International Federation of Red Cross and Red Crescent Societies
WHAT

Beneficiary Communication
The development and implementation of processes that allow us to engage more effectively with the individuals and communities we work with. Beneficiary Communication uses both traditional and high tech methods to open up channels of communication.
WHY Beneficiary Communication
Beneficiary Communication is about involving people in the decision making process, seeking the broadest agreement and best possible solutions for the delivery of aid.
HOW Beneficiary Communication
Beneficiary Communication processes ensure that information and feedback is analyzed, fed into our system and acted upon to help in the process of building resilient and autonomous communities.
EXAMPLES

Beneficiary Communication
Beneficiary Communication

Aceh tsunami 2006-----|-----|-----|-----|-----|-----|-----|-----|2012

Haiti earthquake 2010-----|-----|-----|2012

Pakistan floods 2010-----|-----|-----|2012

Sierra Leone + Radio + Cinema April 2013

Nepal + DRR – Kathmandu Valley May 2013

Vietnam + Early Warning In process 2013

East Africa + 4 countries In process 2013
FACE TO FACE
Dissemination or dialogue

Aceh  development and capacity building  Pakistan  community consultation  Haiti  megaphones, sound trucks
SMS

Simple gateways and web to SMS for dissemination and dialogue with beneficiaries

Aceh advocacy program Pakistan in development Haiti web to SMS
RADIO

Talk back show formats allow communities and the Humanitarian sector to discuss issues.
PRINT
General information in text and pictures

Aceh monthly tabloid 60k distribution Pakistan posters Haiti posters and notice boards
TELEVISION

variety show formats allow communities and the Humanitarian sector to discuss issues

Aceh 18 live variety shows Pakistan 6 pre recorded info shows Haiti 1 live talk show
TELECOMMUNICATION

Internet and telephony
MOBILE PHONES
allows direct dissemination and dialogue with beneficiaries

ALERT: are you prepared for the up and coming cyclone season for more information SMS cyclone to 1221

Haiti local Telco Provider Voila provided the RC 350 phones in the first weeks of the response and disseminated 12 million SMS over a 10 day period on water sanitation and vaccinations
Pre recorded information for Red Cross services

Haiti  local Telco Provider Voila/Trilogy built an IVR for RC information - in the first 48 hours of commissioning the system received 52,000 calls for information
SMS GATEWAY

Trilogy developed a state of the art SMS management system (TERA) that allows geographically targeted 2 way communication.

Haiti local Telco Provider Voila/Trilogy developed a SMS Gateway and supported the dissemination of
CALL CENTERS
Help and information lines

Haiti local Telco Providers and local companies provided call center services- this is an ongoing program in Haiti- NOULA
SOCIAL MEDIA
Monitoring information and providing updates

The IFRC and National Societies are now using social media tools to engage with communities
THE MODEL

Beneficiary Communication
**STEP: 1**

Understanding the communities access to communication mediums, information needs and mapping the media environment

Outcome: **Communication strategy**

Activity: **Baseline consultation**
STEP: 2

Provide information relating to your project to a wider audience, or provide topical information

Outcome: Information provision

Activity: Dissemination
STEP: 3

Ask questions to allow feedback and input from communities

Outcome: Community Engagement

Activity: Dialogue
STEP: 4

Analyze the information received and look for similarities or trends, understand the needs

Outcome: Data for decision making

Activity: Information Analysis
STEP: 5

Work with the community to deliver programs based on the communities needs

Outcome: Community driven programs

Activity: Program Delivery
Beneficiary Communication

Questions?