



Haiti

Beneficiary Communications Review

April 2013

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We would like to thank Caterina Monti who has conducted the field research and analysis for this report.

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Introduction

Three years since the earthquake struck Haiti on 12 January 2010, the emergency response to the disaster is already one of the most analysed in history.

For many agencies, the Haiti operation represented the first time the lessons so recently learned in Asia, during the Indian Ocean tsunami of 2004, could be applied.

Discussions over the effectiveness, appropriateness and application of those lessons will go on for years.

However, one development since the 2004 tsunami bridges every context and is applicable across the board: the recognition that agencies need to communicate better with the people and communities where they are working.

That does not mean simply sharing life-saving information on how to avoid or treat disease, or warn of coming storms.

Communication is a two-way process; receiving information and listening to the people we are working with is just as important, if not more so, than providing information.

Without listening we cannot hope to establish what support people need, and importantly what they do not need, or better ensure communities get the right help, in the right place, at the right time.

From Indonesian fisherman to Haitian street traders, this two-way information flow is equally and vitally important.

For the Red Cross Red Crescent, the Haiti earthquake response was the first time a dedicated beneficiary communications delegate was deployed – and beneficiary communications activities included in the overall strategy – from the very beginning of an operation.

Embracing new technology and mass-media tools such as radio, SMS and other telecommunications technology, the Red Cross Red Crescent beneficiary communications programme in Haiti has aimed to use these to reach more people, more quickly and more effectively than ever before.

This review looks at how these tools have been deployed, how effective they have been, and suggests some next steps for furthering their impact in the future, both in Haiti and around the world.

Executive summary

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Are we providing the information people want and need?

- 87.5 per cent reported receiving information from the Red Cross Red Crescent
- 88.5 per cent of these said the information they received from the Red Cross Red Crescent was useful
- 79 per cent said the information received was simple and easy to understand
- 82 per cent said they shared information received with family and friends
- 7,596 calls received by the Red Cross Red Crescent Noula questions and complaints line in 2012, a 350 per cent increase in calls since 2011. This is a result of integration with the camp return and relocation operational programme which supports people to leave camps and move into safer accommodations.
- More than one million calls made to the toll-free Telefon Kwa Wouj interactive information line in its first 10 months of operation.
- More than 1,100 callers' questions were answered live on Radyo Kwa Wouj radio programme during 2012.

Clearly the information being provided by the Red Cross Red Crescent is achieving good coverage, with a large majority of people reporting receiving information, finding this information useful, and sharing it with others in their community.

At the same time we are also seeing growing numbers of people choosing to proactively access information from the Red Cross Red Crescent themselves, as shown by the large numbers calling the Telefon Kwa Wouj system, the Noula line, and the Radyo Kwa Wouj broadcasts.

All the information you need, in your pocket – Telefon Kwa Wouj

The most recent addition to the beneficiary communications toolkit in Haiti, Telefon Kwa Wouj, has so far proved a resounding success, receiving an average of more than 100,000 calls every month. As of 1 April 2013, the system had received more than one million calls in its first 10 months of operation.

Funded by a grant from the Humanitarian Innovation Fund, Telefon Kwa Wouj represents an important development in the provision of information to communities. Through the audio menu, people are able to proactively and confidentially seek out and access the information they want to hear – an innovation which is proving extremely popular.

During 2012 an average of almost 16,000 callers per month accessed sexual health information, more than 12,000 per month accessed information about cholera and more than 8,500 callers a month listened to disaster preparedness information.

Calls to the system increased significantly – by up to eight times – when the Telefon Kwa Wouj 733 number was included in SMS messaging. The accessing of specific information was further improved by the provision of introductions directing people to timely and pertinent sections, such as disaster preparedness information during hurricane season.

In addition to providing information, the system is also able to carry out automated surveys and collect feedback from callers. The potential for this is enormous, but requires further development to ensure data collected is useful, representative and effectively fed into operational activities.

Communicating with millions at the push of a button – SMS

SMS has seen huge numbers of messages being sent and received, with more than 60 per cent of those questioned during this study reporting receiving SMS messages from the Red Cross Red Crescent. These messages are extremely well appreciated, particularly when they include emergency information, provide useful and practical instructions for actions individuals can take, and when their delivery is considered timely – such as in advance of coming storms.

While the limit on the length of messages at 140 characters can be restrictive for the passing of detailed information, including the Telefon Kwa Wouj number in SMS messages can successfully encourage people to proactively access more comprehensive advice for themselves.

A Red Cross Red Crescent call centre – Noula

Set up in late 2010 and designed to enable direct Red Cross Red Crescent beneficiaries to ask questions about the programmes in which they are involved, calls to the Noula questions and complaints line have continued to increase yearly, reaching a rate of 7,596 calls in 2012. After the first two months of 2013, there were already more than 2,400 calls, well on target to pass the previous year's record.

Key to this growth has been successful integration of the Noula system into the camp return and relocation programme, with families registered for support from the Red Cross Red Crescent contacting the Noula call centre to access further information on their options for leaving camps where they have been living.

Outside the return and relocation programme, the study found awareness of the Noula facility was limited, but with potential for expansion and further promotion. In areas where the Red Cross Red Crescent had a strong presence, people expressed a preference for speaking to representatives face-to-face to ask questions rather than calling the phone line.

Nationwide across the airwaves – Radyo Kwa Wouj

Since its launch in 2010, Radyo Kwa Wouj has expanded and now has weekly broadcasts on two different radio stations – one with a large listenership in Port-au-Prince and one with national reach.

The show remains well listened to, and the most popular of the Red Cross Red Crescent media which people need to proactively access themselves. Almost a third of those interviewed for the study reported having heard the show. There is no shortage of calls every week, and more than 1,100 callers' questions were answered live on air during 2012.

Radyo Kwa Wouj's extensive national reach is a major asset, but also presents a challenge in ensuring the content is relevant to listeners nationwide. There are some gaps in reception which should be investigated, and further research is also required on the demographics of the listenership in order to assess if this can be either broadened, or whether content can or should be more specifically targeted to those already tuning in.

The further broadening of the broadcast to community involvement should also be looked at, with the possibility of inviting members of communities onto the show as formal guests alongside the current panellists from the government and Red Cross Red Crescent experts.

The power of posters – graphic design

Posters and leaflets were reported by almost 60 per cent of those in the survey, confirming that print media, with its potential for pervasiveness and ability to convey messages without relying solely on text continues to be an important medium.

However, the memorability of posters was rated low, with only five per cent of those who saw them reporting them as the most memorable form of information they had received.

Print materials' and particularly posters' inherent passivity means that engaging with an audience through these tools alone is a definite challenge.

Improved targeting – making sure the right information is made available to the right people, in the right place at the right time, is a big step towards overcoming this. In addition, integrating practical print materials into operational programmes, and using these to signpost people to further avenues of information such as Noula, Telefon Kwa Wouj and Radyo Kwa Wouj, would also help to make them more active, engaging and memorable.

Information on four wheels – sound truck

The sound truck – a vehicle equipped with speakers and a microphone – is well appreciated by the communities it serves. Although largely limited in range to the Port-au-Prince area, the speed with which the sound truck can be deployed and its ability to quickly target communities with very specific information is a major asset.

As with posters, sound truck messaging alone runs the risk of being too passive to have a large impact, and is most effective when combined as a strand of wider campaigns such as cholera prevention.

The fact that the sound truck blurs the lines between remote and face-to-face communications, by providing a physical presence in the areas where it broadcasts, presents a significant opportunity for greater engagement with communities and also the possibility for collecting direct feedback, both of which should be further explored.

A human touch – face-to-face communications

While beneficiary communications tools were found to reach almost a third more people than face-to-face activities, it should come as no surprise that communities rate face-to-face interaction as their preferred method of communication, as well as the most memorable.

It is important that beneficiary communications and face-to-face activities are not viewed as mutually exclusive. As we have seen with the use of the Telefon Kwa Wouj number in SMS messaging and the Noula number in return and relocation leaflets, by integrating different methods of communication, the overall impact can be strengthened.

Beneficiary communications and face-to-face activities should be planned side-by-side to augment and support each other and to expand the flow of information within communities.

Where face-to-face is not possible, beneficiary communications tools can be used to extend the two-way flow of information to include those who cannot be reached physically.

Listening to feedback – accountability

A critical aspect of beneficiary communications work is its use of tools to improve accountability – both through informing communities of the work the Red Cross Red Crescent is doing, and, critically, in collecting and responding to complaints, questions and general feedback, as well as ensuring that information from communities is itself fed-back into operational planning.

Of all involved in the study who had registered a question or complaint with the Red Cross Red Crescent, more than 85 per cent said they were happy with how the query had been resolved.

However, a significant number of people said they would have liked to lodge a query but did not know how.

Arguably there exists capacity and potential within the existing beneficiary communications tools for greater levels of communication from communities to the Red Cross Red Crescent.

There is clearly more work to be done to promote awareness of the options available for asking questions, making complaints and giving feedback to the Red Cross Red Crescent in Haiti.

