

Rapid Needs Analysis (RNA) Training

Accountability to Affected People and Community Engagement: Overview

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**INTRODUCTION
ACCOUNTABILITY TO AFFECTED PEOPLE**

INTRODUCTION TO AAP

Humanitarian Aid and Accountability to Affected Populations



humanitarian
AID...

The image shows a hand-drawn graphic on a light blue textured background. The word 'humanitarian' is written in a black, cursive, handwritten style. Below it, the word 'AID...' is written in a bold, red, blocky, hand-drawn font with thick black outlines. The letters are slightly irregular, giving it a hand-painted appearance. There are three dots at the end of 'AID'.

INTRODUCTION TO AAP

Three components to accountability

?

Three
Questions

?

TAKING
ACCOUNT

GIVING ACCOUNT

BEING HELD TO
ACCOUNT

INTRODUCTION TO AAP

Accountability to Affected People (AAP)

An active commitment by humanitarian actors and organizations to use power responsibly by **taking account** of, **giving account** to and **being held to account** by the people they seek to assist [IASC].

- Providing information to affected communities about humanitarian agencies' activities.
- Ensuring humanitarian agencies' decisions are informed by the views of affected communities.
- Enabling affected communities to assess and comment on agencies' performance, including for sensitive complaints.

INTRODUCTION TO AAP

Communication with disaster affected populations

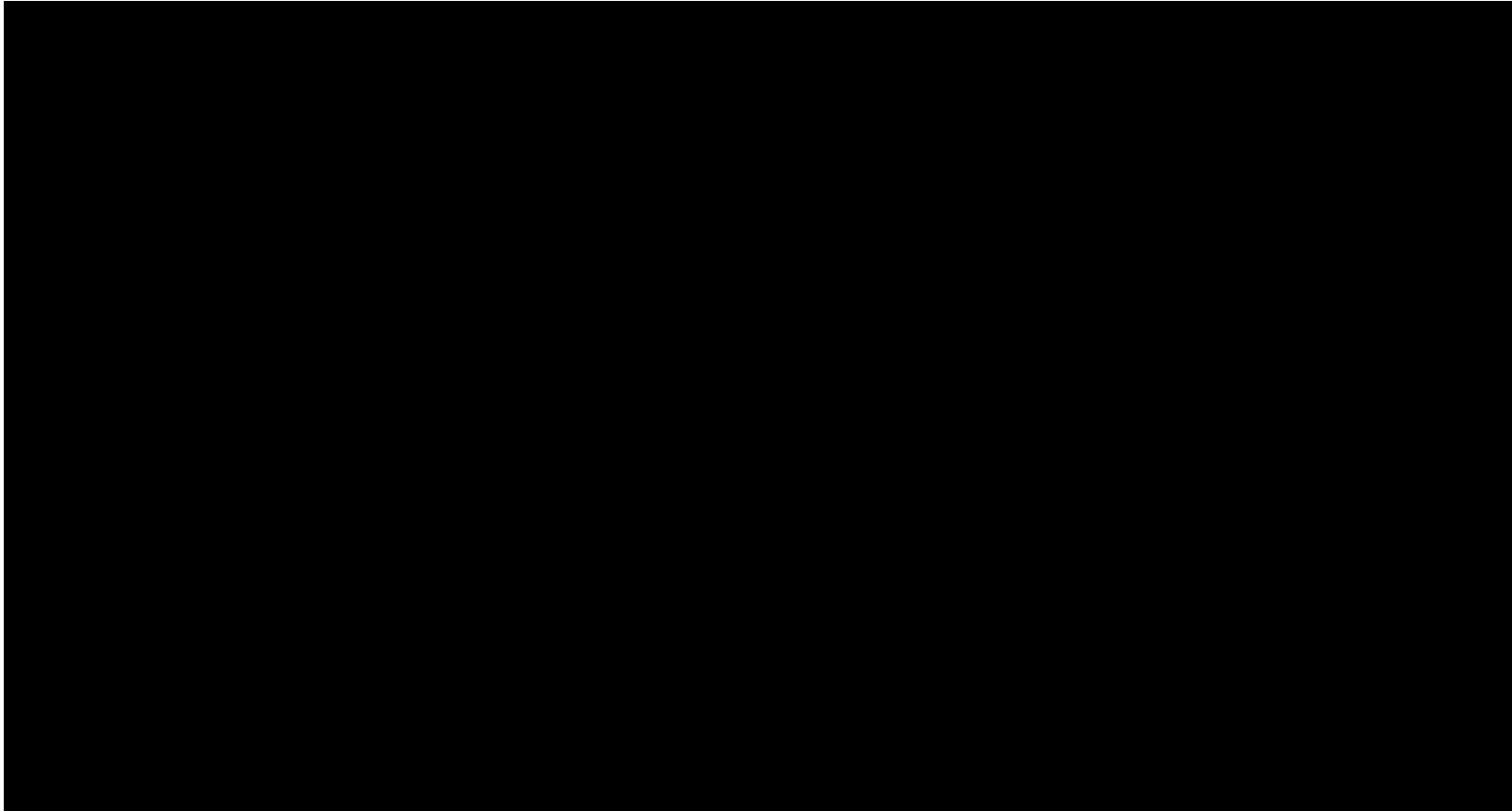




INFORMATION PROVISION

INFORMATION PROVISION

Communication is aid



INFORMATION PROVISION

Summary

- It's never enough just to say something once: repeat things, and across different channels
- It is always critically important to be consistent across different platforms
- Information will need to be formatted for each channel
- Remember that those you visit can and will talk and share their impressions
- Remember that indirect ways to reach people can be very efficient too

A vertical dotted line runs down the left side of the slide. A white circle is centered on this line, containing the number '03' in a bold, sans-serif font. The '0' is light blue and the '3' is white.

