



**DANISH RED CROSS**  
**A TOOLKIT FOR CONDUCTING**  
**COMMUNICATION ACTIVITIES IN MIGRATION**

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# Introduction

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## PROJECT BACKGROUND

Global migration is both a result of, and gives rise to, some of the most significant developmental and humanitarian challenges of the 21st century. In recent years, the large-scale movements of migrants and refugees in and around the Mediterranean Basin, in the Sahel region of West Africa and in Eastern Africa and the Horn, have dramatically highlighted the vulnerabilities and potential risks facing people on the move. Migrants in irregular situations in transit are particularly vulnerable and in urgent need of protection.

Working with vulnerable migrants is one of the long-standing traditions of the global Red Cross Red Crescent Movement, based on its Fundamental Principles in action and its volunteer and community-based approaches. We provide assistance and protection to vulnerable migrants and refugees, uphold their rights and dignity and help empower them in their search for opportunities and sustainable solutions. At the same time, we promote social inclusion and address needs of vulnerable host communities. When responding to vulnerabilities and needs linked to migration, be it before migration in countries of origin, during migration in countries of transit, or after migration upon arrival in destination countries or at the stage of return and reintegration, various Red Cross components of assistance can play a key role.

All work carried out by the Red Cross Red Crescent Movement is inspired by and adheres to the seven Fundamental Principles of humanitarian action. Our work with migrants therefore stems from recognition of their humanity, irrespective of legal status, and their attendant needs and vulnerabilities. Neutrality, independence and impartiality mean that we take no stance on whether migration should or should not occur, and we seek neither to encourage nor discourage movement – we seek to address needs and reduce vulnerability and risks wherever it is found, in line with the principle of universality, including ensuring that everyone is aware of and able to access their legal rights to protection and assistance.

## ROLE OF COMMUNICATIONS

Communications, advocacy and humanitarian diplomacy are essential tools for ensuring that migrants receive the protection to which they are entitled under international and domestic law, including the special protection afforded to certain categories of people such as refugees and asylum seekers. These tools are important for raising awareness and understanding about the needs and vulnerabilities of migrants and displaced persons, as well as their rights.

It is important to include and tell the story through migrants' own voices. Not only is this a principled way of ensuring that the individuals with and for whom the Red Cross Red Crescent Movement is advocating are empowered and involved, but their intimate knowledge of their own individual experiences is invaluable. Involving migrants in awareness-raising activities has greater impact in achieving the desired outcome, whether it is through community events, stories shared with local media, or meetings with the authorities.

The objective of the Red Cross Red Crescent is to provide balanced, accurate and neutral information on the realities of migration – including both risks *and* opportunities, as well as rights and available services – to enable migrants at all stages of the cycle to make informed, individual choices about their next steps. The Red Cross Red Crescent must not undertake awareness-raising and dissemination of information as a means of dissuading migration or encouraging return, but rather to ensure that decisions to migrate are made voluntarily, in safety and potential risks are mitigated.

## WHAT IS THE PURPOSE OF THIS TOOLKIT?

Communication tools are vital for building awareness of social issues, generating public dialogue and action that is required to bring about social and institutional reforms, and providing information to assist vulnerable peoples in mitigating risks and accessing support.

This toolkit is intended to provide practical guidance on how Red Cross Red Crescent staff can effectively promote innovative forms of dialogue and information sharing with migrants, communities and the general public. It aims to strengthen advocacy, awareness-raising and behaviour and social change communication activities to ensure they are based on research, effectively reach and resonate with the target audiences, and are properly evaluated for continuous learning and improvement.

The toolkit consists of modules that address the various steps involved in communication activities. It provides guidance, templates, checklists and other tools to assist in the planning, implementation and assessment of activities. It will help achieve better outcomes by ensuring the strategic planning of communications and the participation of migrants and their communities.



## WHO IS THIS TOOLKIT FOR?

This step-by-step toolkit is designed primarily for Red Cross Red Crescent staff working in the area of migration, including Program Managers and Officers, Community Engagement Specialists, Communication Specialists, as well as other RCRC staff or volunteers involved in migration activities. It is a capacity-building resource to improve the design and implementation of Red Cross Red Crescent communications and projects in relation to migration.

## WHAT IS COMMUNICATIONS FOR DEVELOPMENT (C4D)?

Communication for Development (C4D) is a people-centred concept aimed at strengthening dialogue and collaboration with beneficiaries, communities, partners and authorities in order to support behaviour and social change, enhance local ownership of programs/projects, and hence generate a sustainable impact. C4D differs from organisational communication in that its aim is to achieve positive social change, rather than promoting what an organisation is doing or has achieved.

C4D is based on participatory models that recognise local people and knowledge as the key actors in facilitating their own change. It uses a range of communication tools and approaches that engage and empower individuals and communities to share ideas, identify problems, propose solutions and take actions to improve their lives. It involves understanding people, their beliefs and values, as well as the social and cultural norms that shape their lives.

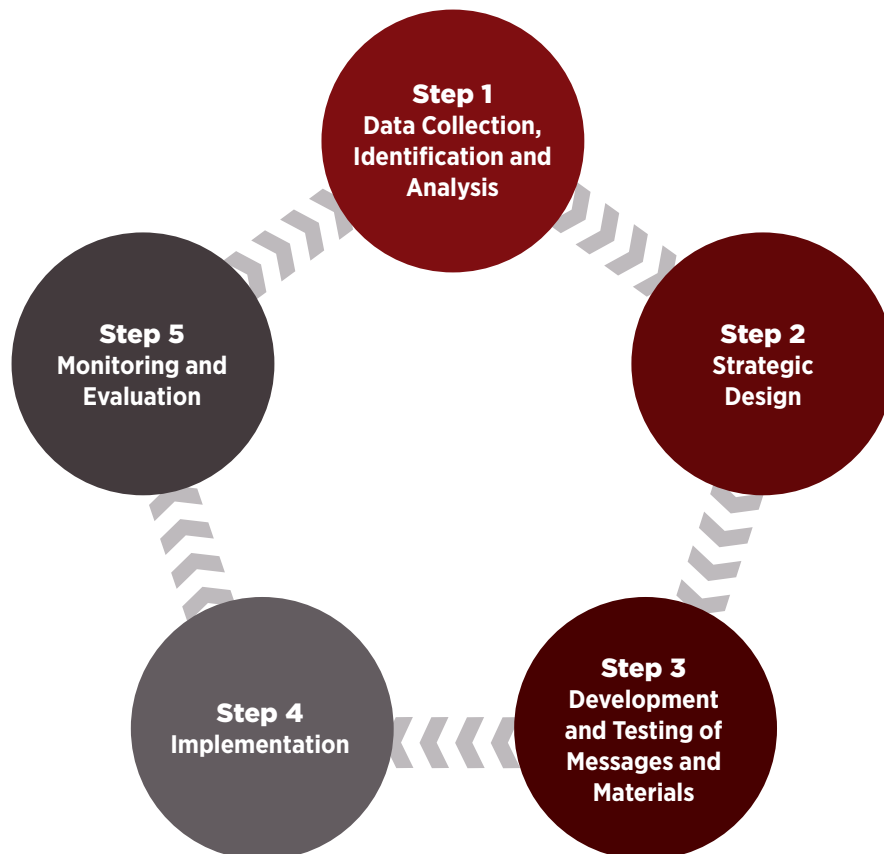
Behaviour and Social Change Communications (BSCC) is a commonly used approach within C4D and is a key component of the Red Cross and Red Crescent Movement approach to programming and operations. BSCC focuses on community engagement and accountability and helps to put communities at the centre of what we do by integrating communication and participation throughout the program cycle or operation. This in turn provides a supportive environment which will enable people to initiate, sustain and maintain positive and safe behaviours.

## PROCESS OF COMMUNICATIONS FOR DEVELOPMENT (C4D)

There are five main steps in C4D, which include:

- 1. Analysis:** Organising thinking around the problem, understanding the audience to target with the intervention, and filling in any gaps in information about the problem, context, or the intended population(s).
- 2. Strategic Design:** The information from the analysis is translated into objectives, appropriate engagement approaches are decided upon, communication channels are selected and an implementation plan is developed.
- 3. Development and Testing:** Designing the communication interventions/activities, including creating messages and materials that will be used to reach and engage your intended audience(s).
- 4. Implementation:** Roll out of communication materials that have been developed to the target populations, using relevant media identified in the analysis and strategic design stages.
- 5. Monitoring and Evaluation:** Assessment of the outcomes and impacts of the C4D activities on your intended audience(s), and on their social system at large.

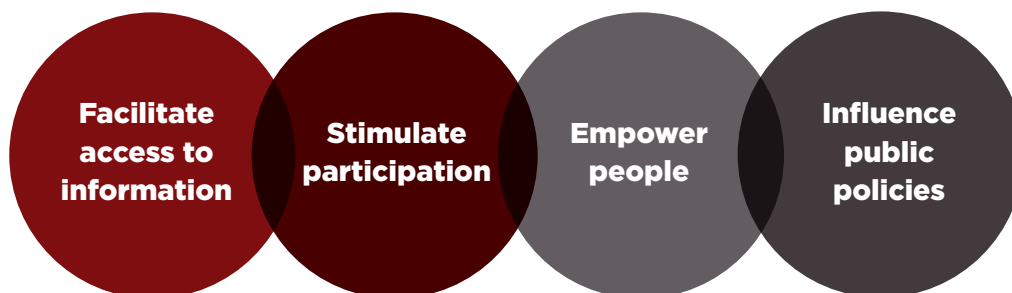
The process is intended to be iterative over time, that is, the information gathered during the monitoring and evaluation, should feed into the re-planning and design of subsequent programs or adjustments of current programs.



## WHY USE COMMUNICATIONS FOR DEVELOPMENT (C4D)?

C4D is not an add-on, but rather is central to Red Cross and Red Crescent programs. Providing access to information is a core function of humanitarian and development activities, alongside boosting participation. If vulnerable segments of the population are better informed, they can assert their rights more consistently. Information access for all is also a core criterion for the Sustainable Development Goals (SDGs).

But behaviour and social change is a long and complex process and goes beyond just providing information. A participatory process allows for a deeper understanding of the issues faced by individuals and communities, and related factors that can be leveraged to motivate and promote positive change.



C4D helps to:

- Provide timely, relevant and actionable life-saving and life-enhancing information to communities;
- Listen to communities' needs, feedback and complaints; ensuring they can actively participate and guide RCRC actions;
- Adopt innovative approaches to better understand and engage with people and communities and help them address unhealthy and unsafe practices;
- Maximising the RCRC's unique relationship with the community to help them speak out about the issues that affect them and influence decision and policy-makers to implement positive changes.