Similarly, with large amounts of feedback data being captured, particularly through the Telefon Kwa Wouj system, more action is needed to ensure this is effectively analysed and passed on to programme managers for inclusion in planning and revisions to project implementation.

Conclusion

Red Cross Red Crescent beneficiary communications work in Haiti has undoubtedly helped thousands of people access information that can improve and protect their lives and those of their families and loved ones.

Modern media technology offers a vast array of tools and opportunities, and beneficiary communications is successfully working to take advantage of these on behalf of the humanitarian sector to help and support communities, families and individuals.

The Haiti beneficiary communications response stands as proof that deployment of these tools is practical and effective. While Haiti is unique, there is enormous potential for these tools and techniques to be adopted, adapted and refined for successful use in other contexts around the world.

As with attributing specific behaviour change or outcome to any other single intervention, assessing the absolute impact of beneficiary communications work is extremely challenging. Beneficiary communications activities do not exist in a vacuum.

Individually, any of these tools can be effective at reaching people with information, but it is when they are effectively combined together, and integrated with the work of operational teams, that their power really grows. Untangling the impact of each strand of that intervention is a mammoth task.

However, as the beneficiary communications work in Haiti and elsewhere around the world, continues, further research to help fully establish and understand the impact this increased two-way flow of information has on outcomes for communities, as well as overall operational effectiveness, is needed. In addition to providing further evidence of effectiveness, this should also provide information on how communications tools can be systematically deployed and combined to help maximise impact.

The Haiti earthquake response was the first time in a major disaster that beneficiary communications activities were planned from the very beginning. The success in Haiti has ensured that future inclusion of beneficiary communications in disaster response will not be extraordinary, it will be compulsory.

Case study

SMS

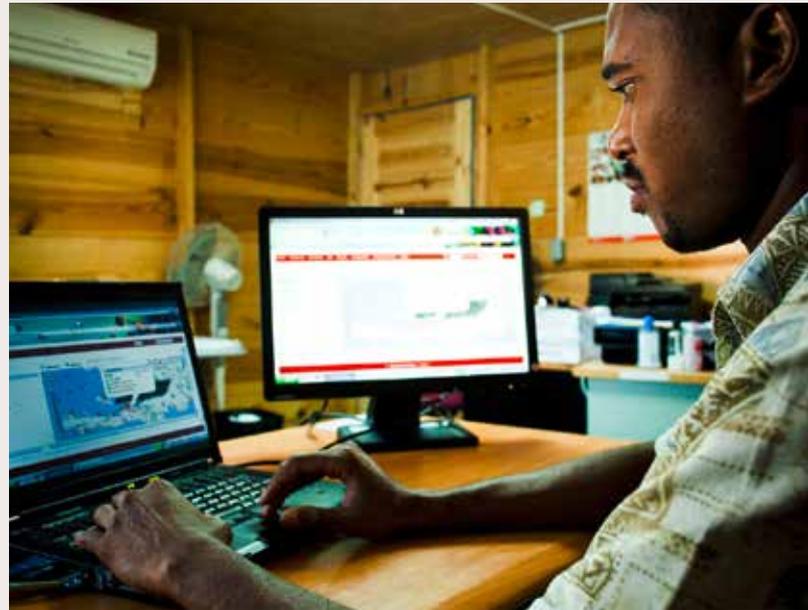
“The messages were useful because here we don’t have any electricity and can’t listen to the radio,” says 21 year old Dana Petit-Frere who has lived in a camp since the earthquake struck Haiti on 12 January 2010.

Her home was destroyed and Dana and her family were forced to move to a camp on the outskirts of Port-au-Prince known as Parc La Couronne. Back in 2010 Dana was in her third year of secondary school, but since the earthquake she hasn’t been able to return to her studies. Her two-year-old son was born in the camp and knows no other life.

In March 2010, the IFRC started using SMS to put information into the hands of people across Haiti. Since then, essential information alerting people to the actions they can take to protect their health and the safety of their families has been sent to millions of people through the Voila and Digicel mobile phone networks.

“The messages gave us information on how to stay safe and how to make sure we didn’t get sick while we were in the camp. The weather messages were really important because they told us how to keep our families and our belongings safe from storms.”

For some these SMS messages have been the only way to access reliable and potentially life-saving information. Following the cholera outbreak, which began in October 2010, SMS proved particularly valuable, able to reach people across the country in dire need of information concerning a disease they had never seen before. Cholera prevention and treatment messages were sent frequently to ensure people had the information they needed.



“I followed the advice that I received on my phone and it helped us a lot,” says Dana.

Now the Red Cross Red Crescent is working to help all the people living in the Parc La Couronne camp, including Dana, her husband and their young son.

“I hope the Red Cross will continue to send us information,” adds Dana, *“because sometimes without it we wouldn’t know what to do.”*

Case study

IVR

“The 733 number is very easy to use and I found lots of information on several topics.”

Joseph Markenson is just one of hundreds-of-thousands of people who have called the toll-free Telefon Kwa Wouj interactive phone line to access information on issues such as cholera, HIV-prevention and disaster preparedness. Joseph, 26, who lives in the Carrefour neighbourhood of southern Port-au-Prince along with his wife and 10 month old twins – a boy and a girl – heard about Telefon Kwa Wouj through the twice-weekly Red Cross Red Crescent radio programme, Radyo Kwa Wouj.

“As soon as I heard the message I called the number and followed the instructions. Some of the information I knew already but it did reinforce what I already knew, and gave me some other tips that I didn’t know before as well.”

Known in the telecoms industry as an IVR – more commonly used for services such as telephone banking or commercial customer service – Telefon Kwa Wouj is part of the Red Cross Red Crescent’s continuing efforts to share information that can save and improve people’s lives. Launched on both Digicel and Voila mobile networks in late May 2012, the merging of the two companies means that Telefon Kwa Wouj is now hosted on the largest single mobile network in the country. Its 733 number is toll-free for millions of subscribers. As of 1 April 2013, Telefon Kwa Wouj has received more than one million calls in the 10 months since its launch on 28 May 2012.

As well as playing recorded information, by detecting button pushes on callers’ handsets, the Telefon kwa Wouj system is also able to carry out surveys, recording feedback through multiple choice options. The information collected can then be analysed and used to inform and improve operational programming.

“It is good that this system exists because sometimes it is hard to get information on the radio or TV because there is no electricity. The phone makes it easier,” explains Joseph.



The IVR system is the latest addition to the media tools the Red Cross Red Crescent has harnessed in Haiti to get information into the hands of those that need it, combined with a twice-weekly radio programme, SMS messaging, Twitter, a sound truck, billboards, posters and flyers.

All the content on the IVR system is in Creole, making sure it is easy for people to follow and understand. Furthermore, messages are designed to be simple and clear, giving people precise information and actions they can take to stay healthy and protect themselves and their families.

Joseph says he was easily able to follow the advice given in the messages.

“The messages were simple to understand and I was able to pass them on to my family and friends. I also tell them that they should call the number as well. The hygiene messages were the most important for me because I especially want to keep my children from getting sick.”

Context and introduction

The International Federation of Red Cross and Red Crescent Societies (IFRC) beneficiary communications programme in Haiti was established in response to the devastating earthquake that struck the country on 12 January 2010. The aim of the programme has been to use mass media communications tools to establish dialogue with communities, provide useful humanitarian information, and support operational projects implemented by the Red Cross Red Crescent. In addition, the beneficiary communications programme has also developed campaigns to share vital health, hygiene and disaster preparedness messages; provided communities information about Red Cross Red Crescent operations; and worked to collect feedback and input from communities to inform the development of the organization's programmes.

The following beneficiary communications tools have been actively utilized in Haiti:

TERA SMS

Working in partnership with Haiti's telecoms providers, the Tera SMS system enables the beneficiary communications team to send SMS targeted on specific geographical areas as well as to lists of uploaded phone numbers. Since January 2010, more than 100 million Red Cross SMS have been sent, reaching more than three million people with information on cholera prevention, disaster preparedness, HIV and AIDS, childhood vaccinations and other subjects.

Noula call centre

The Noula call centre, hosted by an independent third-party provider, is accessible free of charge and provides an opportunity for Red Cross Red Crescent beneficiaries to ask questions about the services they have received. It also enables beneficia-

ries to raise any concerns or complaints they may have. Since the line came into service in late 2010, Noula has received and responded to more than 10,000 calls.

Radyo Kwa Wouj

This Red Cross Red Crescent radio programme began broadcasting weekly as of July 2010. The programme is now broadcasting twice a week nationally. The programme has a phone-in format allowing callers to pose questions to a panel of experts on specific thematic issues, such as disaster preparedness, cholera or violence prevention. Since its launch, Radyo Kwa Wouj has had over 200 hours worth of broadcasts, providing answers to approximately 2,000 callers' questions live on air.

Sound truck

Sound trucks are a well-established method of public communication in Haiti. Equipped with loudspeakers and a microphone, sound trucks have been used by the Red Cross Red Crescent since the immediate aftermath of the January 2010 earthquake. Sound trucks have made more than 1,100 visits to communities, including those vulnerable to cholera, and camps that were identified as being particularly at risk to tropical storms Isaac and Sandy.

