COMMUNICATIONS REQUIREMENTS & GUIDELINES: R2HC RESEARCH STUDIES
OVERVIEW

This document sets out our requirements in terms of promotion, media and publicity, referencing and use of our brand and logos. It also provides further guidance on creating blogs and tips to consider when thinking about photography and film.

For more information or queries regarding our communication requirements please do not hesitate in contacting us (r2hc@elrha.org).

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ONLINE PROFILE

We will create an online profile for each study on our website (www.elrha.org/what-we-fund/).
In order to create this page, we will send you a profile template form.

Principal Investigator: Alastair Ager, Queen Margaret University

Purpose:

- What are the key vulnerabilities of UNRWA health systems in the face of disruptions associated with the displacement of Palestinian refugees registered in Syria (1949)?
- What mechanisms help systems withstand and adapt to such disruptions?
- What lessons can be drawn to enhance the resilience of health systems in other contexts of protracted displacement?

Expected Outcomes:

- To document the impact of the displacement of PRRS on the operation of UNRWA health systems and their adaptation to disruption—through case studies in the contexts of Lebanon, Jordan, and Syria.
- To conduct case studies using a systems dynamics methodology which models the dynamic linkage of factors influencing health service functioning in circumstances of adversity.
- To refine models through desk-based analysis to identify potential pathways of threat and potential strategies of adaptation, and test the accuracy of these models in predicting future adaptation.
- To synthesise learning across case studies to suggest common systems principles promoting health systems resilience in the context of protracted humanitarian crises.
RESEARCH STUDY UPDATES

Your online profile has a section for updates based around a project timeline. We will populate this information periodically based on your 6 monthly progress reports. Please can you also keep us informed of other key milestones or events related to the study which can be added to this section of your project profile.

LATEST UPDATES

UNRWA: withstanding shocks and planning its future
Jan 2015
Over almost 70 years, UNRWA (the United Nations Relief and Works Agency for Palestine Refugees) has provided services to one group: Palestinian refugees forced to leave Palestine during the second half of the 1940s following the Arab-Israeli conflict.

How we continued when we had to work 24/7? Commitment, nothing but commitment!
Apr 2017
Immigration is a topic that is rarely out of the headlines these days. There is large discussion around how western European countries are coping with the influx of migrants from...

Uncovering resilience
Mar 2017
As part of an R2HC funded project exploring health system resilience in the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA)*, I had...

PUBLICATIONS & STUDY OUTPUTS

Within your profile page, we will link to publications and other resources from your study. We can host specific documents on the website under this section or alternatively you can send us a link to the specific resource (e.g. articles in a scientific journal).

- Files – please send documents as PDFs, preferably in an accessible format
- Links – where possible please provide the link as a Digital Object Identifier (DOI) rather than a URL especially for journal articles. A DOI is a string of numbers, letters and symbols used to permanently identify an article or document and link to it on the web. ([https://www.doi.org](https://www.doi.org)). A DOI will help readers easily locate a document from citations etc.
PUBLICATIONS

Resilience capacities of health systems: Accommodating the needs of Palestinian refugees from Syria

In support of UNRWA appeal for health and dignity of Palestinian refugees

UNRWA SYRIA: Delivery of Health Services in the Context of the Syria Crisis

Resilience across UNRWA systems in Syria, Lebanon and Jordan

IMAGES

Good photography can make a difference to people’s engagement with your work. During your study, we ask you to provide at least 5 images that represents and documents your study. These images will also be added to your online profile. Please ensure your images are in a JPEG format with a minimum resolution of 300 DPI and use an RGB profile.

For every photo you must provide a caption, the correct credit (who took it and owns it), and grant us permission to use. You should also ensure you have permission for this photo to be used from those featured.
BLOGS

In addition to the updates, study teams are required to write a minimum of two blogs over the research duration to accompany online profiles. The objective is to provide readers (operational humanitarians and researchers) with an insight into your research and your work to achieve impact.

1– RESEARCH CHALLENGES BLOG

Your first blog could be a reflection on the challenges and issues you experienced in undertaking the research. We would expect this blog to be submitted towards the end of your second year, once the research has been completed. In preparing this blog, think about the following:

- What were the challenges in undertaking the research and how were they resolved?
- How are you working with affected communities?
- How are the partnerships working? What learnings from these relationships can you share?
- Have there been any unexpected outcomes or learnings?
- What are the initial findings of the research (anticipating that fuller details will be provided in subsequent journal articles)?

2– RESEARCH IMPACT BLOG

Your second blog could focus on the potential impact of your research in the humanitarian health sector, and we anticipate receiving this at the end of your third year once you have delivered your research uptake activities. In preparing this blog, think about the following:

- Did you achieve what you set out to?
- Were there any challenges in delivering the uptake activities and if so how did you overcome them?
- Is there further connected research that you feel is necessary?
- How did you involve and engage with affected populations?
- What are the outcomes of the research? Where will you publish your findings?
- How do you anticipate uptake of this research into the humanitarian sector?
- How are you planning to adapt the research findings into practical tools or guidance for humanitarian practitioners?