## HOW DOES C4D SUPPORT SAFER MIGRATION?

Limited awareness and understanding of the risks of migration, as well as lack of knowledge of the rights and services available to migrants increases one's vulnerability to abuse and exploitation. C4D therefore plays an integral role in ensuring that migrants are provided with balanced, accurate and neutral

information on the realities of migration – including both risks and opportunities, and ensuring migrants are aware of the support services and resources available to them. C4D can therefore help ensure that decisions to migrate are made voluntarily, in safety and that potential risks are mitigated.

## C4D WITHIN THE CONTEXT OF MIGRATION CAN '



Deliver accurate and balanced information about migration



Increase understanding of the risks and consequences associated with behaviours



Stimulate public dialogue and advocacy



Reduce negative attitudes of stigma and discrimination



Promote social action and empowerment



Facilitate access to available and relevant resources and support services



Improve messaging and effectiveness of activities through gender analysis and participation



Create an environment where positive social behaviours take place



Strengthen relationships between RCRC staff/ volunteers and migrants/communities

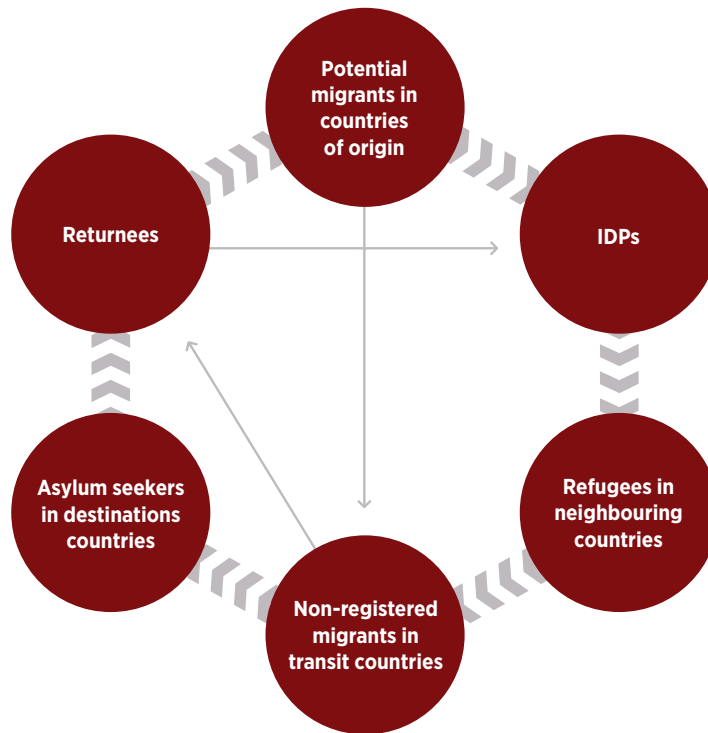


Enable community guidance and feedback to ensure we "do no harm"

# STEP 1 Data Collection, Identification & Analysis

## UNDERSTANDING THE CONTEXT

As migration relates to complex patterns, in different contexts and at different stages – which can be interlinked, it is important to look both at each stage of migration independently and linked to other stages of migration. Each stage is linked to different needs and potential vulnerabilities, and to different stakeholders, national laws and international obligations, as well as different host communities and different political responses to migration.



With its vast experience in assisting migrants, the Red Cross Red Crescent Movement is in a unique position to assist all migrants in vulnerable positions along the migratory trail; be it IDPs, irregular migrants, asylum seekers, refugees or returnees. Looking at the migration cycle, from root causes to potential return and possible repetition of the migration circle (where for example returnees become IDPs upon return but migrate again if there is no change in the root causes of the first migration), the Red Cross Red Crescent Movement can place and define assistance within each stage of and between the stages of the cycle and link assistance to communication around migration.

The international obligations of States to protect migrants derive from international agreements to which those States are party, as well as customary international law, which is binding on all States. Communicating with and engaging communities, setting up accountability mechanisms, as well as undertaking humanitarian diplomacy are essential for ensuring that migrants receive the protection to which they are entitled under international and domestic law, including the special protection afforded to certain categories of people, such as refugees and asylum seekers. These tools are important for raising awareness of the humanitarian needs and vulnerabilities of migrants and seeking means for these to be addressed.

Communication approaches and activities must meet the needs of the given context. Therefore, we need to examine the social, political and media environment in which our project will take place. This should be done in a participatory way in order to take account of the views and aspirations of the target population. When communicating on migration, whether with or on behalf of migrants, it is crucial to note that all migrants are entitled to the respect, protection and full enjoyment of their human rights under the core international human rights treaties, regardless of legal status or circumstances.



## IDENTIFYING POTENTIAL AUDIENCES

It is not advisable to address a very broad audience with no specific characteristics, e.g. the 'general public'. This concept encompasses migrants, families and communities, local authorities, opinion leaders and so on. Attempting to simultaneously engage all these different audiences with the same message will dilute it to the point that it will not resonate with anyone. To avoid this pitfall, target audiences must be selected and prioritised, and the communication and engagement strategy must be formulated based on their specific concerns and levels of understanding about migration.

**Primary audience** (also referred to as the target audience) is the group of people identified as the main recipients who you want to address directly with specific communication messages and activities.

**Secondary audience** is the formal (and informal) social networks and support systems that can influence the primary audience's decisions and behaviour. These can include family members, friends, peers, co-workers and religious leaders. However, when it comes to identifying who the secondary audience is, it is important to be as specific as possible and avoid using general terms such as "stakeholders" and "community members". Instead, be explicit and identify audiences like "parents of aspirant migrants" or "Imam of local community", etc.

**Tertiary audiences** are those whose actions indirectly help or hinder the behaviours of the primary and secondary audiences. These might include community leaders, local government representatives, law enforcement officials, media, etc. The actions of the tertiary audiences reflect the broader social, cultural and policy factors that create an enabling environment to sustain the desired behaviour change.



It's important to consider these different audiences and the role they play in migration, as messages for a primary audience are not necessarily going to be drafted and disseminated the same way as messages for a tertiary audience.

Sustained behaviour change is more likely to happen in a supportive environment, which consists of family and community, social and cultural norms, national policies, etc. A common weakness is targeting the primary audience without thinking about the secondary and tertiary audiences. This consideration becomes increasingly important when the primary audience may have less agency and/or free will to make decisions for themselves. A good example of this is considering the role of parents with regard to the decisions of their children.

## AUDIENCE ANALYSIS

**Demographics:** Once the target audience is selected you need to find out their demographics in order to know how to reach them in the most effective way. The more specific the information you have about your audience, the easier it is to develop targeted messages and activities. For example, find out:



Location



Age



Gender



Language



Education and literacy levels



Socioeconomic status



Ethnicity



Religion

**TIP:** Information about demographics can be sourced from government statistics, surveys and research reports.

**Psychographics:** It is not enough to just find out about the demographics of your audience; you also need to understand their psychographics. Knowing their characteristics, their influencers, and their knowledge and attitudes will paint a clearer picture of their motivations and their level of understanding about migration. For example, you should find out the following information:

- Why do they desire to migrate?
- What are their biggest concerns about migrating?
- What do they know about migration (both in terms of risks and opportunities)?
- What do they want to know about migration?
- What are their attitudes towards the issue?
- What kind of positive and negative experiences have they heard of other migrants having?
- Are there any prejudices, established opinions or taboos towards returnees?

**Behavioural:** In addition to understanding knowledge and attitudes, we must also find out about the existing (and intended) behaviours of the target audience. For example:

- What are the prevailing practices in researching and obtaining information?
- Who do they consult about their decision to migrate?
- What are their current or intended routes and methods of migration?
- Have they migrated before? If so, what process did they follow?
- What risky behaviours/practices are they partaking in during migrations?

**TIP:** Face-to-face or online surveys, focus group discussions, in-depth interviews and research reports can provide information on the psychographics and behavioural practices of your target audience.

## SITUATIONAL ANALYSIS

It is very important that you have a comprehensive picture of the overall situation. What else is going on out there? What is happening in the media, society, government about migration? What are other organisations doing? Consider what are the 'positive enablers' and 'negative barriers' for safer migration. A good tool to use is **PESTLE - Political, Economic, Social, Technological, Legal, Environmental** considerations.

P	<ul style="list-style-type: none"> <li>• Government policies and resource allocations (national, state/provincial and local)</li> <li>• Lobbying/campaigning by interest groups and pressures from international actors</li> <li>• Armed conflicts</li> <li>• Expected direction of future political change (e.g. future policy prospects; upcoming elections and possible change in government)</li> </ul>
E	<ul style="list-style-type: none"> <li>• Economic situation of target communities / groups (e.g. incomes, employment rates)</li> <li>• Infrastructure and services within the target locations</li> <li>• Expected direction of economic change (e.g. prevailing economic trends, trade and market cycles; expected economic interventions by governments etc.)</li> </ul>
S	<ul style="list-style-type: none"> <li>• Demographics and population trends</li> <li>• Relevant local customs, traditional beliefs, attitudes</li> <li>• Knowledge, attitudes and practices of migration amongst the target group/s</li> <li>• Dynamics of how social change happens in the given context</li> <li>• Reach and credibility of information sources and communication channels</li> </ul>
T	<ul style="list-style-type: none"> <li>• Population groups' access to technologies</li> <li>• Patterns of use of existing technologies (e.g. evolving use of mobile phones)</li> <li>• New emerging technologies that could impact the context significantly, or that could be used to achieve objectives</li> </ul>
L	<ul style="list-style-type: none"> <li>• National legislation on migration and trafficking</li> <li>• Legislation affecting the relevant population groups(target audience)</li> <li>• Legislation impacting the work of the RCRC or its partnerships</li> <li>• Standards, oversight, regulation and regulatory bodies, and expected changes in these</li> </ul>
E	<ul style="list-style-type: none"> <li>• Contextually relevant environmental issues: global (e.g. climate change), regional or local (e.g. flooding, droughts)</li> <li>• Climate, seasonality, potential impacts of weather</li> <li>• Geographical location</li> </ul>

## COMMUNICATION ANALYSIS

Understanding how the target audiences access information and what media platforms they utilise is essential to determining what channels will be most effective in interacting with them and sharing communication messages. Some key questions are:

- What media outlets do they have access to (e.g. television, internet, radio, newspapers, etc)
- Is it mass media or community media, or a mix?
- Do they own mobile phones? Do they use them to access the internet?
- What or who do they listen to?
- What TV and radio stations are popular with the target audience?
- Are they on social media?
- How frequently do they access their most popular type of media and at what times of the day?

