Key achievements and recommendations

- Dissemination through traditional printed materials (SDS) when combined with two-way dialogue by community volunteers encourages the community to be more involved and engaged.
- The identification and selection of the cultural reference point, in this case Lah Lun, triggered discussion on the topic of disaster risk reduction which increased the impact of the communication materials.
- The engagement of local knowledge and local resources by PMI, including artists from West Sumatra to design materials and incorporate local traditions to facilitate community involvement, resulted in genuine ownership by local stakeholders and groups.
- Resources the assessment of community information needs and communication patterns to ensure relevant and relevant messages are delivered to the community. This could be integrated within existing assessments such as vulnerability capacity assessments (VCAs) or the baseline survey.
- Partner with local communication professionals to translate the baseline results into a creative, effective and localized communication strategy.
- Promotion activities in the ICBRR log frame should include a comprehensive assessment of communication channels and incorporate two-way communication.
- Build on local assets to communicate. Integrating messages into a cultural reference point such as Lah Lun was highly effective.
- Understand the capacity of the organization to communicate effectively outside. Create a disaster risk communication plan that identifies information needs within the organization and when information should reach decision makers during a disaster.
- Understand the capacity of the province and organization to respond to feedback from the community system and test your feedback system with the community.
- Work with organizational leaders to ensure they are involved in communities building their voices and content to the programme.
- Successful communication to and with communities that supports resilience building should supply the content, motivation and tools for communities. This will help communities mobilize themselves to act autonomously.
- Communication with communities should place communities at the centre, rather than the brand or organization. Messaging that is engaging and with the potential to motivate, rather than a conventional brand message, should be embraced.
- Access to communication and information is generally thought to be a characteristic of resilient communities as it builds knowledge and connection of communities.

Case study

Contact information

PMI / Indonesian Red Cross
Head of Public Relations Bureau
Email: aulia_arriani@pmi.or.id
Head of Sub Division
Budi, CBAT Kayu Kubu, Bukittinggi
Email: budi.cbat@pmi.or.id
Disaster Management
Email: disaster@pmi.or.id

Côte Rouge Francophone / French Red Cross
Benoit GAUDU
International Federation of Red Cross and Red Crescent Societies-South East Asia and the Pacific
Email: benoit.gaudu@croc-rousse.org

International Federation of Red Cross and Red Crescent Societies

PMI / Indonesia Red Cross

Role of beneficiary communication in building resilience

Introduction

Resilient communities are generally thought to be knowledgeable and connected. The Integrated Community-Based Risk Reduction approach (ICBRR) adopted by Indonesian Red Cross Society-Palang Merah Indonesia (PMI) supported by French Red Cross and The Netherlands Red Cross strengthens communities and aims to influence and strengthen community knowledge and awareness of disaster, as well as connecting with the formation of effective connections between the community and international agencies that can assist the community in the event of a disaster.

Background

West Sumatra is known for its extreme vulnerability to natural hazards. When two destructive earthquakes struck Sumatra in 2009, triggering landslides and killing almost 200 people, PMI expanded its risk reduction programming to target affected communities. After two years this was further expanded to nine communities in three districts (Padang, Solok and Bukittinggi). The programme integrated two-way communication within the ICBRR framework to foster a dialogue with the community and to channel feedback to PMI and to clarify the information received during the programme cycle. Offering beneficiaries a channel through which they can provide feedback and raise concerns about the assistance they receive is generally regarded as an important part of being accountable and transparent. The programme also worked to build better capacity amongst the PMI team, by providing technical support to allow the field team (province and district) to thoroughly disseminate risk reduction issues for communities.

“I notice that when we visit the communities and explain them about disaster preparedness in face to face at household level and in groups, they become more engaged and involved with the program as we communicate with them and at the same time we also listen to them.”

— Rahmat Surya Kali, Bukittinggi
It is a good idea when the radio talk show programme opens up forum for discussion, I tried to participate by calling up by phone and felt that it was great to be able to contribute my thoughts on the issues discussed.”