REQUIREMENTS

- **Length** – blogs should be between 300 - 800 words.
- **Voice** – please write in the first person. Blogs can be submitted from any team member/organisation involved – please state the author at the end of each blog. Explain any technical aspects in laymen’s terms.
- **Title** – should be no longer than 8 words – the shorter the better!
- **Images** – please supply images as they facilitate the understanding of the research. Photographs should be high resolution (300dpi minimum/1-2MB), with a **credit [photographer/organisation] and caption [Who is in the photo; location; specific scene context: maximum 15 words] and permission to use and share these photos from anyone featured.**
POLICIES

Republishing: We welcome and encourage cross-posting of your blogs on the following conditions:

a) R2HC programme team are notified
b) Cross-posts are credited and linked to your original blog on our site.

Editorial: Before publishing each blog, we will review and, if necessary, contact you with suggestions to improve the content and style.

HOW TO UPLOAD YOUR BLOG

Please upload your blogs to here: https://www.elrha.org/submit-blog/. Once submitted we will be notified and after proofreading, will make your blog live and share the link with you/your team. We aim to do this within 10 working days. However, if your blog topic is particularly timely please email us to make it live sooner.

If you have any blog queries or any trouble submitting your blogs, please contact r2hc@elrha.org.

MEDIA & OUTREACH

Please consult with Elrha’s Communications Team on any communication activities (press releases, announcements, external media pieces etc) before publication so that we can support. See ‘Referencing’ below for guidance on key messages to include.

REFERENCING

Elrha and our programme, R2HC, should be referenced, as should our donors; the UK Foreign, Commonwealth and Development Office (FCDO), Wellcome, and the UK National Institute for Health Research (NIHR). These references must be clear in all outputs related to your study, including but not limited to, document, publications, journal articles, media releases, social media, multimedia (videos etc) and public engagement events attended.

Please use the following key messages:

- X research project is funded by Elrha’s Research for Health in Humanitarian Crises (R2HC) Programme, which aims to improve health outcomes by strengthening the evidence base for public health interventions in humanitarian crises.
- R2HC is funded by the UK Foreign, Commonwealth and Development Office (FCDO), Wellcome, and the UK National Institute for Health Research (NIHR).
- Visit elrha.org for more information about Elrha’s work to improve humanitarian outcomes through research, innovation, and partnership.
LOGOS

Please use our programme logo and our donor logos in all materials. Logos should be of equal weighting and prominence as your own organisation’s logo appears. Approved logos can be found in the zip folder within your Comms pack.

SOCIAL MEDIA

TWITTER

Tweets relating to our R2HC programme funded work will be promoted through our @Elrha channel. Please use #R2HC and alert us to your tweets using @Elrha so we can share your posts.

LINKEDIN

You can find our organisation page on LinkedIn – please tag us in any updates you make share on this channel so we can support.

RESEARCH SNAPSHOT

By the end of your grant, you are required to complete a Research Snapshot for your study. This summarises the research findings and a copy will be included on your online profile on our website. We will contact you with the template and further details of what information is required.

Ethical research during a crisis: Insights from the West African Ebola epidemic

Understanding diverse and context-specific influences impacting engagements with research, and clear, consistent communication are key to effective collaboration and ethical best practices during the conduct of essential research in public health.

Background

When the 2014-6 West African Ebola Outbreak hit, no vaccines or treatments had yet been shown to be effective against the disease. As the epidemic grew and spread, research trials assessing potential agents were rolled out. Yet the extent to which ethical research standards could be upheld in this challenging context was not clear; little evidence was available on good ethical practices in these contexts.

This research study, conducted in three countries affected by the West African Ebola epidemic, draws on the perspectives of people who were directly involved in Ebola research to better understand the
ANNEX A: PHOTOGRAPHY TOP TIPS

Here are some top tips to consider when taking photos.

1. BEFORE YOU START: Set your camera to maximum quality (large file) setting. You can’t make a small file larger!

2. THE SUBJECT

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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<tbody>
<tr>
<td>-Remember to include people in your photographs.</td>
<td>-Photograph meetings</td>
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<tr>
<td>-Make the subject the main focus of your image.</td>
<td>-Use the camera’s zoom.</td>
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<tr>
<td>-Ensure your subject is interesting and relevant to your work.</td>
<td>-Move closer than one metre to your subject, this can result in out-of-focus photographs.</td>
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3. LIGHTING: It is usually too dark to take photos indoors, and the flash can cause problems.

<table>
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<tr>
<th>Do</th>
<th>Don’t</th>
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<tr>
<td>-Take photos outside or in a light room if possible.</td>
<td>-Photograph people against a window with the light behind them.</td>
</tr>
<tr>
<td></td>
<td>-Photograph into the light, or your subject will be dark.</td>
</tr>
</tbody>
</table>

4. CAPTIONS: Please supply the following information:

Credit: [photographer/organisation].

Caption: Who is in the photo; location; specific scene context (what’s happening?)

5. FILE FORMAT: All images must be of high resolution (between 1-2MB/300dpi) in jpeg format to allow us to use for print as well as online.

6. PERMISSIONS: Please only share photos with us where you have informed consent from those featured in your photography for it to be used.

7. HOW WE WILL USE YOUR PHOTOS: We will feature some or all of the photos you send us on our website (www.elrha.org) as part of your online profile, on our social media channels credited to you where possible, and in any appropriate materials, publications, printed or online recourses. All photos will be credited to your research study and the lead(s) organisations.