



Global Shelter Cluster
ShelterCluster.org
Coordinating Humanitarian Shelter

Case study example – use of protocol: a timeline

Informing Choice for Better Shelter

**A Protocol for Developing Shelter and Settlement
Information Education Communication (IEC) Resources**



1st Issue (February 2019)

Global Shelter Cluster – Promoting Safer Building Working Group

Protocol contents

- Step 0 Forming the Technical Working Group (TWG)
- Step 1 Understanding the context
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- Step 6 Developing the roll-out strategy and confirming IEC objectives
- Step 7 Developing the monitoring, revision and evaluation framework

Case study example – use of protocol: a timeline

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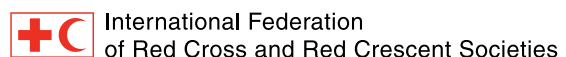


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Working group participants:



































Case study example – use of protocol: a timeline

Post-crisis example

Note:

- some steps being undertaken concurrently
- communication both internally and externally occurs several times

Week:	0	1	2	3	4	5	6	7	8	9	10	11	12
Typhon Hits – North Luzon:													
Step 0 – Forming the Technical Working Group (TWG)													
Step 1 – Understanding the context													
<i>External communication: release of basic IEC – how to use tarp</i>													
<i>External communication: cluster press release – failure mechanisms seen</i>													
Step 2 – Defining IEC preliminary objectives													
<i>Internal communication: we need to communicate on X</i>													
Step 3 – Identifying stakeholders and audiences													
Step 4 – Communication channel analysis													
<i>Internal communication: this is how people want to be communicated with</i>													
<i>Internal communication: guidance on model house programmes</i>													
Step 5 – Developing detailed IEC for audience/stakeholder and communication channel													
<i>Internal communication: written release of detailed messages – draft</i>													
<i>External communication: radio phone-in talk shows</i>													
<i>Internal communication: basic draft of leaflet on messages for trialing in X area</i>													
Step 6 – Developing the roll-out strategy and confirming IEC objectives													
<i>External communication: posters and detailed leaflets on concrete blockwork houses</i>													
Step 7 – Developing the monitoring, revision and evaluation framework			