Telefon Kwa Wouj

Launched in late May 2012, Telefon Kwa Wouj is an interactive telephone information line that is accessible free of charge. It is similar to information lines used in the private sector for telephone banking or automated purchase of tickets. Callers can navigate menus using the telephone keypad to hear the information they wish to access – including cholera prevention, disaster preparedness and sexual health information. The system is also able to carry out surveys with respondents using

button pushes to register their answers. Since its launch the system has received more than one million calls.

Print and graphic design

This traditional form of media, which includes posters, leaflets, stickers, flyers among other printed materials, has been combined with efforts by operational teams to create links with other beneficiary communications services such as Noula and the Telefon Kwa Wouj system. These printed materials, either provided as hand-outs or signage, have given tens of thousands of people access to critical information. In the return and relocation programme, leaflets which were distributed to families leaving the camps included information regarding the Noula and Telefon Kwa Wouj call-free numbers. This enabled people to access more information about the options available to them, thus speeding up their decision-making processes and allowing families to leave camps sooner.

In January 2013, an evaluation of the beneficiary communications programme was carried out in order to assess the extent to which the programme's objectives had been achieved and to provide recommendations to be implemented in the future.

For the purposes of the evaluation and in order to assess the effectiveness of Red Cross Red Crescent beneficiary communications, six communities were selected in order to conduct household surveys, focus group discussions and key informant interviews.

Brief methodology

The six communities chosen were Delmas 30, Carrefour Feuilles and Camp Cineas in Port-au-Prince and Sodo, Leogane Mercery A, and Leogane Brache outside of the capital. The demographic breakdown of the

communities was approximately 50 per cent urban and 50 per cent rural (it should be noted that the World Bank's estimated national urban-rural ratio stands at 53 per cent to 47 per cent). A gender balance of approximately 50-50 was also observed (129 women (52.2 per cent) and 118 men (47.8 per cent). For some of the questionnaires, the respondents did not indicate their gender. For logistical reasons, all selected communities had a degree of engagement with the Red Cross Red Crescent prior to the study being carried out.

Leogane Brache and Mercery 'A'

Brache (population of 2,300) situated close to the main road between Leogane and Port-au-Prince, and Mercery A (population of 1,500), a small fishing village situated on the coast a few kilometres further north-west, are both in Haiti's Ouest Department. The Red Cross Red Crescent has engaged with both communities through a number of activities, this has included regular visits and face-to-face interactions from Red Cross Red Crescent teams (both staff and volunteers) as well as dissemination of printed information materials. The Red Cross Red Crescent sound truck visited the sites twice during 2012. Those living in these communities report not regularly receiving Red Cross Red Crescent SMS or being able to tune in to the Radyo Kwa Wouj radio programme.

Carrefour Feuilles and Delmas 30

Carrefour Feuilles (population of 2,500) and Delmas 30 (population of 2,100) are two urban communities in Port-au-Prince where the Red Cross Red Crescent is implementing its Integrated Neighbourhoods Approach. This long-term, community-based strategy means that Red Cross Red Crescent teams are present and working with the communities on a daily basis. As well as the presence of Red Cross Red Crescent staff and volunteers on the

ground, these communities have also been reached through a wide variety of printed information, and receive regular visits from the Red Cross Red Crescent sound truck. Additionally, they are able to receive both Radyo Kwa Wouj broadcasts and the mobile phone signal required for SMS reception as well as for calling the Telefon Kwa Wouj system or Noula call centre.

Camp Cineas

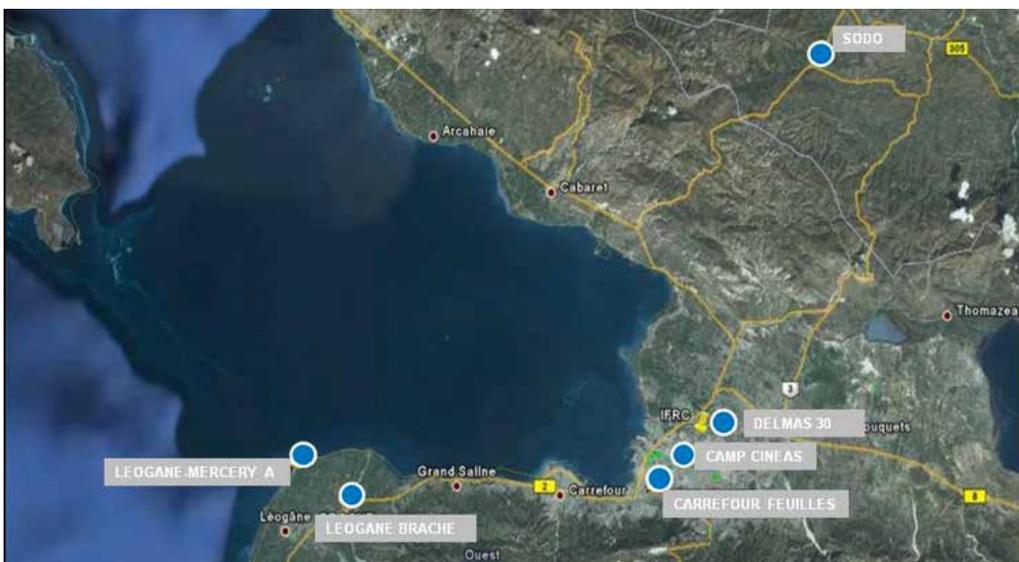
Camp Cineas is a significant camp with a population of approximately 5,000 people situated in the Delmas area of Port-au-Prince. The camp is reached by government-sponsored print messaging, and since the outbreak of cholera in 2011 Red Cross Red Crescent hygiene promotion teams have regularly visited the community on a monthly basis for face-to-face hygiene promotion. The Red Cross Red Crescent sound truck also regularly visits the camp two or three times a month, and the site is well served by both mobile phone and radio network coverage.

Sodo

Sodo is a town with a population of approximately 7,000 people situated in the Centre Department of Haiti, 60 kilometres north of Port-au-Prince. Despite its rela-

tive proximity to the capital, the journey takes approximately two hours by road, and Sodo is largely rural with a dispersed population. Since the earthquake, the Finnish Red Cross has been supporting the development of the Sodo branch of the Haiti Red Cross Society, which has been engaged in hygiene promotion, providing extra hand washing capacity at local events, and implementing a community-based health and first aid programme. Through local volunteers, the branch is able to provide face-to-face communications as well as display and distribute posters and other printed materials. The Red Cross Red Crescent sound truck is able to visit the area only very occasionally, approximately twice a year. In theory, people in the area should be able to tune in to Radyo Kwa Wouj, however, due to the mountainous terrain this is not always the case. Similarly mobile phone coverage is patchy and SMS delivery is not always reliable.

In total 282 questionnaires were collected for analysis. Ten stakeholders across four sites were interviewed as key informants, and a further 11 key internal Red Cross Red Crescent and external actors were also interviewed.



Case study

Noula

“I felt that the people answering the Noula line took their time to really listen to what I had to say,” says Mimose Pierre, looking back on the first time she dialled 177.

Back then 27-year-old Mimose had been living for close to three years under canvas in Camp Automeca, one of the hundreds of temporary shelter settlements that sprang up in Port-au-Prince after the January 2010 earthquake. The home she had shared with her mother, father and three brothers was destroyed by the quake. Her father, who left the house that morning to go to work, never returned home and hasn't been seen since.

When the Red Cross Red Crescent began helping people leave Camp Automeca in November 2012, the Noula call centre line was used to increase two-way communications between those who were leaving and the Red Cross Red Crescent teams coordinating the move.

The toll-free 177 call centre line is managed by Noula, a third party private telecoms services provider. The company was contracted in 2010 to supply a questions and complaints service for the Red Cross Red Crescent. The call centre remains an important source of information both for those living in communities where the Red Cross Red Crescent is working, and Red Cross Red Crescent operational teams themselves who are able to receive feedback from the line.

“I learned about Noula through a leaflet the Red Cross agents handed out in the camp telling us to call the line so that we could know what our options were for leaving. Some people chose to move back to the provinces but I chose to stay in Port-au-Prince because this is where I was born.”



Mimose Pierre in her new home

“Through Noula I was able to ask questions about the relocation process and receive answers as well.”

With the help and answers she received, Mimose became more informed of how the relocation process would be managed, and the steps she needed to take to work with the Red Cross Red Crescent and enable her family to leave the camp.

Now Mimose lives in a house with her mother and three younger brothers, who are attending school full time. As the oldest child, Mimose sells cooked food to support her family. She is very happy to have left the camp and says that without support from the Red Cross Red Crescent she and her family wouldn't have been able to leave.

“I am very thankful to the Red Cross for helping my family leave Camp Automeca. Someone who has never lived in a camp has no idea what it's like to have to live in one.”

Case study

Radio

“I hope the radio show continues because people can never have too much information,” says 40 year-old Saintvilus Filisnord, who now lives in Sarthe 53 on the outskirts of Port-au-Prince. After he lost his home in the 12 January 2010 earthquake, Saintvilus was forced to live in Camp Mais Gate 2 close to the city’s international airport.

