£0	£1,985									
C9	Outreach and dissemination: Trip to Panama to share TERA and IVR project with Beneficiary Communications Working Group (flights, hotel and	£1,700						1	£1,700	£2,500	£800				£0				£1,700	
C10	Outreach and dissemination: Trip to Geneva to share TERA and IVR project with Zone and National Societies	£2,300						1	£2,300	£1,500	£800				£0				£2,300	
Total					£27,000	£13,438	£13,562		£65,727	£72,220	£6,493		£0	£0	£0		£0	£0	£90,742	
OVERHEAD (no more than 7%)																				
E1	Organisational management support costs 7%	£9,720		1	£9,720	£9,543	£177		£666.49	£6,798			£0		£0				£16,286	
Total					£9,720	£9,543	£177		£6,566	£6,798	£0		£0	£0	£0		£0	£0	£16,286	
TOTAL COSTS					£149,754	£145,874	£3,880		£100,373	£103,919	£3,545		£1,496,700	£186,106	£1,310,594		£3,010,200	£0	£3,010,200	£4,757,027