

Annex 4: Beneficiary communication and accountability tools table on Atb

POINTS / QUESTIONS TO CONSIDER	<ul style="list-style-type: none"> • Consider what medium communities listen to/use/own i.e. radio, television, mobile phones, community meetings, newspaper, social media (Facebook, twitter)? • Consider the confidence in these communication mediums. Which one would communities trust more? • Consider what information communities wish to receive (Health, Shelter, Wat San, DRR, Employment, Security, Other) • Consider collection of literacy rates in your assessment. This information is useful to determine written vs. pictorial materials. • Consider the tools appropriate to the community. Camps are usually less socially cohesive so tools such as sound trucks or notice board to publish information. • Use local languages and dialects to communicate your message. 			
BC TOOLS	Transparency	Participation	M&E	Complaints and Response
RADIO	Radio is an excellent tool to utilise to provide beneficiaries communication and information that is accessible and timely because it is a well-known resource, usually low cost, has a potential wide coverage (depending on transmittal signal in your area) and time can be taken to explore programme issues in depth.	Radio can provide a platform for beneficiaries to participate. The medium lends it self towards public participation, particularly in instances where there is a talk back segments within the programme. It may also be possible to incorporate SMS feedback into radio programming to make it more responsive. Consider the use of outside broadcasts. In Aceh an outside broadcast attracted 500 people across Aceh.	Radio could provide a platform for discussions and dissemination of evaluation or review findings or to gather information on the progress of your programme (monitoring your progress). It is public so it allows different people to hear others opinions.	Using radio with a call in talk shows with expert panels or programme staff can establish two way communication processes between beneficiaries and the organisation. Radio also can put all participants on a level playing field.
TELEVISION	Television is an excellent tool to make use of to provide beneficiaries information that is accessible and timely because it is a well-known resource, usually low cost depending on the country context, has a potential wide coverage (depending on transmittal signal) and time can be taken to explore programme issues in depth.	Using TV with live call in or beneficiaries participation can establish two way communication processes between beneficiaries and the organisation.	TV could provide a platform for discussions and dissemination of evaluation or review findings.	Using TV with live call in or beneficiaries participation can establish two way communication processes between beneficiaries and the organisation.

BC TOOLS	Transparency	Participation	M&E	Complaints and Response
SMS	<p>SMS is more suited to communicate short messaging (140 characters or under). Complex programmatic issues are not appropriate to address on the SMS system and this medium is best used to direct people to more detailed sources of information or meetings where this information can be discussed. This is important in this medium because it is difficult to validate that communities understood the message.</p> <p>It is excellent in reaching communities, as mobile phone ownership is usually high in most contexts (approximately adopted by an estimated 4.6 billion people globally by the end of 2009. (http://www.itu.int/ITU-D/ict/facts/2011/material/ICTFactsFigures2009.pdf))</p> <p>It is a cost-effective (if partnerships exist with local telecommunications providers) way to reach a large number of people with simple, practical messages that they can remember, put into practice and share.</p> <p>It is important to brand the SMS with Red Cross to ensure that information is seen as credible and also to include a message to pass the SMS onto others to link this to your face to face efforts.</p>	<p>Can provide an excellent gateway to most communities as it gives direct access to people who have phones within communities, it is cost effective and high impact in some contexts, can be used to reach hard to reach places, can reach large youth audience who usually have this medium more readily than other audiences thus encouraging participation of this target group.</p>	<p>SMS can be used to provide short survey questions or invite communities to a meeting to explain evaluation results.</p>	<p>Two way communication processes between beneficiaries and the organisation can be established using the SMS system but remember that practical and simple messaging is best and include a phone number to call back to deal with more complex issues.</p>
Face to Face/print/notice boards	<p>Community meetings, print materials and notice boards are seen as more appropriate to communicate complex programmatic information such as exit, assessment and implementation plans.</p> <p>Notice boards and the displaying of print materials in a central place to display material can be an excellent way to communicate with beneficiaries transparently.</p>	<p>Likewise, face-to-face meetings and the use of notice boards can encourage participation within beneficiary groups.</p>	<p>Beneficiaries and key community stakeholders are informed about the findings of the reviews and evaluation via face-to-face community meetings.</p>	<p>Face to face meetings can be a value way to receive information and feedback from beneficiaries on programme issues.</p> <p>Notice boards can also have a suggestion box to allow community members to feedback ideas.</p>
Informal / other	<p>This could include promotional materials such as t-shirts, which promote key aspects of the programme, short films and photographs, which present progress or difficulties.</p> <p>Sound trucks can also be a good way to disseminate both practical information and more complex programme details as they cut through issues of literacy.</p>			<p>Sound trucks can also be a good way to disseminate both practical information and more complex programme details as they cut through issues of literacy.</p>

BC TOOLS	Transparency	Participation	M&E	Complaints and Response
Content of Messaging	<p>Messaging should include an explanation of the organisational commitment to Accountability to beneficiaries (AtB); Informing Beneficiaries and key community stakeholders about:</p> <ul style="list-style-type: none"> • RC/RC's mandate; • The objectives of your assessment; • Name and contact number of local RC counterpart. • Exit strategies: including Actual project end time, Reason for exit strategy, and Handover mechanisms • Name and contact number of RC project leader • Planned activities, timeframes, geographical scope • Beneficiary targeting and selection criteria • Roles and responsibilities • Exit strategy 	<p>Messaging should include an explanation of the organisational commitment to Accountability to beneficiaries (AtB); Informing Beneficiaries and key community stakeholders about:</p> <ul style="list-style-type: none"> • How they can participate and who to contact to do so. 	<p>Content of messages should preferably include the findings of the assessment team and whom to contact if they don't agree with the findings and monitoring timeframes and schedule.</p>	<p>Messaging should informed about:</p> <ul style="list-style-type: none"> • Beneficiaries right to complain • How to complain • Who will handle/respond to their complaints • How long it will take to get feedback • The results of the complaints procedures, and learning from it, are captured through NS staff and volunteers. • Their right to question the evaluation findings • How and by whom these concerns will be dealt with • That the complainant will be dealt with fairly, confidentially and transparently.