It is also important to remember that this information will be different for different groups so make sure you can disaggregate your information by demographics (as listed on page 10).

In addition to identifying what media platforms the target audience utilise for information and entertainment, it is also important to understand what interpersonal sources they trust and seek advice from. For example, do they turn to friends, parents, village Elders, religious leader or a local NGO for information? Understanding this is especially critical if undertaking community outreach activities.

## STAKEHOLDER ANALYSIS

Although not your actual audience for your communication activities, there will be other stakeholders that should be considered, as they can influence the outcome. A small number of powerful advocates can make big things happen and act as multipliers of a message. Think about:

- Who has an interest in this issue?
- Who will support? Who will criticise?
- Who has influence?
- Which other organisations, groups or associations have a stake in this?
- Can you complement other activities already being implemented?

Partnering and working together to address the issue is usually more effectively and can help facilitate the achievement of the common objective. Think about who is most influential and prioritise the stakeholders who can help the most. This may mean building new relationships and/or strengthening existing ones. Stakeholder mapping can help to determine the level of engagement to use for each stakeholder. See Annex III for a stakeholder mapping template.



## STEP 2 Strategic Design

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An effective strategy originates from the findings of the target audience and situational analysis. Once you have this information it is then possible to identify the gaps in the target audiences knowledge of the potential risks and practices of mitigating these. Opportunities for providing information and creating behaviour changes (such as memorising a phone numbers of family and hotlines, obtaining information from credible sources like the Red Cross Red Crescent or IOM, applying for a passport, correctly calculating the cost of the journey and ensuring they have sufficient money, etc.) can then be ascertained and help determine relevant and effective messages in the communications.

Once a desired behaviour change has been selected to promote, it is important to understand what factors can make performing this behaviour easy (enablers) or difficult (barriers). These need to be identified and assessed when planning communication activities in order to determine how enablers can be enhanced and how barriers can be overcome in order to enable the desired behaviour change. Consider the following questions:

- What makes the behaviour feasible?
- What are the benefits to the individual of adopting the behaviour?
- Does the target audience have the knowledge, capacity or motivation to practice the desired behaviour?

### MAPPING THE BASELINE

It is now time to utilise the information gathered in the previous analysis stage to start the development of the communications strategy. The information can be broken down into the following categories to make it more digestible for developing the strategy and communication plan.

<b>Who...</b>	<ul style="list-style-type: none"><li>• Who is impacted by the issue?</li><li>• Who has to agree/support us?</li><li>• How important/engaged are they?</li><li>• What do they think of us?</li></ul>
<b>What...</b>	<ul style="list-style-type: none"><li>• What do we need the communications to deliver?</li><li>• What are the barriers to involvement?</li><li>• What activities are already taking place?</li><li>• What worked in the past and what doesn't work anymore?</li></ul>
<b>Where...</b>	<ul style="list-style-type: none"><li>• Where do changes need to be made?</li><li>• Where are the key locations?</li><li>• Where is the best practice taking place?</li></ul>
<b>When...</b>	<ul style="list-style-type: none"><li>• When does this have to be done by?</li><li>• When are the milestones we need to be aware of?</li></ul>
<b>Which means?</b>	<ul style="list-style-type: none"><li>• What does all this mean for communication?</li><li>• What do we have to take account of?</li></ul>

## SETTING OBJECTIVES

When setting the objectives for communications the first question we need to ask is ‘What is it that we want to achieve?’ Do we wish to increase understanding to bring about behavioural changes? Do we want to empower vulnerable groups or influence public policymaking? There may be several goals you want to pursue at the same time, however, it is advisable to focus on just one or two key goals in order to maximise the impact of activities and avoid “spreading yourself too thin”.

The goals or outcomes of the overall program or project will determine the goals of your C4D strategy and activities. If the goal is very broad it should be broken down into more focused and limited objectives. Broad or vague objectives can lead to lack of direction, weak messaging and inability to assess the performance of communication activities. Remember, just like deciding “the public” is an audience, if the objective is too broad, the decisions made from this point on will be vague and are likely to lead to eventual failure. That is why you should make your objectives SMART. Having SMART objectives makes it easier to clearly define what you are supposed to achieve.

# S

### Specific

What is to be done? Does it capture the essence of the desired behaviour change?

# M

### Measurable

Is the impact of the activities verifiable? Is it able to be easily and accurately measured?

# A

### Achievable

Are targets realistic? Is it attainable with the amount of human resources, time and money allocated?

# R

### Relevant

Are the C4D objectives aligned with the goals and objectives of the overall project or program?

# T

### Time-bound

Is the desired impact achievable within the implementation timeframe of the project or program?

**TIP:** Beware of ‘awareness-raising’ as an aim of communication. This is a poor basis for planning communication as it is almost never an end-goal – in other words it is usually an intermediary step, not an aim in itself. Think about what you would like your target audience to do with his or her new found awareness – that is your aim.

## COMMUNICATION CHANNEL ANALYSIS

Once the objectives have been determined it's time to determine how to engage your audience/s and disseminate the messages. When selecting what media channels to use, the media consumption of the target audience that has been identified during the 'Data Collection, Identification & Analysis' phase should be utilised. These then need to be considered against the characteristics of each channel to determine what is suitable for the objectives that have been set, the message being delivered and the time, budget and human resources available.

The below table outlines communication channels by their reach, suitable message type, cost and other considerations. Each channel is also described as 'mass media' or 'community media'. Mass media is suited for large-scale audiences, whereas community media is often used to reach a more specific narrow audience. It is also important to note that some channels are only one-way, while others will allow you to engage in a conversation with your target audience. Two-way communication enables audiences to be part of the conversation on the issues that impact them, share their knowledge and experience with peers, and also enables RCRC to gather feedback and ideas for learning and improvement.

**TIP:** It's important to use a combination of several different media to increase the chances of reaching your audience. Repetition and continuity will also help the audience memorise and understand the message.

## COMMUNICATION CHANNEL CHARACTERISTICS

Medium	Reach	Reach	Type of message	Cost	Considerations
<b>Television</b>	Mass media.  One-way communication.	Can reach large audiences.  However, in low-income communities it's important to consider whether your target audience has access to television.  Can reach illiterate audiences.	Simple and more general messages are used due to the short timeframe of a TV ad (generally 30 seconds or 15 second cutdowns).	Production and airtime costs can be extremely expensive. Public service announcements are sometimes provided by stations free of charge to NGOs.	Television is engaging and influential.  If power outages are common in the area consider a different media.  If targeting migrants in transit it is unlikely they will have access to TV.
<b>Radio</b>	Mass media or community media.  Can be one-way or two-way communication.	Large reach, both In urban and rural areas.  Can reach illiterate audiences.	For advertising, simple and general messages (as above, generally 30 seconds or 15 second cutdowns). However, interviews provide an opportunity to deliver complex messages.	Lower production costs and airtime prices than TV.	Interviews provide a great opportunity for returnees to share their experiences, as well as for RCRC professionals to provide information.  Provides the opportunity for listeners to call in and have their questions answered on air.  There are resources available for radio programming. <sup>4</sup>
<b>Film</b>	Mass media or community media.  One-way communication.	Depends upon the popularity of cinemas and availability of film facilities (e.g. cinema halls, community screenings).  Can reach illiterate audiences.	Films are good for complex messages due to time available to work through messages with audience.	Production is very costly and takes a long time to produce.	Discussions and Q&A sessions following screening can be interactive.  There is also scope for migrants (and other community members) to make their own films through participatory video approaches.  There are resources available for organising mobile cinemas. <sup>5</sup>

4. Guides and resources for radio programming can be accessed on the Community Engagement and Accountability Hub: <https://www.communityengagementhub.org/guides-and-tools/radio-programming/page/1/>

5. Guides and resources for mobile cinemas can be accessed on the Community Engagement and Accountability Hub: <https://www.communityengagementhub.org/guides-and-tools/mobile-cinema/>

<b>Online Video</b>	Mass media  One-way communication.	Reach can be large for online audiences but is dependent on people sharing and promoting the video.	Can be made for general or specialised audiences. Complex messages and scenarios can be depicted.	If the equipment and skills are available in-house the costs can be minimal. However, outsourcing to a production company can be expensive, depending on the quality of production.	Can generate immediate discussion in online forums.  Easy to monitor the number of views.  There is also scope for migrants (and other community members) to make their own films through participatory video approaches.
<b>Newspaper /Magazine</b>	Mass media or community media.  One-way communication.	Can have a large reach depending on circulation.  Only accessible to literate audiences.	Specific announcements, technical information, short clear messages.	Advertisements are expensive, but news can be printed for free.	May stimulate local discussions.  Only accessible by literate audiences.
<b>Billboards</b>	Mass media.  One-way communication.	Can have a wide reach depending on effective placement.	Suitable for short and focused messages only. Billboards do not convey complex messages effectively.	The printing, installation and advertising space can be expensive.	Can be positioned in strategic locations along migration routes.  Messages targeting migrants in transit should focus on protective information that is practical for people on the move.
<b>Posters</b>	Community media.  One-way communication.	Can have a wide reach depending on effective placement.	Suitable for short and focused messages only. Posters do not convey complex messages effectively.	Reasonably priced Printing and distribution costs can add up depending on quantity.	Can be put up in strategic locations along migration routes.  RCRC can utilise its large network of volunteers to put up the posters.
<b>Flyers/ Leaflets</b>	Community media.  One-way communication.	Depends on quantity produced and distributed.  Only accessible to literate audiences.	Allows for technical information and short clear messages.	Reasonably priced. Printing and distribution costs can add up depending on quantity.	Easy for migrants to keep the information on hand.  RCRC can utilise its large network of volunteers to distribute.
<b>Social Media</b>	Mass media.  Two-way communication.	Can reach large number of young people.  Can still be accessed by migrants when they are on the move.	Simple, easily understood messages. Can also be used for simple or complex messages for targeted audience.  It lends itself to using multiple kinds of content. E.g. posting of information, videos, photos, weblinks, online conversations, etc.	Dedicated staff are needed to run and maintain social media regularly.  High cost of computers and smartphones of target audience.	Very interactive. Allows people to engage, ask questions, provide comments etc.  It lends itself to using multiple kinds of content, posting of information, video, photos, weblinks, etc.  Relies on people a mobile device and internet access.  There are resources available on using social media. <sup>6</sup>
<b>Mobile App</b>	Mass media.  Can be one-way or two-way communication.	Can reach young people but relies on promoting the app heavily so people are aware of it.  Can still be accessed by migrants when they are on the move.	Suitable for specific and focused messages.	Costly for both the development and for dedicated staff to run and maintain app.	Very interactive.  Relies on people have a smart phone and internet access.