“It was a new experience for all of us, because we had never had to live in tents or in a camp before. We needed information and the Red Cross gave it to us,” he explains.

Saintvilus is just one of many listeners to the Red Cross Red Crescent radio programme, better known as Radyo KwaWouj, a call-in programme broadcast each week on two well-established radio stations. The programme is broadcast on Wednesday and Friday afternoons on Radio One 90.1FM and Radio Caraibes 94.5 FM, respectively. The programme started broadcasting in Port-au-Prince in 2010, and is now heard nationwide. It provides a means of disseminating information and advice on first aid, blood donation, cholera, an array of health issues, violence prevention and disaster preparedness amongst other subjects. As well as broadcasting potentially life-saving information, a quarter of each programme is devoted to callers’ questions, with more than 2,000 questions answered live on air since the programme started.

“When cholera came, the show was really important because we received all the information we needed on what to do to help someone who has cholera,” says Saintvilus, *“So, when my sister got it we knew exactly what had to be done.”*

He first heard about the radio programme from another person living in Mais Gate 2. Since then the married father of four has listened to Radyo KwaWouj as often as he can and encourages others to do so as well.

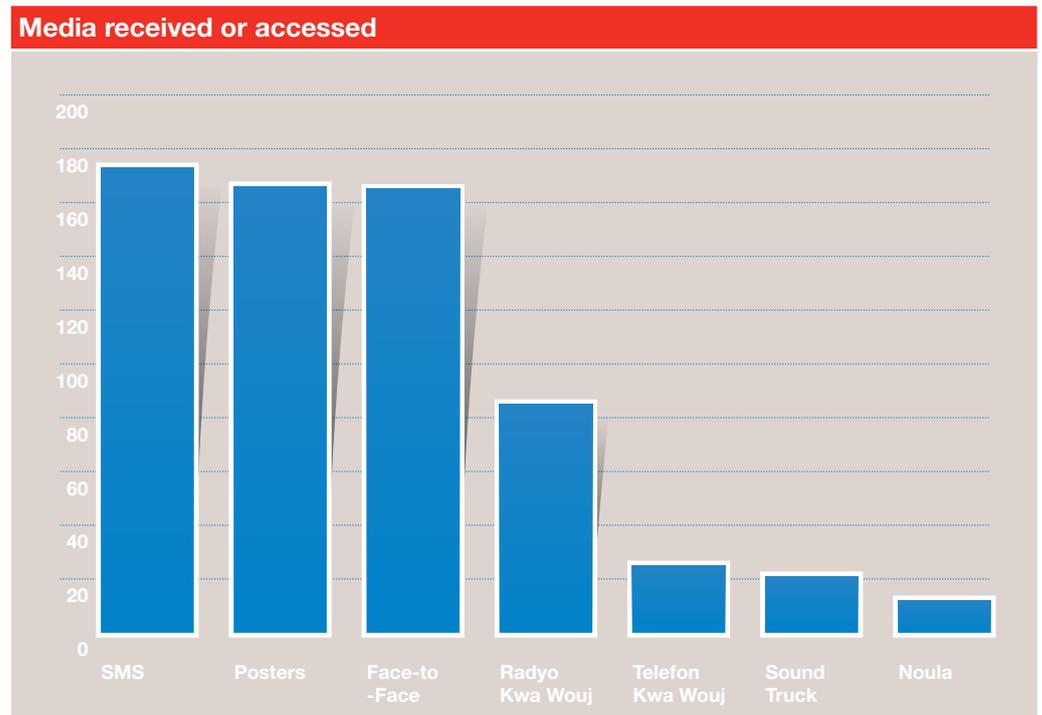
Radyo KwaWouj makes sure that it provides its listeners with updated information on the latest health and disaster issues, because even three years after the earthquake, information is still a vital commodity.

As Saintvilus says: *“There is no such thing as too much information.”*



Saintvilus Filisnord

Coverage



Of the 282 respondents to the questionnaire, 247 (87.5 per cent) reported having received communication or accessed information from the Red Cross Red Crescent. Amongst all respondents, a majority 173 (61.3 per cent) reported having received information from the Red Cross Red Crescent through SMS, while 166 (58.8 per cent) obtained information from posters and 165 respondents (58.5 per cent) through “face-to-face” communications.

The fact that these specific channels were reported as the most prevalent means of obtaining information is not surprising, particularly given that SMS, face-to-face communications and posters are methods widely used in communities where the Red Cross Red Crescent is active. It should be noted that Red Cross Red Crescent sound truck focuses on visiting communities in and around Port-au Prince and does not regularly reach areas outside of the capital.

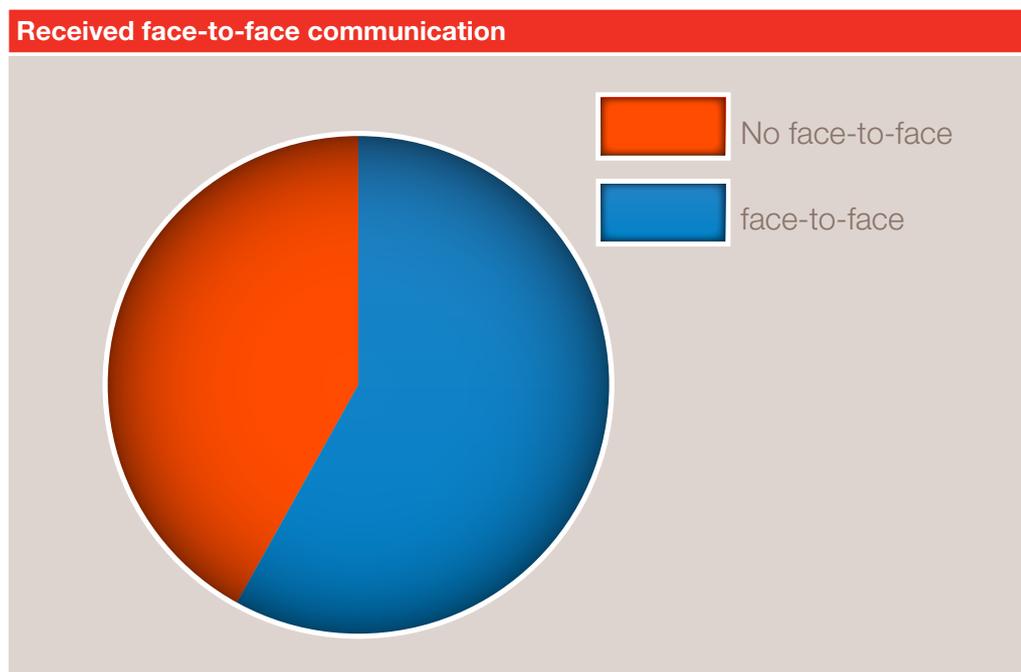
In terms of Red Cross Red Crescent communications channels which people have to proactively access themselves, a third of those surveyed, 85 (30.1 per cent) reported listening to Radyo Kwa Wouj, while 25 (8.9 per cent) respondents reported calling in to Telefon Kwa Wouj and 12 (4.3 per cent) respondents accessed the Noula call centre. From the survey results it appears the Noula call centre is under utilized, and that fewer people than could use the system are calling the line. It should be noted that the survey was carried out in some areas, Carrefour Feuilles and Delmas 30, which have been home to long-term Red Cross Red Crescent projects and where awareness of the Noula service should be high.

However, Noula's monthly reports confirm that the majority of calls to the line, which averaged more than 600 calls a month during 2012, are from families being assisted to move out of camps as part of the Red Cross Red Crescent return and relocation programme, rather than from those engaged with long-term Red Cross Red Crescent programming.

It was reported in focus groups and interviews that if people wish to make a complaint or ask a question they will usually approach a Red Cross Red Crescent representative in person or write a formal letter to the local office.

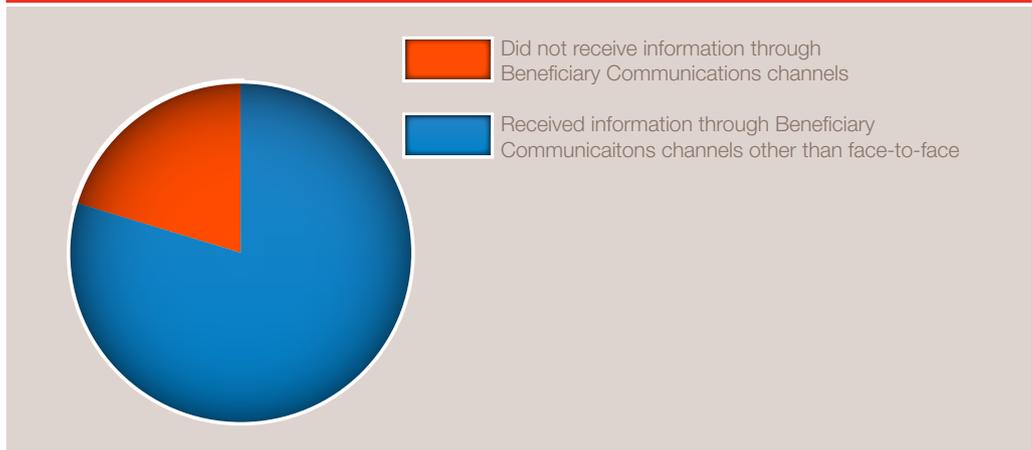
It seems likely that when these options are available, members of the community are far less likely to use the Noula line, particularly compared to those involved in the return and relocation programme who do not see staff members as regularly and for whom using Noula is far more convenient.

