**APPENDIX A**

**STANDARD OPERATING PROCEDURES FOR ISSUING OF SMS**

**Sierra Leone Red Cross Society (SLRCS) & SierraTel**

**HEALTH, DISEASE PREVENTION & DISASTER PREPAREDNESS MESSAGING**

SLRCS will ask SierraTel to send on their behalf a maximum one health and disease prevention campaign every month, consisting of one SMS per day for five consecutive days to be sent to the full SierraTel subscriber base.

The process for sending these messages will be:

1. All communication set out below will be carried out between two key contacts, for example a Communications Director and a Communications Coordinator.
2. A 3-month pre-planned schedule of health and disease prevention campaigns will be provided to SierraTel at least one month in advance of the schedule starting. However this schedule will be subject to change as new health threats and vulnerabilities emerge. All changes to the schedule will be shared with SierraTel as soon as they are known. The approved schedule for 2013/2014 is at the end of this document.
3. A copy of all SMS campaigns to be issued will be provided to SierraTel at least one week in advance of the start of the campaign.
4. All pre-planned SMS will have been approved by the Ministry of Health and Sanitation (MOHS) for health messaging and the Office of National Security (ONS) for disaster preparedness messaging.
5. Should SierraTel have any concerns with the content of an SMS, they will discuss these no later than three working days before the start of the campaign. The process for managing a disagreement over the content of an SMS is as follows:
   * SierraTel raise concerns no later than three working days before campaign starts
   * SLRCS revise content and re-submit SMS for approval within 24 hours / 2 days of campaign starting
   * SierraTel review revised SMS within 24 hours / 1 working day of campaign starting
   * Any final changes must be agreed by both parties within 1 working day of the campaign starting.
6. SierraTel and SLRCS reserve the right to refuse to issue an SMS if both parties are not satisfied with the content and issues cannot be resolved.
7. Prior to mass broadcast of SMS, SierraTel will issue each message to a list of SLRCS contacts who will ensure the message appears as planned. Red Cross will confirm receipt and approval to proceed with mass broadcast within one hour of the SMS being received.
8. SierraTel will ensure SMS are issued to all subscribers on their network daily during the duration of campaign.
9. A report showing the number of SMS successfully delivered, by geographical area if possible, will be provided to SLRCS by SierraTel within 2 weeks of the end of a campaign.
10. If for technical reasons an SMS cannot be sent on a particular day, SierraTel will continue with the campaign until all SMS have been sent to all subscribers and the campaign is completed. However, ideally subscribers will not receive more than 1 message per day.
11. SierraTel reserve the right to remove subscribers from those receiving Red Cross SMS should they request it.

**EMERGENCY MESSAGING**

In the event of an impending emergency or disaster, such as a fire or flood, SLRCS will ask SierraTel to issue emergency warning SMS on their behalf. Emergency messages would not exceed three SMS per day to the full SierraTel subscriber base for a maximum of seven days, depending on the severity of the emergency.

The process for sending these messages will be:

1. All communication set out below will be carried out between key contacts, for example a national societies’ Director of Communications and Communications Coordinator and Sierra Tel’s Commercial Director, Marketing Manager, and Customer Service Manager.
2. The decision to issue an emergency SMS and the SMS content will be approved by the MOHS for health messaging and ONS for disaster warnings.
3. SLRCS will phone key contacts at SierraTel as soon as they are aware of the need to send an SMS, providing SierraTel with as much advance notice as possible.
4. SLRCS will provide SMS to SierraTel via phone or SMS as soon as they are available.
5. SierraTel agree to send SMS to their subscribers within a maximum of three hours of receiving the SMS from SLRCS.
6. If there is a disagreement over the content of an emergency SMS, these will be resolved immediately by telephone or in person until both parties are satisfied with the content.
7. Prior to mass broadcast of SMS, SierraTel will issue each message to a list of SLRCS contacts who will ensure the message appears as planned. Red Cross will confirm receipt and approval to proceed with mass broadcast within one hour of the SMS being received.
8. SierraTel will ensure emergency SMS issued will reach all their subscribers within 1 hour of being sent.
9. Emergency SMS will not exceed a maximum of three SMS per day for seven days, dependent on the severity of situation.
10. Should an emergency situation be prolonged beyond seven days, SierraTel and SLRCS will agree a manageable schedule agreeable to both parties’ capacities and needs.
11. A report showing the number of SMS successfully delivered, by geographical area if possible, will be provided to SLRCS by SierraTel within 2 weeks of the end of a campaign.
12. Emergency SMS would replace any pre-planned campaigns taking place at that time. These pre-planned campaigns would be resumed at a later date agreed by both parties.

**SCHEDULE FOR HEALTH, DISEASE PREVENTION & DISASTER PREPAREDNESS MESSAGING 2013/2014**

|  |  |  |  |
| --- | --- | --- | --- |
| MONTH | TOPIC | ALL SUBSCRIBERS OR TARGETED | MESSAGES CONTENT |
| APRIL (Launch month) | Malaria | ALL (whole country) | Malaria symptoms; causes; preventative measures |
| May | Flood preparedness | TARGETED | How to prepare for rainy season & what to do in a flood |
| June | Cholera | All subscribers (whole country) | What is cholera; causes; symptoms; prevention measures |
| JULY & AUGUST | Storms | All subscribers (whole country) | Land and mud slides, heavy rain, electrical storms – staying safe |
| SEPTEMBER | Sexual Health | Targeted | Causes of STDs; symptoms; staying safe |
| OCTOBER | Mother & child health | All subscribers (whole country) | Child nutrition, pregnancy health, immunization |
| NOVEMBER | Travel accidents | All subscribers (whole country) | Safety ahead of xmas season; preparing your car; boat travel; public transport; drinking & driving |
| DECEMBER | Fire prevention | Targeted | Prevention of fires; signs of fires; safe response to fires |
| JANUARY | Lassa Fever | All subscribers (whole country) | What is lassa fever; transmission routes; prevention |
| FEBRUARY | Typhoid | Targeted | What is typhoid; how is it caught; staying safe |
| MARCH | TB | All subscribers (whole country) | What is TB; how is it caught; staying safe |

**EMERGENCY SMS**

Messages would focus on warning the population of the impending danger and what they could do to stay safe. Examples of emergency warning messages could include:

* Red Cross: Flood warning for Sunday. Listen for announcements on the radio and from community leaders. Warn family and friends.
* Red Cross: Your area is at serious risk of flooding. Go to the house of a friend, relative or high ground now. Stay calm and help vulnerable neighbours.
* Red Cross: The storm has passed. Don’t touch power lines. Keep away from bridges and water- it could be deep and fast flowing.
* Red Cross: There is a cholera outbreak in your area. Wash your hands and only drink treated water. Your nearest clinic is at Harvest Church.