03

Information & Communication Questions in Needs Assessments

Information & Communication Questions in needs assessment

Phase 1 (first 72 hours)

To determine how best to communicate with communities, find out:

- Areas which have lost coverage of phone, radio and TV
- Mobile phone networks, radio and TV stations which are still operational
- Areas which have lost power
- How people are currently receiving and sharing information

Information & Communication Questions in needs assessment

Phase 1 (first 72 hours)

Information about the impact of a crisis on existing media channels can be obtained from a range of sources:

- If on the ground, **direct observation** can give an idea of the damage (e.s. looking out for damaged telecom towers; tuning in to radio stations to check which are still on air; checking mobile phone signal).
- Calling national regulatory bodies, mobile phone companies, journalist networks (e.g. unions), popular radio and TV stations in the affected area and any media development agencies in country.
- For information on mobile phone connectivity, contact the Emergency Telecommunication Cluster or national/international associations of telecommunication companies (e.g. GSMA: www.gsma.com)

Information & Communication Questions in needs assessment

Phase 2 (first 2 weeks)

Include these **five questions** in agency/inter-agency rapid needs assessments:

1. A. What are the main channels of communication available to your community now? [Rank top 3 only, 1=most used]
B. What channels did you use before? [Rank top 3 only, 1=most used]

☐ Television	☐ Social Media	☐ Word of mouth	☐ Music
☐ Radio	☐ Internet	☐ Community leaders	☐ Film
☐ Newspapers	☐ Mobile phone call	☐ Religious leaders	☐ Theatre
☐ Magazine	☐ Mobile phone SMS	☐ Government	☐ Other
☐ Billboards	☐ Leaflets	☐ Friends & family	☐ Don't know
☐ Posters	☐ Loudspeakers (mobile /fixed)	☐ Health professionals	☐ Refused

Information & Communication Questions in needs assessment

Phase 2 (first 2 weeks)

2. A: What is preventing you getting the information you need now?

B: Are there groups within the community who have more difficulty accessing information and why? [Open ended question – note who and why alongside]

☐ No access to electricity	☐ I don't trust where the information is coming from
My device is damaged / lost: ☐ TV ☐ Radio ☐ Computer ☐ Mobile phone	☐ TV/radio station is no longer running (specify what happened)
	☐ Mobile networks are down
	☐ I can't buy credit
☐ Information is in wrong language	☐ Other (write in)
☐ Information is written but I can't read	☐ Don't know

Information & Communication Questions in needs assessment

Phase 2 (first 2 weeks)

3. A: Which sources of information do people trust the most? [Rank top 3]
B: Which sources do people trust the least? [Rank top 3]
C: Are there any groups who trust different sources of information (e.g. men/women, young/older people, disabled people) [Open ended question – note alongside]

☐ Television (specify channel)	☐ Government	☐ NGO worker
☐ Radio (specify station)	☐ Community leader	☐ UN staff
☐ Print media (specify)	☐ Other community members	☐ Other (write in)
☐ Internet (specify site)	☐ Religious leader	☐ Don't know
☐ Social Media (specify)	☐ Armed forces	☐ Refused
☐ Health professional	☐ Police	

Information & Communication Questions in needs assessment

Phase 2 (first 2 weeks)

4. What would the community like more information on at the moment? What do you need to know more about? [**WARNING**: This question is often misinterpreted to mean general needs rather than information needs, and may need more explanation]

☐ News on what is happening here	☐ The weather
☐ News on what is happening at home	☐ How to get healthcare/medical attention
☐ Finding missing people	☐ How to get help after attack or harassment
☐ The security situation here	☐ How to stay safe to prevent attack/harassment
☐ The security situation at home	☐ How to replace personal documentation (e.g. ID, birth certificate)
☐ Communicating with people who are in a different place	☐ How to get access to education
☐ How to register for aid	☐ How to find work
☐ How to get water	☐ How to get transport
☐ How to get food	☐ How to get money/financial support
☐ How to get shelter/accommodation or shelter materials	☐ Information about possible return to place of origin
☐ Information about nutrition	☐ Information about relocation
☐ Food prices	☐ Other (write in)
☐ Local crop/livestock prices	☐ Don't Know
☐ How to get cooking fuel/firewood	☐ Refused

Information & Communication Questions in needs assessment

Phase 2 (first 2 weeks)

5. How would you most like to communicate with aid agencies? (e.g. to ask a question, to complain or to make a suggestion) [Rank top 3 only]

☐ Face to face (at home)	☐ SMS	☐ Social Media (specify site)	☐ Tweet
☐ Face to face (office/desk)	☐ Email	☐ Suggestion box	☐ Other
☐ Phone call	☐ Letter	☐ Radio/TV show	☐ Don't know

Information & Communication Questions in needs assessment

Phase 3 (3-4 weeks)

- Phase 3 is often when more detailed assessments are carried out, usually by individual organizations or by multiple agencies or clusters.
- As with other sectors, approaches to two-way communication will evolve along with changes in the situation on the ground. In some humanitarian contexts, the communication infrastructure can be restored relatively quickly; in other contexts, such as conflict situations, it may take much longer.
- Funds and capacity permitting, media development agencies such as BBC Media Action, Fondation Hironnelle, International Media Support and Internews may conduct more comprehensive information and communication needs assessments.
- The media development agencies who are part of the CDAC Network have agreed to use common assessment tools which are available on the CDAC Network website. These tools, or questions from them, can be used by any humanitarian agency or other stakeholder.
 - To find out more about conducting in depth communications assessments visit the CDAC Network website or contact info@cdacnetwork.org

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Thank you

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