<b>Community Outreach</b>	Community media. Two-way communication.	Small to medium sized groups, depending on the size of the event. Can reach illiterate audiences.	Localised messages and good for specific, complex and intimate information exchange.	Low to medium cost, although staffing, travel and equipment expenses need to be considered.	Can take the form of community discussions, workshops, performances, concerts etc. Highly interactive as it allows sharing of information, responding to questions and concerns, convincing or motivating specific behavioural practices. Ensure to engage with local influential community members (such as village, religious leaders, etc) who can spread the information and message further.
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## DESIGNING YOUR COMMUNICATIONS STRATEGY

The C4D strategy must be developed in close relation with the other components of the project or program. What is important is to establish a close link between the two strategies: the project’s intervention strategy and the C4D strategy. These are complementary elements which should not be dealt with separately, neither in theory nor in practice. It is also critical to develop your strategy with involvement and input of your target audience and key community stakeholders. C4D strategies designed entirely in the office rarely work.

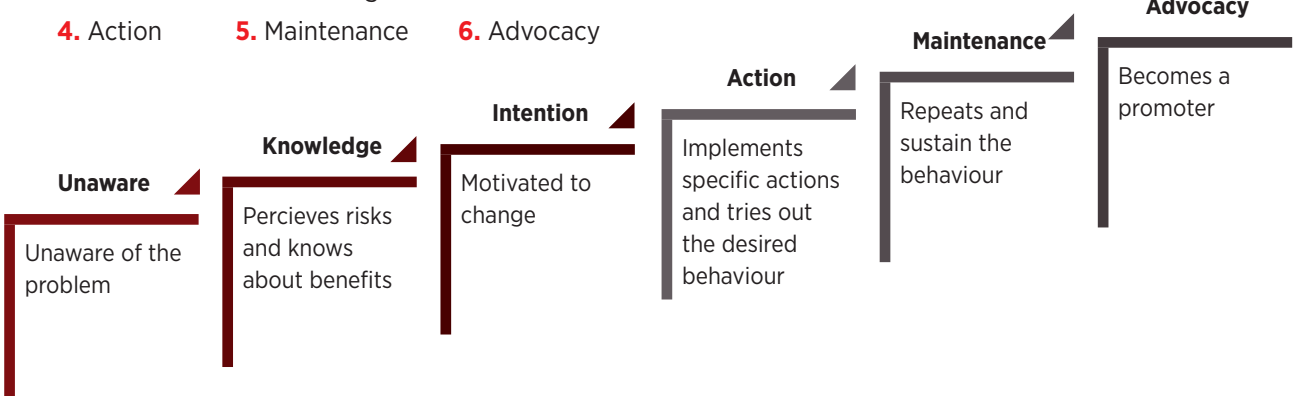
A well thought-out, detailed communication strategy is especially important for programs aimed at influencing attitudes and changing behavioural patterns. The communication strategy must answer five key questions:

1. What changes do we wish to promote?
2. Whom are we targeting?
3. What is the message?
4. What are the most effective tools and channels?
5. How do we measure performance?

When planning the communication strategy, identify where the audience sits along the behaviour journey (image below). Are they totally unaware or do they have some knowledge about the desired behaviour? Do they know the risks and benefits of their behaviour(s)? How long have they been practicing it? Do they encourage other people to adopt the behaviour?

As shown below, there are six steps in behaviour change:

1. Unaware
2. Knowledge
3. Intention
4. Action
5. Maintenance
6. Advocacy



**TIP:** In order to design relevant messages and activities it is essential to work closely with your target audience (i.e. migrants) to understand where they are along the behaviour change journey. Regular monitoring and evaluation is required to determine if the messages are working in moving the audience up along the behaviour journey. If the audience is remaining stagnant or moving downwards then it is important to assess why this is happening and adjust the messages and activities. This requires engagement and feedback from your target audience.

## STEP 3 Development & Testing

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Within this phase, concepts, materials and messages are developed, tested and revised before final production. Creating good communication materials combines both science and art: using the evidence of the analysis to determine the approach inline with the strategic objectives, whilst designing messaging and materials that create an emotional connection with the audience.

### DEVELOPING A CREATIVE BRIEF

Now it's time to turn all the research, analysis and planning into accessible information. In order to get the creative team (whether they are internal or external) to be able to develop a concept that is going to be impactful, the creative brief has to be focused, informative and well-defined. It must clearly set out the target audience, objectives, key messages, tone, guidelines and other creative considerations or mandatory inclusions. See Annex IV for a creative brief template.

### CREATING CONTENT

Before designing creative materials consider:



**Time:** Production timelines can vary dramatically depending on the type of material (e.g. complex TVC vs simple poster), the quantity being produced, the quality of the items and the suppliers available (can it be made locally or is it produced abroad).



**Resources:** Is there in-house capacity to develop and produce the materials? If not, is there budget to hire a creative agency? Can migrants' capacities be used?



**Cost:** How much budget is there for the creation of the materials, including concept development, design, production and distribution?



If there are not the skills and capacity internally to produce the communications materials then hiring a creative agency can be a good solution. Here are some recommended steps in selecting and working with an external agency:

1. Research and identify creative agencies that have experience in behaviour change communications on social issues. Shortlist 3-4 agencies and contact them to determine if there is initial interest in working together.
2. Develop a detailed request for proposals. This should include a description of the work required, deliverable and timeline, as well as the request for creative submission and quote. It will be important to provide agencies with a copy of the creative brief and some background information on the issue of migration and the Red Cross project approach.
3. Meet potential agencies for a Q&A session and to discuss the desired behaviour change the communication activities seek to achieve. Although it can be done as a group meeting with representatives from each agency, it is usually best to hold separate 1 hour sessions for each agency.
4. Review proposals and select the creative agency. Organise signing of supplier contract agreement (outlining deliverables, costs, intellectual property rights, confidentiality, etc).
5. Have an initial kick-off briefing to ensure the creative team understands the scope of work and expectations. Provide any additional background information and documents such as brand guidelines, project strategy, etc. Designate a team member who will be the point of contact for the agency.
6. Request 2-3 draft concepts from the agency. These should then be pre-tested with stakeholders and members of the target audience to determine the best direction to proceed with and any changes that need be made.

**TIP:** Migration is a complex and multi-faceted and many creative agencies will not have knowledge and understanding about the issue. It is therefore important to invest the time upfront educating them about migration to ensure that the concept, messaging and execution they produce is appropriate, relatable and in line with the Red Cross approach. Additionally, most creative agencies are also not familiar with C4D or BSCC approaches so it is essential to ensure they understand the need for participatory processes and that adequate time is assigned for this.

## DEVELOPING MESSAGING

Communication strategies are often too ambitious and include a whole list of messages. However, for a message to be effective and remembered, it must not be overloaded with content. It is best to concentrate on just one or two key messages and keep it concise, simple and striking. Less is often more!

Slogans are often used in marketing messages for rallying support, However, in C4D, action messages generally have a greater impact because they provide people with tangible advice about what they can do. Action messages should be:

- short and to the point;
- positive and constructive;
- relevant;
- practical and do-able.

When developing the messaging you must always consider your audience. Provide basic information so that your audience:

- is aware of and acquires general knowledge about the issue;
- understands how the issue relates to them;
- knows what resources and services are available.



The way your message is perceived depends on how it is conveyed. Research suggests that aspiring and on-route migrants are often cautious of campaigns and information provided by non-profit organisations, due to scepticism regarding their agenda<sup>7</sup>. When designing messages, often the focus is on the risks and/or consequences of migration. Whilst addressing these is important, focusing exclusively on these factors can lead to negative messages that say “don’t do this and don’t do that”. This can erode migrants trust in an organisation and discourage them from seeking information and support. Therefore, conveying messages about the things migrants can do to increase their likelihood of migrating safely, and the resources and support services available is often more constructive and empowering for migrants and their families and can contribute to:

- motivating the target audience to undertake actions that mitigate their risks;
- the target audience sharing the information and materials with their peers;
- community involvement and promotion of the positive change being advocated.

Words can be interpreted differently and language is not neutral. Thus, it is important to carefully consider word usage. Imprecise word choices may be interpreted as biased, discriminatory or demeaning, even if they are not intended to be.

For the Red Cross Movement it is pertinent that all messaging is in line with the Fundamental Principles and does neither deter nor encourage migration choices of the individual. These can be further explored in IFRC Global Strategy on Migration 2018-2022: Reducing Vulnerability, Enhancing Resilience<sup>8</sup>.

**TIP:** Storytelling is a powerful way to communicate important information. Cooperate with and involve your target group to share testimonials, stories and quotes – messages are often better accepted when they are transmitted by peers.

More information and resources on messaging are available in the Community Engagement and Accountability online hub<sup>9</sup>.

7. European Commission, 2017. ‘How West African migrants engage with migration information en-route to Europe: Studies on communication channels used by migrants and asylum seekers to obtain information in countries of origin and transit, with particular focus on online and social media’.

8. [https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2017/12/IFRC\\_StrategyOnMigration\\_EN\\_20171222.pdf](https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2017/12/IFRC_StrategyOnMigration_EN_20171222.pdf)

9. <https://www.communityengagementhub.org/guides-and-tools/messaging/>

## VISUALS AND IMAGERY

Images play a key role in capturing attention, creating an emotional connection and depicting the type of message being portrayed, so the images selected in communication materials need to be carefully considered. For example, some anti-migration campaigns use images of abused people as a way to warn migrants about the dangers of migration. However, research shows that the use of negative images like these could have contradictory effects. Balanced messages (positive and negative) and positive images are more effective in inspiring feelings of empowerment and motivation to act.

### Positive



### Negative



For communications materials to appeal to an audience, they need to be able to relate to the protagonist/s in the story. The more they have in common, including physical and emotional characteristics, the easier it is for the audience to connect with the person and identify with the message they are delivering. It is therefore often better to feature 'real' people in communication materials, rather than models/actors.

Obtaining informed consent before using images of people in communications materials is essential. Before photographing or videoing a person, the purpose and usage of their images and/or interview must be explained to them (in their own language) and an opportunity to ask questions provided before they give consent. For minors it's essential to get permission from both them and their parent or legal guardian.