Overall, 164 people (58.1 per cent) of all those surveyed, reported being reached by face-to-face Red Cross Red Crescent activities.



Beneficiary communications activities combined – SMS, radio, Telefon Kwa Wouj, Noula, sound truck and posters together (excluding face-to-face communications) – were reported by 225 people, or 79.7 per cent of all those surveyed.

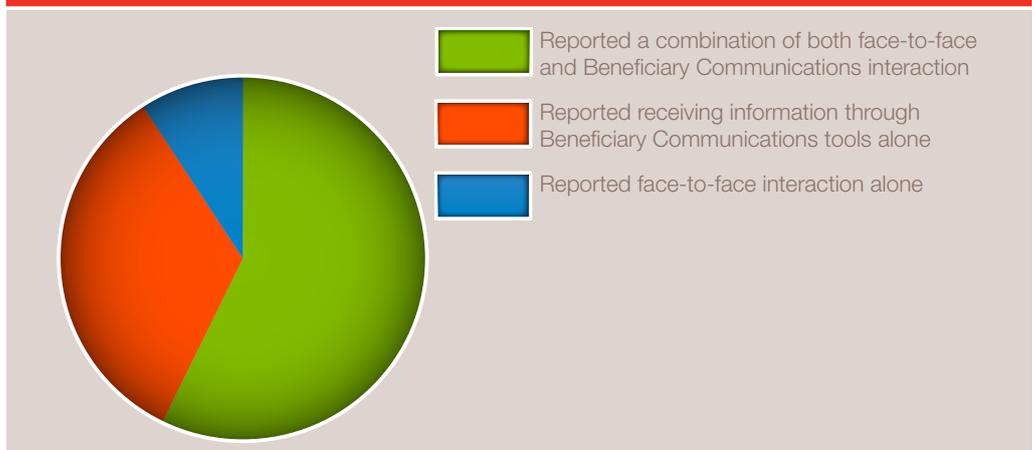
All respondents - ratio that reported receiving information from Red Cross Red Crescent through beneficiary communications channels other than face-to-face



Of the 247 people who were reached through face-to-face and beneficiary communications interaction, 142 (57.4 per cent) reported receiving information through both channels. Beneficiary communications alone reached 83 people (33.6 per cent) and face-to-face communications alone, just 22 people (8.9 per cent).

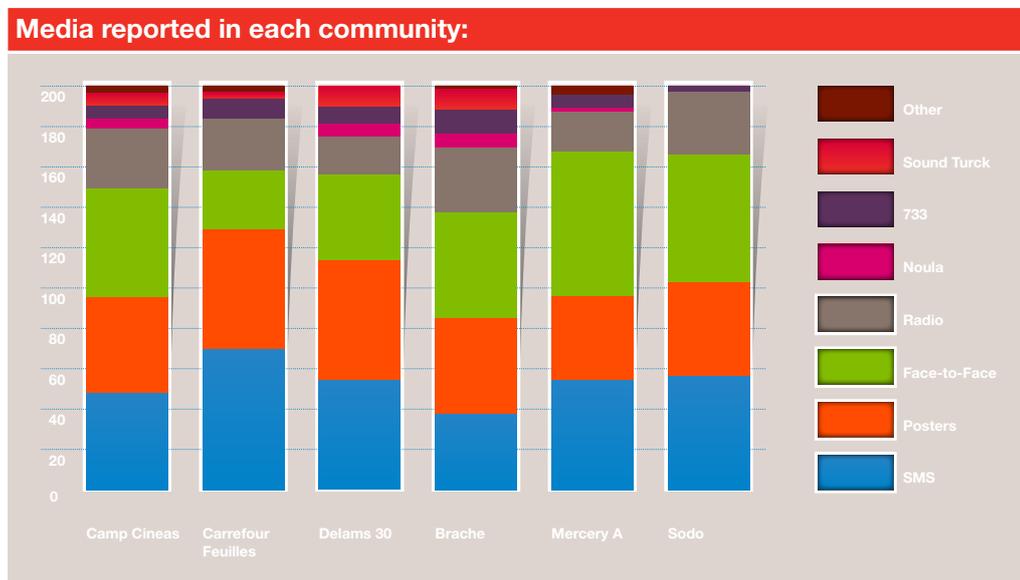
There is a significant overlap in audience for both Red Cross Red Crescent beneficiary communications tools and face-to-face activities. There also exists a small audience which reported only taking part in face-to-face activities, and a significantly larger one that received or accessed communication through beneficiary communications tools only with no face-to-face interaction.

All those reached by Red Cross Red Crescent communications (beneficiary communications and face-to-face)



The fact that beneficiary communications tools have a significantly larger reach – almost a third larger – than face-to-face communications is no surprise. This is due to the fact that ‘remote’ forms of communication such as Telefon Kwa Wouj and the

radio programme are not limited by geographical, human resource and general capacity constraints in contrast to face-to-face activities. However, it is encouraging that a large proportion of people who have not had face-to-face interaction with Red Cross Red Crescent are being reached by, or accessing for themselves, beneficiary communications channels. It is also encouraging that almost 90 per cent of those who have experienced face-to-face interaction have had this contact bolstered with beneficiary communications interaction. It would be interesting to see coverage in areas where the Red Cross Red Crescent has had no physical presence in order to ascertain how this impacts on communities' interaction with beneficiary communications channels.



As the graph above illustrates, there were no dramatic variations in coverage between the six areas surveyed. However, there is noticeably less reporting of SMS reception in the Brache community, while in Sodo there is a total absence of the use of Telefon Kwa Wouj. In Carrefour Feuilles and Sodo, the Noula service also goes unreported. In Carrefour Feuilles, this may be due to the fact that people are easily able to talk to Red Cross and Red Crescent staff or volunteers in their community rather than contact the call centre. Additionally, the call centre does not currently cover Sodo and therefore the service has not been promoted within this community.

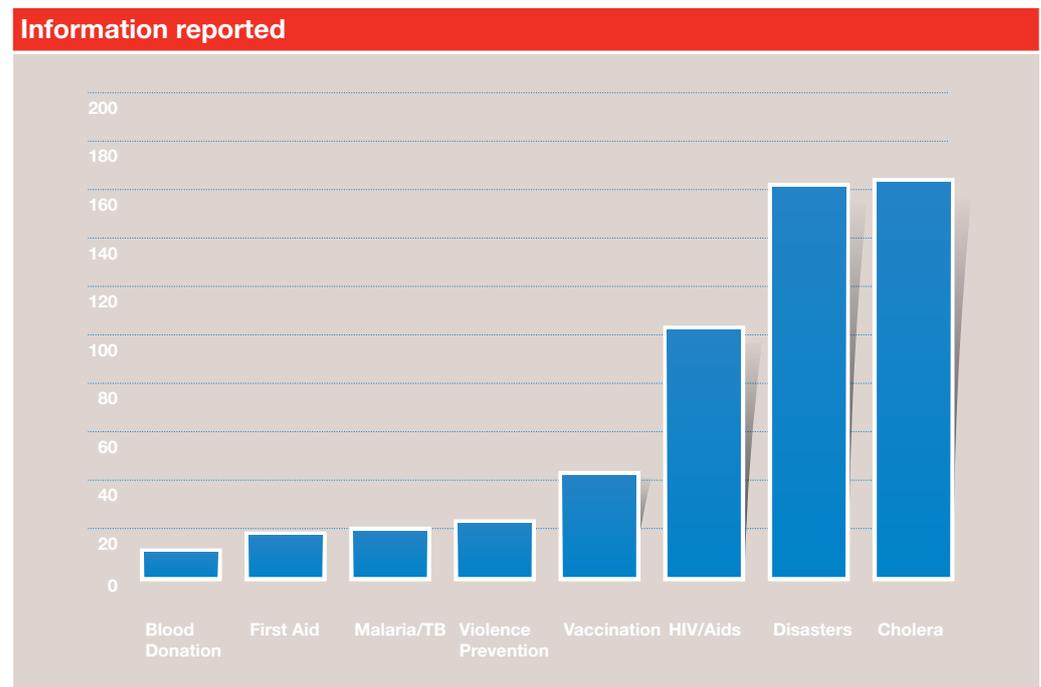
Information – subjects

When respondents were asked about the type of information they had received or accessed, a majority, 163 respondents (57.8 per cent), reported having received or accessed information about cholera prevention, 161 (57 per cent) reported information regarding disaster warnings and preparedness, and 102 (36.1 per cent) information about HIV.

For each of these top three subjects, SMS was the most reported medium, followed by face-to-face activities, and informational posters respectively.

