Beneficiary Communications

December, 2013
People need information as much as water, food, medicine or shelter. Information can save lives, livelihoods and resources. Information bestows power.”

What do we know about who we are trying to communicate with?

- Literacy rate just a bit over 50%
- Strong oral culture
- Low television ownership
- High radio listenership
- High mobile phone ownership
- Internet access low but growing quickly
Background

- Community participation part of the Red Cross
- Successful beneficiary communications program in Indonesia
- Intense criticism of aid agencies after the Tsunami
- Accountability to beneficiaries in RCRC Code of Conduct, Sphere and HAP guidelines
- Accountability is a responsibility – Not a choice
- Haiti was the first time the IFRC put dedicated resources into beneficiary communications
- Pakistan followed
What is Beneficiary Communications?

1. We provide useful information
2. Getting people’s feedback
3. We use their feedback to make programme decisions
4. We tell people how we used their feedback
What has Ben Comms been doing in Haiti?

• Radyo Kwa Wouj – weekly radio call-in show
• TERA SMS messaging
• Graphic Design - notice boards, leaflets, posters
• Red Cross sound truck
• ‘Noula’ complaints and enquiries call centre
• Telefon Kwa Wouj IVR System
Radyo Kwa Wouj

- Twice weekly call-in show
- Radio 1 Wed 3-4
- National Reach
- More than 2,400 callers so far
Graphic Design

- Posters, leaflets, stickers etc
- Relocation leaflets have helped tens of thousands
- Relatively cheap to produce on large scale
- Need to be linked to wider campaigns
Sound Truck

- Highly mobile, versatile, popular
- Almost 2,300 visits to camps, communities and events since 2010
- Used for emergency and program messaging
Noula call centre

- Questions and complaints line
- For direct IFRC Beneficiaries
- Return and relocation program
- More than 15,500 calls to date.
Telefon Kwa Wouj - IVR

- Interactive telephone information line
- Free to call on 733
- Recorded information and surveys
- More than 1m calls in first ten months
Today almost half of the Haitian population has a mobile phone.

More than 15000 people call Digicel customer service every day because the call is free.

73.8 per cent of respondents in a survey dated in July 2011, said they had received information from the Red Cross.

Only 10 per cent of respondents had contacted the Red Cross themselves.
What is the IVR System

✓ Interactive Voice Response - is a technology that automates interaction with telephone callers.

✓ IVR solutions use pre-recorded voice prompts and menus to present information and options to callers, and touch-tone telephone keypad entry to gather responses.

✓ IVR is being used in the first time on a humanitarian setting in order to increase accountability to beneficiaries and beneficiary feedback.

Since the launch of the IVR system on May 28th 2012 and until April 30th, 2013, the IVR system received an average of:

- 1 call every 26 seconds
- 142 calls per hour
- 3,398 calls per day
- 23,852 calls per week
- 103,359 calls per month

A total of 1,240,310 calls were received, of these more than 80,000 have resulted in fully completed surveys.
Most Popular section for the 1st year:
- **Surveys** (30%)
- **Health** (26%)
- **Cholera** (17%).
IVR and Accountability

IVR enables operational teams to:

✓ Understand the opinion of beneficiaries

✓ Compare the results of the survey to the reality of the communities

✓ Using feedback from beneficiaries to improve their program.
The Trilogy Emergency Response Application (TERA) system helps us to save more lives by delivering timely, targeted advice to disaster-affected communities that makes our aid effort more efficient. It also helps to give them a voice, ensuring that the correct type of aid is delivered to the right places. Most of all, it lets disaster-affected people know that they are not alone, giving them the strength that they need to carry on.
Tera SMS system

- National and targeted SMS
- For emergency or program related messages
- More than 100m SMS sent so far.
- 95% of people say messages are useful
Using SMS for prevention and preparedness

Aim to change behavior
Disease prevention, preparing for rainy season, hygiene promotion
Useful, practical information
What is it, what are the symptoms, how to prevent it, what to do if you get sick
Simple tips to prepare your home, treat water, stay safe
Examples of Red Cross SMS campaigns
- Flood & hurricane preparedness
- Cholera & malaria prevention
- Violence prevention
- First aid tips
- Road safety
Using TERA SMS to Support programmes

- To share important programme information with your beneficiaries
- Reminders to attend clinics
- Information about payments and distributions
- Details of changes to services
- Meeting alerts
- Fraud and safety warnings

Examples
  - Water trucking is ending
  - Your school fees have been paid
  - Borehole A is closed – Go to Borehole B
Using TERA SMS system to collect feedback

- SMS surveys of large numbers of people
  - After a disaster to get an overview of the situation
- Collecting information to make programme decisions
  - Which hygiene items do you need most?
- Programme monitoring
  - Are you using your mosquito net
  - Satisfaction surveys
- Finding beneficiaries
  - Please reply if you would like livelihoods training
- Open feedback and complaints
  - A means for people to raise issues, ask questions, make complaints and link the SMS with our 733 number where people would be able to call and complete surveys or do quizzes.

Beneficiary Communications
Boot camp training
Oct 2013
An evaluation report published in May 2013 suggests that almost
• **90% of the affected population received information from the Haitian Red Cross** and that of these,
• **87% said the information was useful**, and
• **82% shared the information with their family, friends or local community.**
Questions!!!