**TIP:** It's important to get documented consent from participants featured in photographs and videos. In some communities people may be illiterate or fearful of signing a formal consent form. A good alternative is to record on video the explanation and the person providing their consent verbally.

## PRE-TESTING

Pre-testing helps to enhance relevance; check that the messaging is understood by the intended audience; identify any mistakes, errors or miscommunication; and ensure the materials are achieving their objectives in the aim to motivate positive behaviour change.

Pre-testing ensures that messages and materials have following characteristics:

<b>Comprehension</b>	Is the message clearly explained? Does the audience understand it properly?
<b>Attractiveness</b>	Does the material capture attention and will it be remembered?
<b>Acceptable</b>	Is there anything in the messaging or imagery that causes concern? Is anything culturally offensive, annoying or inaccurate?
<b>Involving</b>	Does the audience feel that the material is relevant? Is there opportunity for the audience to engage and interact?
<b>Persuasive</b>	Is the audience convinced to take the recommended action as a result?

Testing does not need to be large in scale, it just needs to ensure that it is representative of the target audience. Pre-testing should be carried out through focus group discussions, semi-structured interviews and/or other qualitative methods. Results from the pre-testing will inform any necessary revisions. Materials used for pre-testing can include scripts, storyboards, printed materials or even a live drama performance!

Pre-testing process:



**TIP:** Focus group discussions with approximately 5-10 people per group can be used to pre-test communication materials. Depending on the community and culture, mixed groups might not be conducive, as some individuals could feel constrained in airing their views. Therefore, to the extent possible, individuals should be organised in groups of shared characteristics (e.g. similar age, same gender, language spoken). If needed, follow-up interviews can also be conducted with specific individuals to gain deeper insight into specific issues or surveys can be done with participants at the end of the FGD to capture any other feedback that participants might not have felt comfortable sharing during the discussion.

For an example of a facilitation guide for pre-testing activities, please see Annex VI.

## STEP 4 Implementation

Based on the analysis conducted earlier on the media consumption of the target audience and the communication channel characteristics, it is now time to implement activities and distribute the communication materials using an integrated communication approach. An integrated approach combines various communications methods of such as advertising, public relations, promotion through social networking sites, and so on. Instead of being used in isolation all need to work in unison to increase the visibility, awareness and comprehension of the message among the target audience. However, planning is key to ensuring that these are delivered effectively and on time and on budget.

### TIMETABLE OF ACTIVITIES

An action plan must be drawn up which specifies the timings and responsibilities for the implementation of all the C4D activities that will take place for the duration of the project. It should outline all the start and finish dates and include the phases, activities and individual tasks of a project.

This process will help to:

- provide a better understanding of the size of your communication activities;
- set lead times and deliverable dates and ascertain where the critical deadlines are;
- see periods of peak activity and schedule activities so you are not doing too many things at once;
- highlight important mileposts and occasions such as on-air dates, events, or surveys that will take place;
- avoid potential clashes between activities (e.g. running an event in a community at the same time as another major event) and avoid periods where your message may not be so effective (e.g. during a holiday celebration);
- determine whether activities are hitting any particular target audience/s over too long or too short a period of time;
- assign roles and responsibilities for members of the team and ensure that individual staff are not overloaded;
- check that what you want to do is actually possible within the available resources.

A Gantt chart is a type of bar chart that can be used to visualise and schedule all the communication activities. Gantt charts are a useful management tool as they can:

- help identify when deadlines or milestones are in danger of being missed and reschedule activities and tactics to get back on track;
- make it easier to identify the implications if activities are changed or added and to manage any changes;
- help to profile your budget. i.e. identify what you intend spending when and keep track of what you have spent;
- be used to chart and report progress to stakeholders;
- be used for day-to-day planning by individuals.

List each activity in the Gantt chart with all the steps that need to be carried out in order to plan, prepare and deliver that activity, not forgetting monitoring and evaluation. Allocate the appropriate time required to carry out each task, taking into account that extra time might be needed for sign-offs and tasks that involve the participation of other people and institutions.

It is important that the Gantt chart is understood and used by all staff in the team involved in implementing the C4D activities. It should be referred to and used on a weekly basis to determine that the all activities are on schedule. if deadlines of individual tasks are missed then the timings of these should be reworked in the chart to ensure that final deliverables are still achieved according to the plan.



## ENGAGING THE MEDIA

Due to its reach and influence, the media is a powerful tool for raising awareness and creating social change. The media can play a key role in increasing knowledge about migration and shaping public opinion on the issue. It is therefore useful to engage journalists and media outlets to provide the public with information about migration and promote news stories to the public.

Most journalists will have limited understanding about migration. Therefore, it is important to take the time to capacity build them and develop their knowledge about migration so that they can write about the issue in an accurate and responsible way. Providing background reading, having Q&A sessions or taking them on field trips to visit areas with high rates of migration can be helpful in developing their understanding.

Journalists will often ask to interview a migrant(s) to add a personal element to a news story. If facilitating access to migrants it is important that journalists take a rights-based approach and ensure that there is no violation of the rights of migrants or any other party mentioned in their news reports. There can also be misconceptions about who migrates, so it is important to ensure a balanced portrayal and consider gender aspects by facilitating interviews with both men and women. Quoting men and women equally (or representatively) and ensuring that both genders have equal or representative coverage should be done to the extent possible.

Some key do's and don'ts to advise journalists if they are reporting on migration are:

Do's	Don'ts
✔ Do use masking techniques and pseudonyms to protect the identities of migrants and their families, especially if they have been victims of abuse	✘ Don't take identifiable photos of people who have been victims of abuse/crime
✔ Do visit areas to understand the root causes of migrants initial desire to migrate	✘ Don't ask questions that violate the dignity of migrants
✔ Do be accurate, objective and fair	✘ Don't distort facts to sensationalise a story
✔ Do highlight the challenges that migrants face	✘ Don't make migrants relive their experiences—many of them may be suffering from trauma
✔ Do provide information on legislation, services and resources available to migrants	

When news about migration is printed or broadcast it is important to provide information that equips the audience with information on how they can act. For example, encourage journalists to include information about formal channels for migration or provide list of support services and hotline numbers at the end of the article is useful for people who are planning to migrate.

## PARTNERSHIPS

Working with partners is a good way to multiple the reach of your message and activities. When cost or expertise limit the utilisation of various media channels, community media outlets and like-minded organisations can help increase the impact of activities by providing additional platforms and skills. Local partners are also usually respected by community members because of their existing involvement in the community and can thereby add strength to and acceptance of your message.



## STEP 5 Monitoring and Evaluation

Monitoring and evaluation (M&E) are essential to assess the quality and impact of our C4D activities in order to determine whether they are resonating with the audience and achieving set targets. M&E must be performed on an ongoing basis – not just at the end of the project – to be able to learn from mistakes and make timely adjustments to improve the communications.

Monitoring is a regular and systematic process that tracks progress against defined activities and outputs to assess what is working and what is not, and then determine what changes should be made to a project. In contrast, evaluation is an episodic assessment and is used to judge whether a project has delivered what was expected according to its original plan and if it has achieved its intended outcomes and impact.

### LOGICAL FRAMEWORK APPROACH

Similar to evaluating the results of an overall program or project, a logical framework can also be used to assess the results and effectiveness of C4D activities. A log frame allows causal relations between activities, products, outcomes and impacts to be plotted. In the logical framework the communication activities and outputs which lead or contribute to the desired outcomes are defined. C4D is a support activity; it does not pursue aims of its own, but rather contributes to the general aims of the project or program.

Think about:

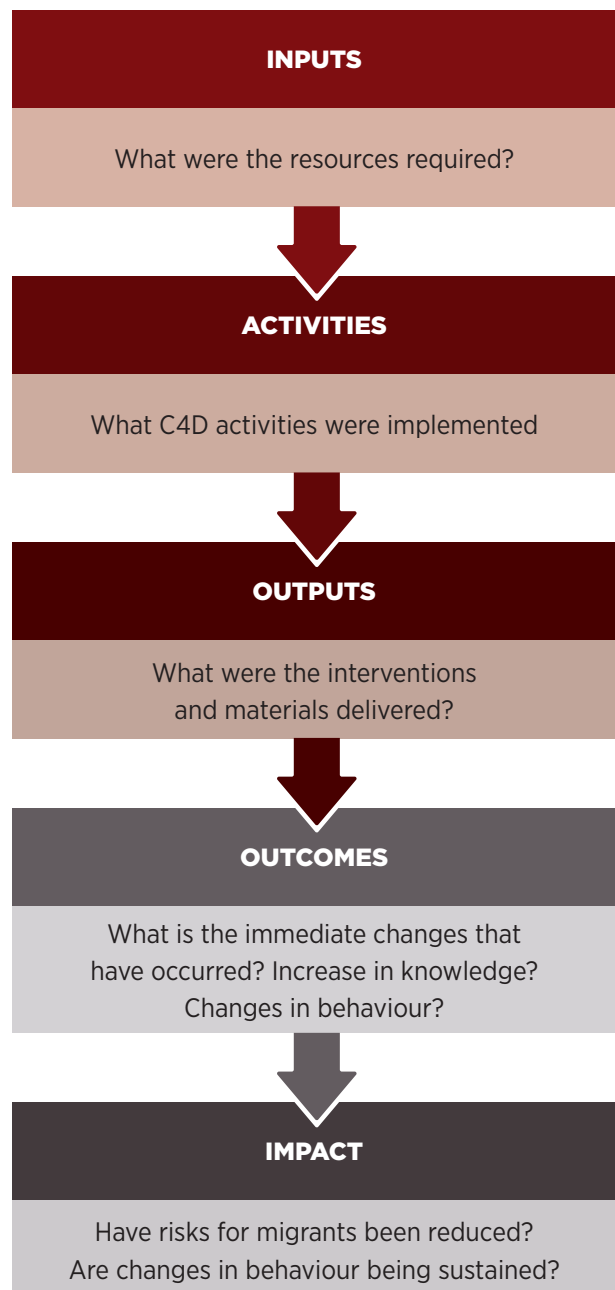
**Inputs** = What financial, human, material, and technical resources were needed?

**Activities** = What C4D tasks were undertaken and did these go as planned?

**Outputs** = What was achieved? Whom and how many people were reached?

**Outcomes** = How will one determine success? Were the original targets that were set met? What did your audience think about your activities?