Local resident in Solok District

Building an innovative strategy of communication to community

1. Stimulating discussion using a cultural reference point – “Lah Lun”

This cultural discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart. Lah Lun is a cultural word often used by the people throughout West Sumatra that explores if people have undertaken actions or are prepared to something within their community. Questions asking the community if they were aware of hazards within their village were distributed in stickers and large postcards or posters (in a wide range of languages). The follow-up question areas in your village? 324 638 736 198
2. Do you understand the steps to take to save your family during a disaster? 414 797 908 299
3. Do you understand the borders of the hazard area? 1092 1092

TOTALS
414 797 908 299

In undertaking the communication with communities, the Community Based Action teams were a focus. In this way, the community receives the information on disaster risk reduction messages such as posters, billboards (balancas) and shop blinds which are diffused throughout the villages. Meanwhile, the community volunteers and other conduits such as government departments and schools provide further education through training on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

Methodology

Understanding the range of hazards that communities face, as well as communication partners, is critical to understanding information needs and designing an effective disaster risk communication strategy. The programme in West Sumatra undertook a series of workshops and information assessments at the community level to understand the communication context of each community and to identify the sources of vulnerability to disasters in preparation for design of the communication strategy.

This included PMI conducting focus group discussions on how communities received and communicated information, with the assistance of community based action teams (CBAT). Multiple channels of communication were identified by the community, which included printed materials (chamber of commerce, multiple channels of communication and radio). The use of multiple channels ensured that all community members had access to the information, depending on their preference, language and means of receiving information individually or in groups.

At the organizational level, workshops were also held to identify the capacity of the province and district teams to communicate with communities.

This important step recognized that understanding the capacity of the organization to communicate outward to communities includes internal communication between province and districts. Information management and analysis of the information received from communities is an integral and important part of communication effectively outreach. Based on findings from the workshop, PMI in West Sumatra established a Facebook site to share information quickly and easily between all stakeholders at province and district levels on disasters and the programme. An administrator at the province level was appointed to manage information in this forum.

Summary of information needs assessment questions in West Sumatra.

• What channels of communication does your community have access to?
• What are the preferred channels of communication? When do you access these channels?
• What are the preferred channels to enable two-way communication between communities and PMI (to voice your opinion, feedback or suggestions) during the programme?

A safe and resilient community is knowledgeable:

• It is aware of how programs operate.
• It has a high level of awareness about maintaining good hygiene and sanitation practices and practices those skills.
• Does not put itself at greater risk.
• Can undertake search and rescue activities.
• Has training on shocks and stressors.
• Has a high level of awareness about the shock or stress, stays calm and does not panic; can undertake assessment tasks.
• Can understand assessments

Importantly, this information should be assessed at the beginning of the programme itself and an ongoing basis across the whole project. To assess the knowledge on what to do before, during and after a disaster.

3. Question cards: testing post knowledge on risk reduction issues

At the same time as the posters and stickers were disseminated within the community, question card were distributed by Community Based Action teams (CBAT) volunteers to check the initial understanding of community knowledge of disaster issues. The use of these cards enable communities to test their knowledge on what to do before, during and after a disaster.

2. Question cards: testing pre knowledge on risk reduction issues

For two weeks.

For two weeks.

1. Stimulating discussion using a cultural reference point – “Lah Lun”

This cultural discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

To stimulate discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

Role of communication

International Federation of Red Cross and Red Crescent Societies

Role of communication – building resilience

International Federation of Red Cross and Red Crescent Societies

Role of communication

The Community Based Action teams were a focus. In this way, the community receives the information on disaster risk reduction messages such as posters, billboards (balancas) and shop blinds which are diffused throughout the villages. Meanwhile, the community volunteers and other conduits such as government departments and schools provide further education through training on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

Methodology

Understanding the range of hazards that communities face, as well as communication partners, is critical to understanding information needs and designing an effective disaster risk communication strategy. The programme in West Sumatra undertook a series of workshops and information assessments at the community level to understand the communication context of each community and to identify the sources of vulnerability to disasters in preparation for design of the communication strategy.

This included PMI conducting focus group discussions on how communities received and communicated information, with the assistance of community based action teams (CBAT). Multiple channels of communication were identified by the community, which included printed materials (chamber of commerce, multiple channels of communication and radio). The use of multiple channels ensured that all community members had access to the information, depending on their preference, language and means of receiving information individually or in groups.

At the organizational level, workshops were also held to identify the capacity of the province and district teams to communicate with communities.

This important step recognized that understanding the capacity of the organization to communicate outward to communities includes internal communication between province and districts. Information management and analysis of the information received from communities is an integral and important part of communication effectively outreach. Based on findings from the workshop, PMI in West Sumatra established a Facebook site to share information quickly and easily between all stakeholders at province and district levels on disasters and the programme. An administrator at the province level was appointed to manage information in this forum.