For media that people have to proactively access – Radyo Kwa Wouj and Telefon Kwa Wouj – the same subjects are reported, with those who reported listening to Radio Kwa Wouj remembering information about disaster warnings and preparedness, followed by cholera, and then HIV, and those who reported having called Telefon Kwa Wouj accessing disaster preparedness, HIV prevention, and cholera information in that order.

However, it should also be noted that figures from Telefon Kwa Wouj show the most accessed information on the system is sexual health (including HIV), with an average of 15,950 callers accessing the information each month during 2012. Cholera prevention information was accessed by an average of 12,469 callers per month, and disaster preparedness being the third most popular information with an average of 8,713 calls per month. Calls to access disaster preparedness information peaked in August (14,027 callers) and October (11,849 callers) when SMS messages, which included the Telefon Kwa Wouj 733 number, were sent out warning of tropical storms Isaac and Sandy.



Beneficiaries and stakeholders almost unanimously agreed on the relevance and usefulness of the information received from the Red Cross Red Crescent. As a focus group participant in Carrefour Feuilles noted:

“Tout se yon bagay enpòtan, enpòtan anpil”
(Everything is important, very important)

Respondents rated 'emergency' information – referring to either disaster warning and preparedness messages, or cholera prevention messages delivered during the cholera outbreak – as most useful.

Information – memorability

As a means of measuring effectiveness, participants in the survey were requested to recall the single most memorable piece of information they had received and the communications tool used to deliver it. They were then asked to rate the content of that information, whether it was useful, and if it had prompted them to take any action.

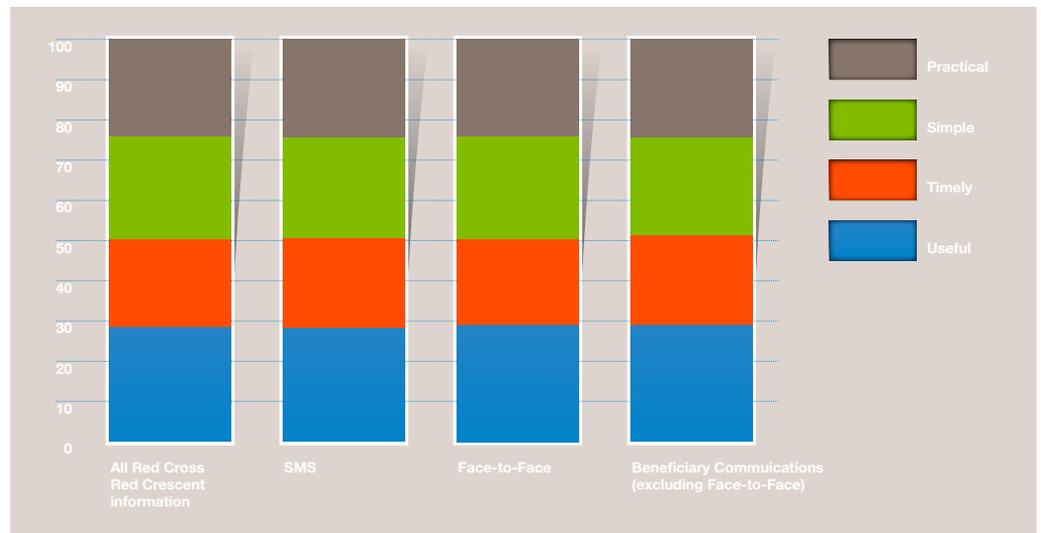
Overall, 236 people completed the section of the survey discussing the most memorable information they had received. Of these, 105 (44.5 per cent) – indicated that the most memorable information was conveyed through traditional face-to-face activities, compared to 88 people (37.2 per cent) who reported receiving the most memorable information through SMS.

Of all respondents who reported receiving information through face-to-face activities, 64 per cent rated it as the most memorable channel for receiving information. Of all those who reported receiving SMS, 50.8 per cent rated it as the most memorable channel. These compare with 19.9 per cent of people who heard the radio programme and reported that as the most memorable, and just 5.4 per cent of those who saw posters and thought they were most memorable.

Face-to-face activities rank highest in terms of memorability, well ahead of all other forms of communications. Face-to-face discussions require action by both parties, and even receiving an SMS requires the recipient to follow the action of physically accessing his/her phone before choosing to read the message. Radio, while requiring people to seek out a preferred frequency, is often treated as background noise unless there is something that is specifically relevant to the listener. Similarly posters can become visual "background noise" and ignored or forgotten after their first initial impact.

In terms of usefulness of information, of those who responded, 209 (88.5 per cent) reported that information provided by the Red Cross Red Crescent across all means of communications had been useful to them, compared to just 6 respondents (2.5 per cent) who said that it had not been helpful. More than two thirds of respondents, 161 (68.2 per cent) said that information had been delivered when most needed, in comparison to 6 (2.5 per cent) respondents who said it had not been delivered on time. The number of respondents that said the information was simple and easy to understand was 187 (79.2 per cent) while 178 (75.4 per cent) respondents noted that the suggestions of actions for people to take were practical.

Further breaking down the numbers, of the 88 people who reported SMS as the most memorable information provided, 76 (86.3 per cent) said the information was useful, 60 (68.1 per cent) said it had been delivered on time, 67 (76.1 per cent) said it was simple and 66 (75 per cent) said the information was practical.



The same figures for face-to-face activities show that of the 105 people who reported face-to-face information as the most memorable, 93 (88.5 per cent) rated the information as useful, 69 (65.7 per cent) said it was timely, 83 (79 per cent) said it was simple, and 78 (74.2 per cent) said it provided practical suggestions for action.

For beneficiary communications tools as a whole, as opposed to face-to-face activities, of the 121 people who rated information shared through one of the beneficiary communications tools as most memorable, 106 people (87.6 per cent) said the information was useful, 82 (67.7 per cent) said it was timely, 89 (73.5 per cent) said the message was simple, and 90 (74.3 per cent) said the advice was practical.

It is striking how close the percentages for usefulness, timeliness, simplicity and practicality are across all the tools, with no real outstanding differences between them, despite face-to-face activities being rated most memorable by a significant distance. It is also surprising that SMS and other beneficiary communications tools are not rated as more timely than face-to-face communications, given their potential for immediacy. These ratings can perhaps be better viewed as indications of what makes a memorable message – with usefulness, the variability with the consistently highest percentage rating, being considered the most important aspect by recipients.

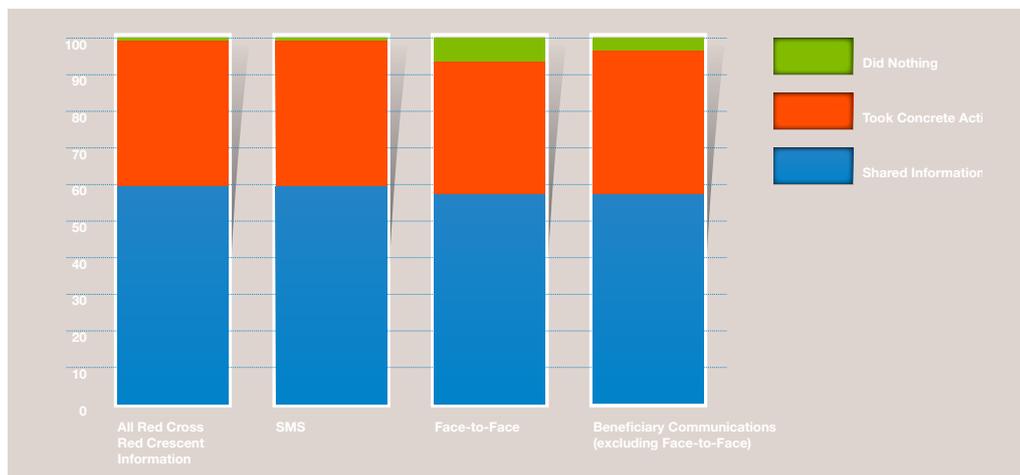
Looking at the same group of 236 respondents who reported the most memorable communication they had received, as a consequence of receiving that information 194 (82 per cent) respondents said they had shared the information with family and friends, and 130 (55 per cent) respondents reported taking concrete action as a result of receiving the information. Just three people (1.2 per cent) said that they had done nothing as a result.

Breaking this down further to look at individual methods of communications, for those who identified SMS as most memorable 72 (83.5 per cent) reported sharing the information with family and friends, and 48 (55.6 per cent) said they had taken

concrete action as a result of the message. Only one person (1.1 per cent) reported having done nothing as a result of receiving the message.

For face-to-face activities, 87 people (82 per cent) reported sharing the information they received and 55 (52.3 per cent) said they had taken concrete action as a result. Ten people (9.5 per cent) reported having taken no action as a result.

Combined figures for all beneficiary communications channels (excluding face-to-face) identified as most memorable show that 99 out of 121 people (81.1 per cent) shared the information they received with friends and family, while 68 (56.1 per cent) took concrete action and six people (4.9 per cent) reported taking no action.



