Developing Messages For Promoting Safer Building: Protocol

Developed under
Global Shelter Cluster – Promoting Safer Building Working Group (GSC PSB WG)
UK Shelter Forum - 08 June 2018
Presented by: David Dalgado
Step 0: **Forming the Working Group** (competencies needed)

Step 1: **PSB Messaging Assessment**

Step 2: **Define Preliminary Messaging Objectives**

Step 3: Identifying **Audiences/Stakeholders** (market segmentation)

Step 4: **Engagement pathways analysis** (communication media analysis)

Step 5: **Develop Detailed Messaging** for Audience/Stakeholders and Engagement Pathways

Step 6: Re-confirm Objectives and Define **Roll-Out Strategy**

Step 7: Define **Monitoring, Revision and Evaluation Framework**

What do we mean by a protocol?
Why do we need a protocol?

Push for more rigour / evidence based

Learn from past experiences in developing messaging

Engage with communication experts in advance

Stop making up the process each time

Learn from research on what messaging has worked in the past (as much as this exists)
When is it good enough to issue?

Competence of TWG members?

Focused on a product

Evidence suggests posters and leaflets are of limited impact

Problems identified

People out-”teching” each other – so can’t do timely messaging

Give the cluster a protocol for messaging they will just do posters and leaflets and ignore a real technical assistance framework

Where did you get the information from?

Community member/Family member (81%)

Radio (55%)

VDC (47%)

Engineers (42%)

PSB Messaging – Where does this fit in?

Technical Assistance Framework

- Skill Based Training (for carpenters etc.)
- Orientation BBS training (for households)
- PSB Messaging
- Information Kiosks
- Local government building inspectors & regulation
- Onsite technical Support (by agency technical staff)
- Etc.
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## Step 1: PSB Messaging Assessment

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<tr>
<th>Step</th>
<th>Activity</th>
<th>Details</th>
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<tr>
<td>1</td>
<td>Investigate and review what PSB messaging already exists and past PSB programmes.</td>
<td>This will need a sub-protocol. Investigating existing country level, regional level, and typology specific IEC material Country Profiles (Craterre/GSC)</td>
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### Coping mechanisms Assessment

- Field visit. Investigate what people are doing to cope.

### Knowledge Attitude Practice (KAP) survey in relation to safer building

- Model on KAP in WASH
- Model on Aaron Opdyke survey form.

### Identify what failed, what didn’t and why?

- Undertaking participatory assessments of shelter failure mechanism post-disaster with communities and construction trades (carpenters and masons for example).

### Local Building Culture Assessment

#### Investigate why things developed as they did, what changed between traditional building and current, and trends.

- Assessing Local Building Cultures for Resilience and Development. Includes investigation of construction processes and who builds.
- Investigating how disruptive factors such as rapid urbanisation have reduced the safety of housing that may have been inherent in more vernacular forms of housing.

### Identify context, enablers, barriers,

- Participatory Assessment
  - Physical, Social, Financial, HLP, Policy & Regulation
  - Gender. Who makes decisions on BBS (initial build/repair/modify/upgrade, but also maintenance).
  - Outline costs of different elements of house and maintenance.

### Identify Motivators, Aspirations, Values

- Engage with sociologists, anthropologists, & local builders.

#### Sanitation marketing

- RANAS
- Denial Survey
- Anthropological tools related to Values and Belief System

### What hazards?

- Technical experts
- Some participation

### What shelter vulnerabilities?

- Hazard mapping
- Consider frequency, impact, risk

### What are stakeholders perception of risk?

- Participatory approach.
- Recognising that many motivators for better shelter are not safety related.

### What are everyday problems related to shelter and settlements?

- E.g., detail for steps
Link to existing relevant tools. Avoid reinventing wheel
<table>
<thead>
<tr>
<th>STEP 1: Identifying the problem</th>
<th>Sample Assessment Form</th>
<th>IFRC Guidelines for Emergency Assessment in English, French, Spanish, Arabic</th>
<th>Sphere Protect Water and Sanitation Initial Need Assessment Checklist, Transit Walk, Working with communities: a Toolbox</th>
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<tr>
<td>STEP 2: Identifying the target group</td>
<td>Target group selection</td>
<td>Gender checklist for WASH</td>
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<td>STEP 3: Analysing the motivators and the barriers</td>
<td>Transmission route</td>
<td>Good and Bad behaviours</td>
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<td>STEP 4: Formulating the behaviour change objectives</td>
<td>IFRC PoA Template – Indicators</td>
<td>Outcomes, Output and Activities View</td>
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<td>STEP 5: HP Planning -Selecting the methods</td>
<td>Volunteer Management Toolkit</td>
<td>Sampling, Using Mass media, PHAST</td>
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<td>STEP 6: Implementation of activities</td>
<td>IFRC WaHeN Guidelines, IFRC Hygiene Promotion Box Information, IFRC Hygiene Promotion Box contents</td>
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<tr>
<td>STEP 7: Monitoring and Evaluation</td>
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<td>STEP 8: Review, Re-adjust</td>
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Other Questions: Existing IEC - Review and Classification and Hosting of Library

- Where should an IEC library sit?
- What should the process be for quality review?
- How should IEC be classified/tagged for easy retrieval