

Engaging urban
communities in
humanitarian
response

*Engaging urban communities in the
Haiti Earthquake Response:
Lessons learned from the shelter program*

Sharon Reader, IFRC

ALNAP Annual Meeting – Addis Ababa – March 2014

Engaging urban
communities in
humanitarian
response

The Haiti operation – an overview



- Largest single-country operation in Red Cross Red Crescent history
- 1.5m left homeless in Port au Prince
- Shelter programme from tarps through shelters to neighbourhood renewal
- 1st IFRC Beneficiary Communication Programme
- Aim: Info provision, dialogue, participation

Challenges of working in Port au Prince

- Systemic poverty
- Lack of social cohesion
- Scale of need
- Limited local authorities
- Space and legal issues
- Gang influences
- High mobility



Engaging urban
communities in
humanitarian
response

Opportunities of urban working

- Education levels
- Connected
- Concentrated communities
- Humanitarian literate audience
- Government support



Engaging with communities – Annexe de la Marie

- Not enough shelters for all
- Need to communicate well
 1. Camp committee
 2. Dedicated liaison volunteers
 3. Local authority involvement
 4. Regular community meetings (open to all)
 5. Beneficiary communication plan



Beneficiary communication strategy



Aims: Understand, accept, provide feedback, take part, mutual respect

- Notice boards, regularly updated with plans, meeting dates, shelter options
- Suggestion boxes emptied weekly
- SMS
- Sound trucks
- Telefon Kwa Wouj: 1M calls in 10 months - 91% would call again
- Sharing resident shelter stories

Engaging urban
communities in
humanitarian
response

Noula questions and complaints line



- Third-party manned call centre
- Integrated into camp relocation
- Answers calls and complaints
- Highlights common problems and allows for fast resolution
- 85% satisfied with Noula
- 8000 calls answered in 2012
- Conflict mitigation tool
- Provide people with options
- Challenge to use info for change

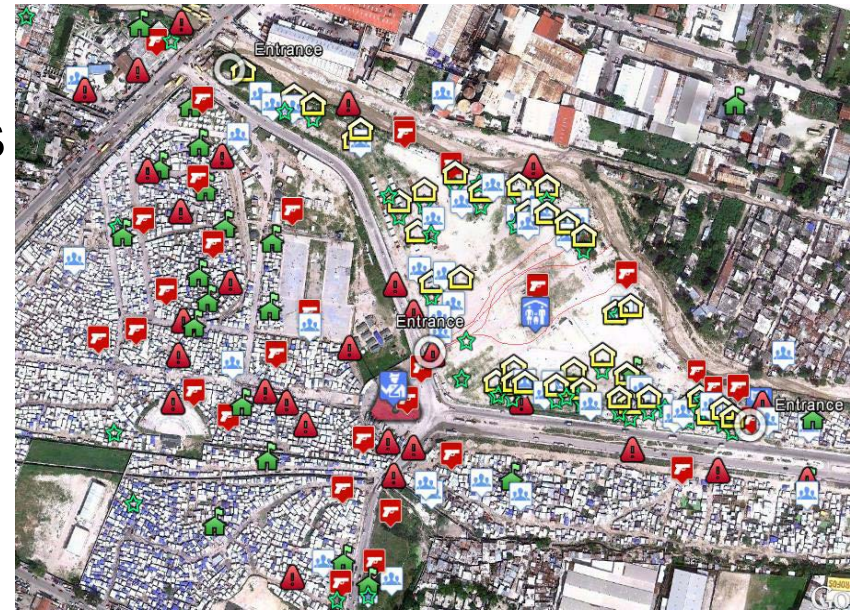


Nou pa kapab garanti yon repons,
men nou kapab voye infomasyon sa yo ba moun responsab...



Shelter – from camp to community

- An integrated approach to neighbourhood regeneration (water, sanitation, livelihoods, social infrastructure, health)
- Community ownership key to success
- Voice of community conference
- KAP with engagement questions
- Comms and accountability training for volunteers
- Noula, Telefon Kwa Wouj, posters, SMS, joint meetings



Lessons learned & challenges remaining

- Communication is a mark of respect and builds trust
- Communication needs to be integrated into the programme
- Use multiple channels, in support of face to face
- Ask people about their communication needs
- Technology provides opportunities
- Dedicated communication skills and support helps
- Participation still happens too late, after big decisions are made



Engaging urban
communities in
humanitarian
response

Rolling out lessons from Haiti



- Beneficiary communication in Kathmandu – radio, TV, phone lines, social media – in support of Earthquake preparedness
- Urban Disaster Risk Reduction in 9 African cities – focus on resilience and climate change in vulnerable and slum areas

**FOR FURTHER INFORMATION ON BENEFICIARY
COMMUNICATIONS, PLEASE CONTACT:**

**SHARON READER, BENEFICIARY COMMUNICATIONS
DELEGATE**

TEL. : +254 731 990 094

EMAIL: Sharon.Reader@ifrc.org

**THIS PRESENTATION IS PUBLISHED BY
INTERNATIONAL FEDERATION OF
RED CROSS AND RED CRESCENT SOCIETIES
P.O. BOX 372
CH-1211 GENEVA 19
SWITZERLAND**

TEL.: +41 22 730 42 22

FAX.: +41 22 733 03 95

www.ifrc.org

Saving lives, changing minds.



**International Federation
of Red Cross and Red Crescent Societies**