It is not clear why face-to-face activities would result in larger numbers of people not taking action, and it is certainly counter-intuitive given that face-to-face communications has been identified as being the most memorable. A breakdown of the subjects discussed is not available, but it is possible that face-to-face discussions could have provided reassurances to people that they were not at risk or did not need to act on a specific issue, and that taking no action was in fact the appropriate response. Alternatively, people may have been receiving information they already knew, or instructions to carry out actions they had already taken.

Interview and discussion responses to beneficiary communications

Interviews with stakeholders and those living in target communities broadly confirmed the findings of the survey questionnaires, with both groups appreciative of communication with and information provided by the Red Cross Red Crescent, its appropriateness and timeliness.

People in target communities agreed that information provided by the Red Cross Red Crescent helped them greatly in being prepared for approaching threats, such as hurricanes and cholera outbreaks, which could recur in the future.

When questioned about who has benefited most from the information provided by the Red Cross Red Crescent, people clearly recognized that the real beneficiaries were those ‘who practiced the information received.’ They stated that whatever they have learned, it has been ‘for life’ as a man in Mercery A said:

“bagay aprann pou lavi!”
(it has been something learned for life).

Respondents reported that since the Red Cross Red Crescent began their hygiene promotion and information campaigns, people are less ‘negligent’ than in the past and pay more attention to hand washing, treating water before drinking, and have increased awareness of disaster preparedness and latrine use. People also said they found it easier to adopt changes which require individuals to take independent action to help themselves and their families individually, rather than large scale changes which required comprehensive coordination of the community and additional resources.

People in the target communities generally felt that information from the Red Cross Red Crescent had reached the majority of people, but also realized that some sections of the community were more able to access, understand and act on the information than others. Young people, for instance, were thought to have a better understanding of information provided through SMS. Women were also identified as being more likely to benefit, as they were considered more likely to be at home to participate in face-to-face activities, hear information from the sound truck or listen to the radio programme.

When given the option, however, people said they much preferred the idea of speaking directly to a Red Cross Red Crescent representative in person rather than calling the Noula call centre or the Telefon Kwa Wouj interactive information line. As one man in Mercery A said:

*“We like the idea of the information exchange with the Red Cross agents.
We like the idea of asking questions and getting the reply straight-away.”*

It was felt older persons were less well served than the general population, particularly by SMS; something focus group participants pointed out as being a significant shortcoming as older people were considered among the most vulnerable and most in need of information.

More isolated communities – those in the Sodo area for example – which are more vulnerable and prone to disasters, reported not receiving information due to patchy mobile phone and radio coverage, and physical access being difficult. This results not just in poor radio and mobile phone reception but also a lack of face-to-face activities.

Respondents noted that people with disabilities could also be excluded due to the broad use of visual and text information, which those who are blind or have poor eyesight could not benefit from.

Focus groups and interviewees said that not everyone has a mobile phone and lack of access to electricity can further reduce the effectiveness of communicating through SMS, while the recommendation of actions – such as using latrines or drinking only clean or treated water – in situations where people lacked the basic means to follow them were also a source of frustration.

Additionally, it was also felt that illiteracy could hamper recipients' comprehension of messages reliant on text, however, survey results seem to suggest those who reported themselves as illiterate still found ways to access information.

Eighteen participants (6.3 per cent) identified themselves as illiterate but six respondents, possibly helped by family or friends, still reported receiving information through SMS, a purely text-based medium, and four through posters. Radio seems to be the favourite medium for people identifying themselves as illiterate: 15 of 18 people reported receiving information via radio.

Other issues mentioned were that SMS – limited to just 140 characters – were at times 'vague,' 'unclear,' or 'too short,' making it difficult for stakeholders to act or pass on the information as it was not precise enough. People at times ignored messages believing they were not meant for them, or that they were part of a political or advertising campaign. Posters in communities were often vandalized or rapidly worn out by harsh weather, while for Radyo Kwa Wouj broadcasts, it was noted that not everyone has access to a radio or the electricity on which to run it.

Accountability

A critical aspect of beneficiary communications work is its use of tools to improve accountability – both in informing communities of the work the Red Cross Red Crescent is doing, and in collecting feedback and responding to complaints and questions.

Of those interviewed in Haiti, 228 people (80.8 per cent) explicitly reported awareness of the Red Cross Red Crescent as an organization, but only half of these, 119 (52.2 per cent) respondents described themselves as familiar with its activities. Around one third, 71 (31.1 per cent) reported having ever filed a question or complaint with the Red Cross Red Crescent, of whom 54 (85.7 per cent) said they were happy with how their complaint had been resolved.

Amongst those who had never filed a complaint, 165 (72.3 per cent), the majority, 93, (56.3 per cent) said they had not done so because they had never had reason to complain, however, 35 participants (21.2 per cent) stated that in the past they would have liked to file a complaint, but had not known how.

Focus group interviews found that communities had been consulted prior to implementation of operational programs but that often they felt processes did not fully

consider their needs and suggestions. Very often they felt that in general aid organizations came with their minds already made up, and room to change programmes goals or activities was limited, particularly once programmes were in motion.

Surprisingly, 33 of those interviewed said they were unfamiliar with the Red Cross Red Crescent. Of these, the majority were men, 19 (57.6 per cent), and the largest group, 13 (39.4 per cent) were in the 41-75 age bracket. Whilst the majority of those respondents unfamiliar with Red Cross Red Crescent identified themselves as literate, 23 (69.7 per cent), the proportion of people in this group identifying themselves as illiterate, 10 (30.3 per cent) was significantly larger than amongst those who were familiar with the Red Cross Red Crescent. Altogether the sites Leogane-Mercery A, 9 (27.3 per cent) and Sodo 10, (30.3 per cent), two of the more remote locations, contributed 19 (57.6 per cent) of the participants who said they were unfamiliar with the Red Cross Red Crescent.

Telefon Kwa Wouj

Of those surveyed in this study, just 25 people (8.8 per cent) reported having previously called the Telefon Kwa Wouj line. Whilst there was no clear geographical bias for which communities seemed more or less aware of Telefon Kwa Wouj, it was clear that the system is rarely people's only contact with the Red Cross Red Crescent, which is not surprising given that the number is shared largely through other Red Cross Red Crescent communications.

The majority of those who reported having called Telefon Kwa Wouj also reported having had contact with the Red Cross Red Crescent through at least three other channels, with 21 of the 25 (84 per cent) reporting having received SMS – a medium known to significantly boost calls to Telefon Kwa Wouj when the number is included.

To gain further information on people's experience of Telefon Kwa Wouj, respondents to the household survey who reported having never heard of the Red Cross Red Crescent were asked to call the toll free number, select some information they wanted to listen to and then rate the service. Almost invariably, callers listened to either cholera prevention or disaster preparedness information, and virtually all those who called reported being satisfied with the service. After listening to the information, 28 (84.8 per cent) of the participants rated the line as being clear and easy to use, while 20 (60.6 per cent) reported hearing information they had not known before. Twenty-six people (78.8 per cent) said that they would change their behaviour as a result of the information they heard on the line, 31 respondents (93.9 per cent) said they would call again and 30 (90.9 per cent) said they would recommend Telefon Kwa Wouj to their friends and family.

An on-going satisfaction survey carried out on the Telefon Kwa Wouj system itself has found similarly positive feedback from users, with 5,182 (86 per cent) respondents agreeing that the system was simple to use, 4,281 (91 per cent) respondents saying they would call the system again, and 4,290 (93 per cent) respondents saying they would recommend the system to friends and family. However, the Telefon Kwa Wouj administered survey also found that 3,262 (68 per cent) respondents felt that most people do not know about the Telefon Kwa Wouj system.

The system received more than 700,000 calls during its first seven months of operation in 2012. However, due to the fact that the system cannot track who is calling – an aspect guaranteeing caller anonymity – it is impossible to put a number on how many individuals have accessed the system. Of those surveyed on the system, 4,803 (65 per cent) respondents reported themselves as repeat callers, with 3,159 (42 per cent) saying they had called the system four times or more. This suggests many calls are from the same people, which – as with the field survey – points to the possibility that many more people could benefit from Telefon Kwa Wouj if they were aware of its existence, or could be motivated to call the number for a first time.

The most popular way reported on the system for finding out about Telefon Kwa Wouj is through SMS, with 43 per cent of respondents identifying this as their prompt for calling the system. It is also clear that calls to Telefon Kwa Wouj increase significantly – by up to eight times – when SMS including the toll free number are sent. These SMS, however, also solicit a large number of calls which last just a few seconds before callers hang up, indicating that more targeted promotion of the toll free number to people who would specifically benefit from its information or its capacity to provide feedback, may be beneficial.

Conclusions

The review has found the Red Cross Red Crescent beneficiary communications programme to be effective in providing useful, timely, simple and practical information to people in the target communities. This work has increased people's knowledge and awareness, and the majority of the people reached have shared the information among their networks of friends and family.

Amongst those surveyed, Red Cross Red Crescent has reached 87 per cent of the population. The broad range of communications channels used meant different sections of communities were able to access and receive information via the medium they were most comfortable with.

For younger people, modern media such as SMS messaging and the Telefon Kwa Wouj system are accessible, while for others more traditional means of information exchange such as radio, the sound truck, print materials and face-to-face interaction are also provided.