**Impact** = What are the long term improvements and changes that can be seen?



Whilst inputs, activities and outputs are relatively easy to determine, assessing the outcomes and impacts are more difficult, as measuring the outcome of an activity in community dynamics is more challenging and the impacts can often not fully be recognised until a substantial amount of time has passed.

## SETTING UP SYSTEMATIC FEEDBACK CHANNELS

Community feedback is part of monitoring and evaluation data. This is important to make sure to be able to be accountable to people on the move by identifying potential shortcomings and issues, keeping track of the progress of our activities and being able to tailor communication messages and activities to the specific needs and preferences of migrants as well as host communities. There are a lot of RCRC Movement resources available on setting up systematic feedback mechanisms in the migration context that are available on the Community Engagement Hub<sup>10</sup>.

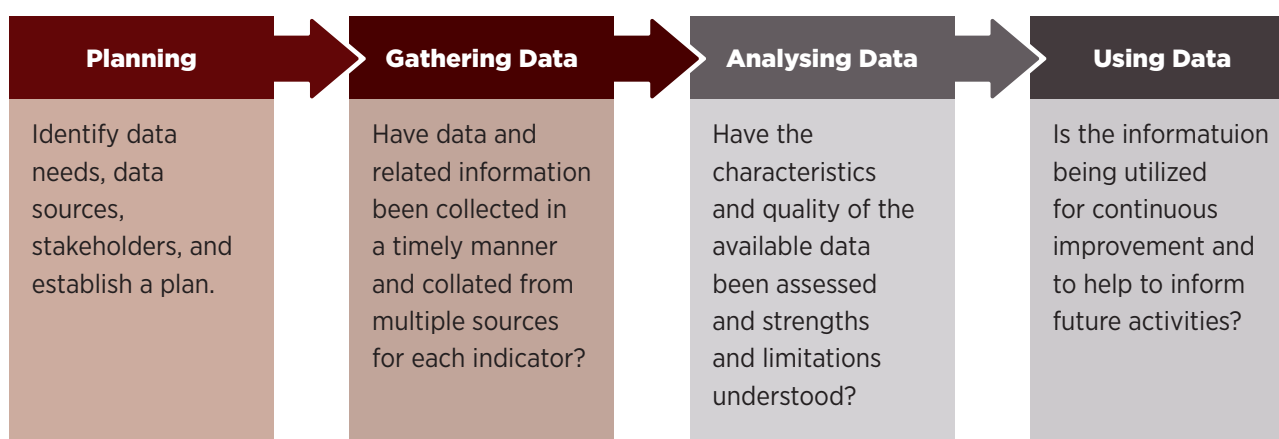
## COMMUNICATION CHANNEL MEASUREMENT METHODS

A variety of instruments and methods, both quantitative (e.g. statistics, data, surveys) and qualitative (e.g. focus groups, interviews, observations) are available for undertaking M&E.

Channel type	Quantitative	Qualitative	Source
<b>Television</b>	<ul style="list-style-type: none"> <li>TARPs (target audience rating points) and GRPs (gross rating points)</li> <li>Number of spots aired (including bonus spots)</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>TV stations (or media agencies if TV spots booked through an agency) supply final reports on spots aired and TARPs.</li> <li>If budget permits, market research companies can be hired to conduct focus group sessions.</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>Number of spots aired</li> <li>Total audience reach</li> <li>Number of interviews</li> </ul>	<ul style="list-style-type: none"> <li>Questions and feedback from callers during interview segments</li> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Radio stations (or media agencies if TV spots booked through an agency) supply final reports on spots aired and audience reach.</li> </ul>
<b>Film</b>	<ul style="list-style-type: none"> <li>Number of attendees</li> <li>Surveys</li> </ul>	<ul style="list-style-type: none"> <li>In-depth interviews</li> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Need to consider the levels of literacy when determining whether to conduct surveys or face-to-face discussions.</li> </ul>
<b>Online Video</b>	<ul style="list-style-type: none"> <li>Number of views</li> <li>Completion rate</li> <li>Number of clicks and CTR (if relevant)</li> </ul>	<ul style="list-style-type: none"> <li>Comments posted</li> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Videos posted on YouTube and Vimeo enable you to see the number of views and clicks.</li> </ul>
<b>Newspaper/ Magazine</b>	<ul style="list-style-type: none"> <li>Number of articles published</li> <li>Circulation</li> </ul>	<ul style="list-style-type: none"> <li>Comments posted online</li> <li>Letters to the editor</li> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>If digital advertising is booked through an agency they can supply a final report on the number of impressions and CTR. Otherwise, these will need to be requested directly from the platforms/websites displaying the ads.</li> </ul>
<b>Billboards</b>	<ul style="list-style-type: none"> <li>DEC (Daily Effective Circulation)</li> <li>Number of calls to hotline or visits to website if promoted</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> </ul>	<ul style="list-style-type: none"> <li>Publications can provide the information on circulation numbers as well as demographics of their audience.</li> </ul>
<b>Flyers/ Leaflets</b>	<ul style="list-style-type: none"> <li>Number of materials produced and disseminated</li> <li>Number of calls to hotline or visits to website if promoted</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> <li>In-depth interviews</li> </ul>	<ul style="list-style-type: none"> <li>Call rates to hotline should be tracked prior to billboards campaigns and then during the campaign period for comparison.</li> <li>Google Analytics needs to be set up on the website to track traffic and user behaviours of the site.</li> </ul>

<b>Posters</b>	<ul style="list-style-type: none"> <li>• Number of materials produced and disseminated</li> <li>• Number of calls to hotline or visits to website if promoted</li> </ul>	<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• In-depth interviews</li> </ul>	<ul style="list-style-type: none"> <li>• If billboard placements are booked through a media agency they can supply details on DEC. Otherwise this needs to be requested directly from the billboard company.</li> <li>• Call rates to hotline should be tracked prior to billboards campaigns and then during the campaign period for comparison.</li> <li>• Google Analytics needs to be set up on the website to track traffic and user behaviours of the site.</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Number of followers</li> <li>• Reach</li> <li>• Number of clicks and CTR (click through rate)</li> </ul>	<ul style="list-style-type: none"> <li>• Level of engagement (likes, comments, shares)</li> <li>• Inbox messages</li> </ul>	<ul style="list-style-type: none"> <li>• The 'Insights' section of the Facebook page provides all the details on the page activity and can be customised by date periods. This data can also be exported and downloaded in excel.</li> <li>• Twitter Analytics provides a 28 day summary of impressions, visits, mentions and new followers. For more in-depth insights a paid service like Twitonomy delivers more detail and for broader time periods.</li> </ul>
<b>Mobile App</b>	<ul style="list-style-type: none"> <li>• Number of downloads</li> <li>• Time spent on app</li> </ul>	<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• In-depth interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile app analytics tool will enable tracking of usage, behaviour, as well as location, devices used and audience.</li> </ul>
<b>Community Outreach</b>	<ul style="list-style-type: none"> <li>• Number of meetings, events, workshops etc conducted</li> <li>• Number of people that attended</li> <li>• Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• In-depth interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Need to consider the levels of literacy when determining whether to conduct surveys or face-to-face discussions. Both should always be conducted in the local language that participants are most comfortable speaking in.</li> </ul>

## OBTAINING AND UTILISING DATA



**TIP:** In order to measure results a baseline must be first established to obtain the level of knowledge, prevalent attitudes and existing behaviours before the intervention. This should be part of Stage 1 and then utilized in the evaluation of C4D activities.

# CASE STUDY **MTV EXIT**

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## **ABOUT MTV EXIT**

MTV EXIT was an anti-human trafficking program supported by MTV, the United States Agency for International Development (USAID) and the Australian Government's Department of Foreign Affairs and Trade (DFAT) which ran between 2004-2014. Through its global campaigning and local C4D activities in the Asia Pacific region, MTV EXIT aimed to raise awareness of trafficking in persons with the objective of promoting behaviour change and driving social action. The MTV EXIT program targeted vulnerable populations and inspired them to take action and empower themselves with information and resources to mitigate risks and help protect themselves.

Previously, the counter trafficking sector has focused on general human trafficking awareness raising. However, MTV EXIT recognised that a more robust C4D approach was necessary in order to strengthen the transmission of information about the risks of human trafficking to achieve a desired preventative and protective behaviour change. Addressing such a complex issue required a participatory process whereby people were empowered through effective communications tools to identify problems and develop sustainable solutions within their own societal contexts. The program placed strong emphasis on mobilising youth to promote awareness of trafficking in persons, working with and through regional, national and local organisations, and advocating for greater commitment to the anti-trafficking in persons (ATIP) agenda.

Through a unique C4D approach, the program implemented a mix of high profile concerts, youth trainings, roadshows, television documentaries, dramas, public service announcements and music videos. MTV channels, as well as free-to-air broadcasters, aired MTV EXIT's television material both nationally and regionally. In addition to these, the program produced printed material, supported youth trainings and media capacity development camps, as well as worked with local ATIP partners to extend their messages and brand to areas that MTV would find difficult to target.

## **YOUTH ENGAGEMENT**

MTV EXIT recognised that young people were not only beneficiaries of programming activities but also stakeholders in the overarching goal of reducing human trafficking. MTV EXIT identified and developed best practices in localised ATIP training for young people with targeted information, education and communication media content. Youth volunteers were identified as an effective way to engage more meaningfully with young people around an MTV EXIT intervention and to further localise the concert outreach and educational model. In total, MTV EXIT trained over 1,200 young people, creating a youth movement with the enthusiasm and capacity to organise awareness raising outreach events in their own communities.

## **STRATEGIC PARTNERSHIPS**

MTV EXIT placed great emphasis on the importance of cross-sector partnerships. Forging partnerships with influential stakeholders, across public and private sectors at the local, national, regional and global levels, ultimately enabled MTV EXIT to work towards creating a supportive environment for change as well as to raise demand for and/or sustain progress towards the prevention of human trafficking. Engaging influential stakeholders typically involved participation in national and regional bodies and building on-going consultative relationships.



## LIVE EVENTS

Free live events were a highly effective way to raise awareness directly with young people and were a key pillar within the MTV EXIT Asia program strategic framework. They provided a high profile, inclusive, exciting and entertaining focal point for the ATIP agenda, targeted prevention and protection messages. The events also supported local government, community-based organisations and NGOs by providing a platform for them to promote associated services, such as national helplines and information resources and enabled them to interact with young people and the media in positive new ways.