Summary of information needs assessment questions in West Sumatra.

• What channels of communication does your community have access to?
• What are the preferred channels of communication? When do you access these channels?
• What are the preferred channels to enable two-way communication between communities and PMI (to voice your opinion, feedback or suggestions) during the programme?

A safe and resilient community is knowledgeable:

• It is aware of how programs operate.
• It has a high level of awareness about maintaining good hygiene and sanitation practices and practices those skills.
• Does not put itself at greater risk.
• Can undertake search and rescue activities.
• Has training on shocks and stressors.
• Has a high level of awareness about the shock or stress, stays calm and does not panic; can undertake assessment tasks.
• Can understand assessments

Importantly, this information should be assessed at the beginning of the programme itself and an ongoing basis across the whole project. To assess the knowledge on what to do before, during and after a disaster.

3. Question cards: testing post knowledge on risk reduction issues

At the same time as the posters and stickers were disseminated within the community, question card were distributed by Community Based Action teams (CBAT) volunteers to check the initial understanding of community knowledge of disaster issues. The use of these cards enable communities to test their knowledge on what to do before, during and after a disaster.

2. Question cards: testing pre knowledge on risk reduction issues

For two weeks.

For two weeks.

1. Stimulating discussion using a cultural reference point – “Lah Lun”

This cultural discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

To stimulate discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

Role of communication

International Federation of Red Cross and Red Crescent Societies

Role of communication – building resilience

International Federation of Red Cross and Red Crescent Societies

Role of communication

The Community Based Action teams were a focus. In this way, the community receives the information on disaster risk reduction messages such as posters, billboards (balancas) and shop blinds which are diffused throughout the villages. Meanwhile, the community volunteers and other conduits such as government departments and schools provide further education through training on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

Methodology

Understanding the range of hazards that communities face, as well as communication partners, is critical to understanding information needs and designing an effective disaster risk communication strategy. The programme in West Sumatra undertook a series of workshops and information assessments at the community level to understand the communication context of each community and to identify the sources of vulnerability to disasters in preparation for design of the communication strategy.

This included PMI conducting focus group discussions on how communities received and communicated information, with the assistance of community based action teams (CBAT). Multiple channels of communication were identified by the community, which included printed materials (chamber of commerce, multiple channels of communication and radio). The use of multiple channels ensured that all community members had access to the information, depending on their preference, language and means of receiving information individually or in groups.

At the organizational level, workshops were also held to identify the capacity of the province and district teams to communicate with communities.

This important step recognized that understanding the capacity of the organization to communicate outward to communities includes internal communication between province and districts. Information management and analysis of the information received from communities is an integral and important part of communication effectively outreach. Based on findings from the workshop, PMI in West Sumatra established a Facebook site to share information quickly and easily between all stakeholders at province and district levels on disasters and the programme. An administrator at the province level was appointed to manage information in this forum.

Summary of information needs assessment questions in West Sumatra.

• What channels of communication does your community have access to?
• What are the preferred channels of communication? When do you access these channels?
• What are the preferred channels to enable two-way communication between communities and PMI (to voice your opinion, feedback or suggestions) during the programme?

A safe and resilient community is knowledgeable:

• It is aware of how programs operate.
• It has a high level of awareness about maintaining good hygiene and sanitation practices and practices those skills.
• Does not put itself at greater risk.
• Can undertake search and rescue activities.
• Has training on shocks and stressors.
• Has a high level of awareness about the shock or stress, stays calm and does not panic; can undertake assessment tasks.
• Can understand assessments

Importantly, this information should be assessed at the beginning of the programme itself and an ongoing basis across the whole project. To assess the knowledge on what to do before, during and after a disaster.

3. Question cards: testing post knowledge on risk reduction issues

At the same time as the posters and stickers were disseminated within the community, question card were distributed by Community Based Action teams (CBAT) volunteers to check the initial understanding of community knowledge of disaster issues. The use of these cards enable communities to test their knowledge on what to do before, during and after a disaster.

2. Question cards: testing pre knowledge on risk reduction issues

For two weeks.

For two weeks.

1. Stimulating discussion using a cultural reference point – “Lah Lun”

This cultural discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.

To stimulate discussion on issues associated with disaster risk, PMI designed a series of questions under the heading “Lah Lun” that was then used on many occasions at the household level and during community gatherings using information presented in a printed-flipchart.