**Communication and Community Engagement**

**Total duration**

115 minutes.

**Module overview**

In this module participants receive an overview of what communication and community engagement is, why it is important and how it feeds into improving accountability and participation. There are several plenary discussions and a visual brainstorm to enable participants to share their learning and experiences with the group.

**Learning objectives**

At the end of this session participants will be able to:

* To explain what communication and community engagement is and why it is important
* To advocate for how communication and community engagement can be mainstreamed through the humanitarian programme cycle

**Timing and methods**

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| **PPT slides** | **Time** | **Notes** |
| 1-2 | 5 m | Overview of the session (including learning objectives)  |
| 3-4 | 10 m | * Talking through the definitions and showing the Communication is Aid video.
* Explain that you will discuss the video and what it taught people.

*[Sometimes it is useful to show the video a second time depending on language skills and the quality of the A/V set-up – ask the group if they want to watch it again]* |
| 5-7 | 10 m | * Brainstorm as to why it is important. You may need to prompt by encouraging empathy.

*E.g. To prompt for the psychological support CCE offers, you could ask: ‘Imagine you were in a crisis and you were worried about family and what was happening – if you were able to communicate and had opportunities to engage with aid providers what help would that give you aside from physical assistance?’** Pick out the differences between the plenary brainstormed benefits of CCE and the answers on the slide. Ask people for examples from their work that illustrate key themes.
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| 8 | 10 m | * Ask what people know about the IASC CAAP, the WHS Grand Bargain and the CHS.
* Which organisations are signed up to the CHS? In the end these commitments are signed up to by the vast majority of international humanitarian organisations – and should be considered common standards to which we should all aspire.
* Talk through the slide
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| 9 | 5 m | * Talk through the different donor requirements around community participation and feedback.
* Ask people if their organisation has any language about accountability to affected people in their partnership agreements
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| 10 | 5m | * Talk through the different names and the common definition.
* Ask people what it is called in their organisations and where does it sit.
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| 11 | 15 m | * Visual brainstorm – get people to be creative and to draw their vision for what successful CCE would look like.
* This is a good way to check understanding of the issue – get the group to discuss people’s opinions and to correct and work on a collective understanding.
* 10 m brainstorm and 5 m reporting back.
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| 12 | 5 m | * Discussion about if people, agree with the graph showing typically where there are peaks of engagement in a project cycle.
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| 13 | 10 m | * Talk through different levels of engagement.
* Put people into pairs and get them to share an example of their communication and community engagement work and where it sits on the spectrum of engagement. Ask for a few examples.
* Then get people to raise their hands for the stage their example is at on the spectrum. You will be able see which stage is the most common.
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| 14-24 | 25 m | * Talk through the slides and notes for ways to improve communication and community engagement throughout the humanitarian programme cycle.
* Ask participants to share examples from their experience.
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| 25-26 | 5 m | * Show the OCHA animation and afterwards ask people to share what they learnt.
* Go through the recap – ask the group if they have any other key takeaways from the session.
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|  | 10 m | **Questions and wrap up** |

**Key messages**

* Communication is aid - communicating with people affected by crises is one of the most important elements of humanitarian response
* Communication can help people in an emergency by sharing information, helping them reduce risks and take control over their own recovery
* Insufficient or conflicting information can cause confusion, anger or even death
* Engaging communities can help design and implement better quality and more relevant programmes. It also enhances people’s sense of well-being and can help them adapt to the challenges they face
* It is essential that the right people get the right information at the right time through the right channels