Live events occurred at both national and local levels and targeted a range of priority audiences and stakeholders. National live events had broad appeal and influenced public debate around wider trafficking in person issues, while local Roadshows events targeted high priority regions and audiences who may be at significant risk of being trafficked. Each event drew mass media attention to the campaign by using the power and influence of music, talent and employing video content that served as a vehicle to inspire social dialogue and influence public debate.

## TESTING AND EVALUATION

Before message dissemination MTV EXIT undertook participatory consultation with individuals and groups which took into consideration cultural practices, societal norms and structural inequalities. This helped to ensure the messages and activities were relatable and appropriate for the young people they were aiming to reach.

MTV EXIT also pioneered an innovative ratings-and-impact methodology for monitoring and evaluating their campaign. They employed over 40 beneficiary and control group studies to measure the impact of its interventions on the levels of knowledge, attitudes and intended behaviours in relation to the prevention of exploitation and human trafficking amongst their target audience.

## RESULTS

The reach of MTV EXIT was enormous. Over the decade the program was implemented, more than 1.8 million people attended the hundreds of live events that were hosted and the program's educational content was viewed an estimated 103 million times on TV and online. Additionally, MTV EXIT built an active social media community of over 2.1 million users globally.

MTV EXIT strengthened government-level advocacy to foster strong ATIP support and built independent regional capacity to educate the public about trafficking and human rights. Importantly, the MTV EXIT program resulted in significant improvements in young people's knowledge, attitudes and intended behaviour with respect to trafficking.

# CASE STUDY IOM X Bangladesh

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## ABOUT IOM X

IOM X is the International Organization for Migration's (IOM) innovative campaign to encourage safe migration and public action to stop exploitation. The campaign leveraged the power and popularity of media and technology to inspire young people and their communities to act against human trafficking.

IOM X moved beyond awareness raising to effecting behaviour change by applying a Communication for Development (C4D), evidenced-based and participatory framework to tailor messaging for its activities. The IOM X roadshow model sought to engage communities using a C4D approach to create targeted messaging and media content, and customised activities for the local context.

IOM X Bangladesh Roadshow took place over a 12-month period in 2017. It focused on three districts in Bangladesh that had high rates of migration due to lack of local employment opportunities and large numbers of the population living below the poverty line.

## STRATEGIC PARTNERSHIPS

IOM X held a Participatory Planning and Capacity Development (PPCD) workshop for 57 participants from district-level government, migrant networks, law enforcement, counter-trafficking organisations and media in order to identify trafficking trends and target audience.

After conducting the baseline research, IOM X and their production company then held an initial Media Camp with 50 of these stakeholders. The focus was on sharing the results of the baseline survey and using these to develop concepts and media content for the campaign. The group decided to focus on video content that leveraged music, drama, returned migrant testimonials and celebrity involvement to communicate the key message of the campaign.

A second Media Camp was held with the same stakeholder group three months later to review the draft videos and gather feedback from the participants. The production company then incorporated the main points of feedback from the group in the final edits. Additionally, during the Media Camp, discussions were also held about the distribution plan.

## MEDIA ENGAGEMENT

IOM X hosted a half day journalist training in Dhaka for 15 journalists, which was facilitated by IOM Bangladesh. The training aimed to build the capacity of journalists to report on human trafficking and safe migration in Bangladesh. It covered statistics on human trafficking and migration, what makes people vulnerable to human trafficking, legal information and tips for how to report on the issue, as well as information on how to ensure victim protection and the importance of following stories from start to end. Safe migration information was also included so that this could be incorporated in future reporting by the journalists.

The following day a media launch was held to premiere the four safe migration videos that were produced during the IOM X Bangladesh Roadshow. 80 journalists from Bangladesh's top media outlets attended the launch, which resulted in generating 61 news articles and television broadcasts about the roadshow, with an estimated value of US\$53,000 in media coverage.

## EVENTS

Over 200 people attended the launch event, which in addition to journalists and media representatives, included government, UN, NGO and private sector. A panel discussion with government, television broadcasters, national telecom, radio and migrant network partners gave deeper insight into using a multi-stakeholder approach to combat exploitation and human trafficking. The panel also examined why it is so important to leverage technology such as television, radio and mobile phones to share safe migration information, as these forms of media are key for disseminating messages to vulnerable populations in rural areas with low literacy rates.

IOM X also held 20 on-the-ground events in three districts in Bangladesh, in which more than 7,000 people attended. The music video and three testimonial videos that had been developed were screened at the events and an interactive theatre production was also performed.



## RESEARCH AND EVALUATION

IOM X engaged an external research partner to conduct a baseline study with those from the target audience that was identified during the PPCD. A survey was conducted with 404 people to determine their knowledge, attitude and practice in relation to migration and human trafficking. The research company conducted a two-day intensive training about surveying techniques, methodology and analysis with 20 survey volunteers who then undertook the information and data gathering about the target audience's awareness of human trafficking, understanding of risks and information seeking about safe migration.

After the campaign a post-survey was conducted with 400 members of the target audience to assess the impact of the campaign and determine if there were any shifts in knowledge, attitudes and practices. Specifically, they were interested in whether aspirant migrants were now using proper services to check if they have the correct visa to migrate abroad for work, which was the key message of the campaign.

## RESULTS

During the campaign period from November 2017 to April 2018, the safe migration videos had an estimated audience of reach of 93,500,000 people on TV, were listened to 10 million times on radio and viewed 720,382 times online. More than 69,000 people also liked, commented or shared a post online about the Roadshow or visited the dedicated landing page.

On average, negative attitudes on safe migration decreased by 27 per cent in viewers after watching the roadshow videos. There was also a 34 per cent increase in understanding that dalals (informal brokers) do not provide visa checking services. This was an important accomplishment as most migration is facilitated through dalals and was the primary message of the videos produced.

However, despite the obvious success of the campaign, the evaluation findings and stakeholder feedback sessions, also highlighted areas for improvement. The campaign could have been more well-rounded and better distributed by including more members of the community, including religious figures, teachers, local influential people, elected representatives, dalals and local cultural groups.

# **ANNEX**



## ANNEX I Glossary of Migration Terms

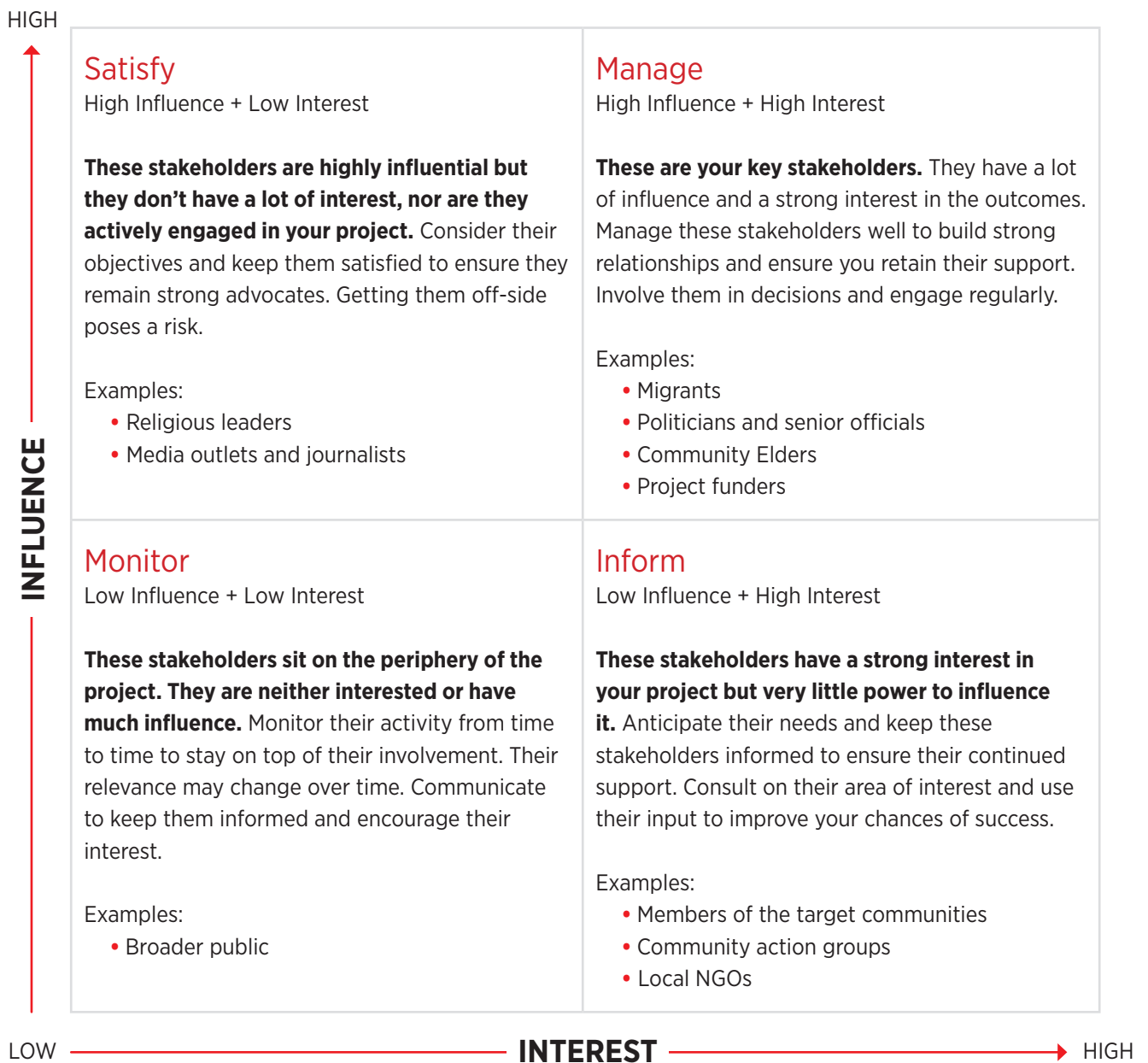
Circular Migration	Refers to repeat migration, which is the temporary and usually repetitive movement of a migrant between home and host areas, typically for the purpose of employment but also due to other push/pull factors. It represents an established pattern of population mobility, whether cross-country or rural-urban.
Deportee	A person who has been or is being expelled from a host country.
Economic Migrant	A person who leaves their home country to live in another country with better working or living conditions. (Cambridge English Dictionary)
Internally Displaced Person (IDP)	A person who has been forced or obliged to flee or to leave their homes or places of habitual residence, in particular as a result of or in order to avoid the effects of armed conflict, situations of generalized violence, violations of human rights or natural or human-made disasters, and who has not crossed an internationally recognised state border. (UNHCR)
Irregular Migrant	A term used for migrants who have not registered with authorities in a given country – often in transit.
Migrant	A general term for a person who leaves or flees his or her habitual residence to go to new places – often crossing an international border – to seek opportunities or safer and better prospects. Migration can be voluntary or involuntary, but most of the time a combination of choices and constraints are involved. (IFRC)
Mixed Migration	Movements of refugees, asylum-seekers, economic migrants, alongside each other, irregularly, using similar routes, and exposed to similar and often inhumane conditions exposed to exploitation and abuse. (UNHCR)
Protection	Protection aims to ensure that authorities and other actors to respect their obligations and the rights of individuals in order to preserve the safety, physical integrity and dignity of those affected by armed conflict and other situations of violence. Protection includes efforts to prevent or put a stop to actual or potential violations of IHL and other relevant bodies of law or norms. Protection relates firstly to the causes of, or the circumstances that lead to, violations – mainly by addressing those responsible for the violations and those who may have influence over the latter – and secondly to their consequences. (ICRC Protection Policy Section 2.1.1)
Psychosocial Support	Refers to the close relationship between the individual and the collective aspects of any social entity. Psychosocial support can be adapted in particular situations to respond to the psychological and physical needs of the people concerned, by helping them to accept the situation and cope with it. (IFRC website)
Refugee	A person who “owing to a well-founded fear of persecution for reasons of race, religion, nationality, membership of a particular social group or political opinions, is outside the country of his nationality and is unable or, owing to such fear, is unwilling to avail himself of the protection of that country”. (1951 UNHCR Refugee Convention)
Returnee	A person who has emigrated and return to his or her country of origin.
Smuggling	Smuggling is the procurement, in order to obtain, directly or indirectly, a financial or other material benefit, of the illegal entry of a person into a state party of which the person is not a national. (UN Convention Against Transnational Organised Crime)
Trafficking	Trafficking in persons means the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments. (UN Convention Against Transnational Organised Crime)