However, while it appears the vast majority of people are able to receive or access information from the Red Cross Red Crescent, those who are marginalized or vulnerable as a result of where they live, their age, level of literacy, or disability still face barriers of varying degrees. Chief among these, particularly with the increase in communications channels such as Radyo Kwa Wouj, Telefon Kwa Wouj and the Noula questions and complaints line which require people to proactively access them, is ensuring people know how they can access information, ask questions and give feedback, and why it could be beneficial for them to do so.

Despite their high volume of traffic, Telefon Kwa Wouj and the Noula call centre particularly seem under-accessed by those who could benefit from them. With both

these systems requiring people to be aware of their existence, the required telephone number, and knowing how the systems could help them, in order to motivate a call, improved promotion and explanation of these services could see their use and effectiveness increase markedly.

The use of SMS has seen huge numbers of messages being sent and received, and well over half of all those questioned reported receiving SMS messages from the Red Cross Red Crescent. As communities report, these messages are well appreciated, particularly when they include emergency information, provide useful instructions for actions individuals can take, and when their delivery is considered timely. In contrast, the use of broad messaging where it was not immediately clear the information was relevant, or where people were unable to act effectively on the information, were sources of frustration rather than reassurance. SMS is a hugely powerful tool; to optimize this, more integrated, targeted use of messages with clear links to, and feasible actions for, those who receive them should be pursued.

The use of the sound truck is clearly appreciated in the communities it visits, but more could be done to encourage people to actively engage with the information being conveyed. By making information more relevant to people, this should in turn make it more memorable and more likely to be acted upon.

Radyo Kwa Wouj is well established and based on the evidence of this study, which found that more than 30 per cent of those surveyed had tuned in, has a significant audience. Its nationwide reach, while a major strength also creates a particular challenge in making information relevant to its listeners across the country. Steps should be taken to increasingly gather audience feedback beyond simply that heard during the call-in section of the programme to ensure it remains interesting, relevant and entertaining to its audience. As with other media that require people to proactively access them, continued promotion of how to, and why people should, tune in should also be examined.

While individual posters' memorability, with just 5 per cent of people who saw them reporting them as the most memorable form of information they had received, may be in doubt, their pervasiveness is not, with well over half of all those interviewed having seen them. This is a clear strength, as is their possibility for using visual information that does not rely on literacy for comprehension. Print materials', and particularly posters', inherent passivity means engaging with an audience is a definite challenge, but here again improved targeting – making sure the right information is made available to the right people, in the right place at the right time, is a big step towards overcoming this, as is integrating practical print materials into operational programmes, and using these to signpost people to further avenues of information such as Noula, Telefon Kwa Wouj and Radyo Kwa Wouj.

In relation to beneficiary communications as an accountability tool, the potential is certainly there and in some cases, but not all, this is being followed through. It is encouraging that the vast majority of those who had never complained to the Red Cross Red Crescent had not done so because they had not needed to, and that of those

that had complained or asked a question more than 85 per cent were happy with the outcome. But that more than a fifth of people who had not complained had not done so only because they did not know how shows there is work to be done to make sure people know the options available to them. Where services are available they need to be promoted and clearly explained. Similarly with the huge amounts of feedback data being captured, more action is needed to ensure this is effectively analyzed and passed on to programme management.

Once this information feedback loop is closed, steps must be taken to ensure that information is used to inform changes to operational activity. If communities are being asked to provide feedback, this cannot just be lip service. Community feedback must be genuinely and demonstrably included in the decisions being made which affect people, their neighbourhoods and their wellbeing. Despite the opportunities provided to collect feedback, many people clearly felt their views were not being included in programme delivery - a situation beneficiary communications can be instrumental in addressing alongside operational counterparts.

Finally, much has been made in this study of comparing face-to-face interaction between Red Cross Red Crescent staff and volunteers and people in the communities where they work, and the two-way information flow that beneficiary communications is working to implement. This, however, should not be seen as setting the two in opposition, but rather as a way of comparing the reach and impact of beneficiary communications work to an already well established yardstick.

The aim of beneficiary communications is not to replace face-to-face contact between Red Cross Red Crescent staff and volunteers and those they seek to help, but instead to augment it, to support and expand the flow of information within communities where the Red Cross Red Crescent is already working, and where possible increase that two-way flow of information to include those who staff and volunteers may be unable to physically reach. Modern media technology offers a vast array of tools and opportunities, and it would be negligent for the humanitarian sector not to take advantage of these to help and support communities, families and individuals. At the same time it is important that communications are planned and targeted to ensure the most vulnerable are not excluded - where people are unable to access specific media for any reason, alternatives must be found.

While assessing the absolute impact of beneficiary communications work is extremely challenging - as with attributing specific behaviour or outcome to any other single intervention - that does not mean we should not try, and more research is needed to further establish the direct impact of beneficiary communications on the health and wellbeing of communities and the overall effectiveness of operational programmes.

With that in mind, it must also be acknowledged that Red Cross Red Crescent beneficiary communications work in Haiti has undoubtedly helped thousands of people access information that can improve and protect their lives and those of their families and loved ones.

Recommendations

Further integration of beneficiary communications into communities and operational programmes

Key steps:

- Inclusion of beneficiary communications input into programme planning.
- Mutual operational/beneficiary communications milestones with clearly defined goals and indicators.
- Increased presence of beneficiary communications team on the ground, regularly accompanying operational staff in the field to interact with the community and gain a better understanding of context and communities' communication needs.
- More regular contact between beneficiary communications and operational teams to discuss mutual support.

Develop use of feedback mechanisms and use these to inform future operational actions.

Key steps:

- Data consolidated from feedback mechanisms.
- Timely analysis of data, identification of recurring issues.
- Regular reporting of findings to relevant operational teams.
- Identification of steps to address recurring issues.
- Monitoring of issues identified to ensure steps taken are effective.

Fine tuning and improved targeting of beneficiary communications tools.

Key steps:

- Work with operational teams to develop target community profiles, identifying key vulnerabilities/issues to focus on in specific communities and locations.
- Move away from blanket SMSing for non-emergency communications – develop more targeted SMS lists of individuals for specific subjects and geographical areas.
- Sound truck messaging and print products can similarly be adapted for specific locations and audiences.
- Options for communities to provide feedback through SMS using Tera system should be re-investigated.

Participate more with communities.

Key steps:

- Identifying route and timetable of sound truck in a community, along with the most appropriate messaging could be done with involvement of the community.
- Combining sound truck and Radyo Kwa Wouj concepts to create community road shows with experts from the radio programme on hand to answer community questions live.
- Having community members and not just 'experts' as panel members on Radyo Kwa Wouj to help ensure relevant discussions.
- Increasing community focus of Radyo Kwa Wouj, visiting communities where Red Cross Red Crescent is working for 'outside-broadcast' packages and Q+A sessions.

Cooperating with other actors.

Key steps

- Identify and map key partners and communities.
- Identify key information sources and triggers for information alerts.
- Establish channels for information flow.
- Establish policy and standard operating procedures for other organizations to access beneficiary communications tools.

Improve monitoring and evaluation.

Key steps

- Set indicators and establish a baseline, use existing or historic data where possible.
- Implement regular monitoring against indicators.
- If this is not possible across the entire programme, identify key areas and implement specific studies where practicable.
- Use data collected to quantify impact over time.
- Identify key beneficiary communications actions and strategies which have greatest impact.



Case study

Sound Truck

“I pay special attention to the hygiene messages because they are very important for the work I do,” says Memene Vilase, a midwife living on the outskirts of Port-au-Prince in a village called Onaville.

Before the earthquake, Onaville was only sparsely populated, but the numbers of people living there exploded when it became a place of refuge for many who had lost their homes to the earthquake on 12 January 2010.

After the earthquake, and particularly following the outbreak of cholera, it was important to get information about hygiene and disease prevention to people as quickly and as widely as possible. The Red Cross Red Crescent began using a sound truck – a vehicle equipped with loud speakers, sound system and a microphone – as a means of sharing this information. Today the sound truck is still in use and can be seen in the streets and communities of Port-au-Prince, including the remaining camps, sharing cholera prevention, hygiene promotion, violence prevention and HIV-prevention messages.

“After the earthquake people really needed information on how to live safely in the camps and how to prevent themselves from getting sick,” says Memene.

Living with her husband, and with seven children of her own, Memene says she has learned and gathered a lot of information from the sound truck. Additionally, given her job, and her awareness of people’s health in the village, Memene sees the sound truck’s role as particularly important.

“I have to be careful and keep my hands and instruments clean to prevent the mothers and the babies from getting an infection,” she explains.

“Some people think that diseases like cholera don’t exist or that they will never get them. I would like them to be able to keep hearing the messages and hopefully they will understand how important they are. The same way the messages helped me, they will also help others.”





The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

This report is an evaluation of the methods and tools used by the Red Cross and Red Crescent to communicate with communities following the devastating 2010 earthquake in Haiti. The study draws recommendations for the continued and more effective use of communications to engage with communities in Haiti and elsewhere in the future.

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