## ANNEX II Glossary of Communication Terms

Awareness raising communications	Organised communication activities which aim to create awareness on particular topics (i.e. migration) among audiences to improve outcomes due to increased knowledge and understanding.
Behaviour and Social Change Communications (BSCC)	BSCC involves an interactive process with individuals, groups or a community in the planning, design and implementation of communication strategies and activities, with the objective of promoting positive behaviours which are appropriate to their settings.
Click-through rate (CTR)	A ratio showing how often people click on an online advertisement. The percentage is determined by the number of clicks divided by the number of times your ad is shown and can be used to gauge how well your keywords and ads are performing.
Communication	A process of transmitting and exchanging information, ideas or feelings from one place, person or group to another to reach mutual understanding and shared meaning.
Communications for Development (C4D)	A people centred approach that supports two-way communication to understand the context and people's knowledge, attitudes and practices surrounding an issue, and enables community participation in the decisions that affect their lives and wellbeing. Communication tools and activities are utilised to support and empower individuals and communities to create positive changes in a meaningful and sustained way. C4D covers humanitarian diplomacy and advocacy, social mobilisation as well as behavioural and social change communication.
Community engagement	Community engagement is the process of working collaboratively with and through groups of people that are affiliated (whether it be geographic proximity, similar situations or shared experiences etc) to address issues affecting the wellbeing of those people. It helps to put communities at the centre of what we do and is a powerful vehicle for bringing about behavioural changes that will improve the safety and wellbeing of the community and its members. It often involves partnerships and coalitions that help mobilise resources, influence systems and serve as catalysts for changing practices. Engaging effectively with communities is increasingly recognised as essential to operational excellence, building acceptance and trust, and contributing to long-term community ownership and resilience.
Community media	Refers to any form of media that function in service of or by a community. Community media is distinct from public and private media due to its non-profit business model which focuses on the provision of a social service and community ownership and participation. Community media is important in giving communities a platform to express their concerns for local issues, engaging in democratic debate, delivering reliable access to information, as well as enhancing community relations and solidarity. The 'community' can be geographical or a group of people with common interests.
Creative brief	A short and focused 1-2 page document outlining the strategy for developing the creative concept for the communications campaign or project. It provides specific information including the objective of the communications, the target audience, the key message to be conveyed, the media to be used, and any other insights that help guide the creative team or agency.
Daily Effective Circulation (DEC)	The average number of passers-by (including persons on foot, bikes, cars and other vehicles) that could potentially be exposed to a billboard or other outdoor advertising display on an average day.
Demographics	Statistical data about the characteristics of people within a population or group, such as the age, gender, nationality, income, marital status, religion etc.
Evaluation	A process that critically examines a program, project or activities to determine whether they achieved their desired outcomes. It involves collecting and analysing information using both quantitative and qualitative methods to make assessments about the effectiveness of the program or activities and to inform future decisions.
Focus group discussion (FGD)	A FGD is a common qualitative research technique that gathers a small number of people from the target audience (usually 5-12 per group) to discuss a specific topic of interest. Questions are asked in an interactive group setting using semi-structured interviews where participants share their perceptions, attitudes, beliefs, opinion or ideas about a particular topic or materials being researched. During this process, the researcher either records or takes notes of the vital points. These findings help to determine the reactions that can be expected from a larger population.
Gross rating points (GRPs)	A standard measure in advertising to calculate impact. GRP is frequently used to measure the strength of an advertisement, particularly in television. GRP is calculated as a percent of the target audience reached multiplied by the exposure frequency.
Humanitarian diplomacy	Persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles.

Influencers	A person with the ability and influence to affect the decisions of others because of their authority, knowledge, position or relationship with their audience. Influencers may include parents, friends, teachers, community Elders and religious leaders, amongst others.
Mass media	Refers to media technologies that are intended to reach a large audience – i.e. the vast majority of the general public. The most common platforms for mass media are television, radio, newspapers, magazines, the internet and social media.
Monitoring and Evaluation (M&E)	Monitoring is a regular and systematic process that tracks progress against defined outputs and outcomes to assess what is working and what is not, and then determine what changes should be made to a project. In contrast, evaluation is an episodic assessment and is used to judge whether a project has delivered what was expected according to its original plan and if it has achieved its intended outcomes and impact.
PESTLE	Acronym for Political, Economic, Social, Technological, Legal and Environmental factors. A PESTLE analysis is a method for reviewing the macro environment. These external forces can have an impact on the success of any C4D activities and therefore should be identified and considered in order to build contingencies and identify opportunities.
Primary audience	Also referred to as the target audience, it is the particular group whom your message and activities is specifically aimed at reaching.
Psychographics	Refers to the study and classification of people according to psychological attributes, such as attitudes, opinions, values, interests and lifestyles. These characteristics may be observable or not but identifying them can help to ensure that communication messages are relevant to the target audience.
Qualitative research	An exploratory investigation method that is used to dive deeper into an issue and gain an understanding of underlying attitudes, opinions, motivations, behaviours as well as social processes and relations. The sample size of qualitative data is typically small and collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups discussions, indepth interviews and observations. The benefit of qualitative research is that it helps to investigate the psychosocial aspects of complex issues as well as explore social forces. It is also easily adaptable to changes in the research environment and can often be conducted with minimal cost. The downside with qualitative methods is that its scope is fairly limited so its findings are not always widely generalisable. Researchers also need to be skilled in facilitating qualitative research and use caution to ensure that personal bias does not influence the data and interpretation of the findings.
Quantitative research	An empirical investigation method that gathers numerical data that can be transformed into usable statistics. It is used to quantify the behaviours, experiences and opinions of a sample population and can be categorised against demographics to determine commonalities and patterns between various groups. Quantitative data collection methods are much more structured than qualitative methods and include various forms of surveys (paper, online, mobile etc), online polls, telephone interviews, systematic observations and computational techniques. The advantage of quantitative research is that the data can also be analysed fairly quickly and findings can be generalised beyond the participant group to the entire population or target audience. Participants can also partake anonymously in quantitative research, which is useful when dealing with sensitive topics. However, the limitation with quantitative research is the inability to probe answers and it can be costly to conduct due to the sample sizes required.
Reach	Defined as the potential number of people who see your communications message in an advertising medium.
Secondary audience	The groups of people who are not your primary target but who can exert influence on your target audience and play an important role in their decision-making. Secondary audiences often include family members, close friends, co-workers etc.
SMART	An acronym for Specific, Measurable, Attainable, Relevant, and Time-bound, which refers to criteria for setting goals and objectives. If you develop your goals and objectives to meet these requirements, then your communications plan will have a good chance for success.
Stakeholder	Any individual, group or organisation that has a real or potential interest in a project, and who could negatively or positively influence or be affected by the project.
Stakeholder mapping	Stakeholder mapping is used for identifying the various stakeholders (individual and groups) according to their level of interest and their level of importance to the project and C4D activities. Different stakeholders or groups of stakeholders are categorised to help determine who has the most potential to impact over the issue and therefore the degree to which they should be engaged.
Target audience rating points (TARPs)	Different stakeholders or groups of stakeholders are categorised to help determine who has the most potential to impact over the issue and therefore the degree to which they should be engaged.
Tertiary audience	The groups whose actions indirectly help or hinder the behaviours of the primary and secondary audiences. The actions of tertiary audience often reflect the broader social, cultural and political factors that create an enabling environment to sustain desired behaviour change. These might include community leaders and government representatives.

# ANNEX III Stakeholder Mapping Tool



# ANNEX IV Creative Brief Template

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Briefing Date: \_\_\_\_\_

Concept Due: \_\_\_\_\_

Launch Date: \_\_\_\_\_

Budget: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## **Background**

What's the big picture? What is the current situation of migration in the region and Is there any history of the organisation that would benefit the creative team? Only include information that is relevant in helping the creative team understand the rest of the brief and keep it concise.

## **Objective**

What are you trying to achieve from the campaign/communications? What is its purpose? It should be specific and obtainable.

## **Target Audience**

Describe the people you're talking to. Don't simply include the demographics, also include the psychographics. This will give a deeper insight for the creatives to get into the heads of the audience and create messages that they will connect with. You can create a persona if you think it will help the creatives understand your audience.

## **What do they currently think / do?**

Explain how they currently feel or behave in when planning to migrate, during transit and/or when they return home. (This can be written in first person. You could even use a quote or testimonial).

## **What do we want them to think / do?**

Explain how you want them to feel or behave after they have been exposed to the communication messages. (This can be written in first person).

## **SMP**

This is the 'Single Minded Proposition' – the one key thing that you want the audience to take out from the communication. It should be clear and concise, ideally only one sentence. This is the most important part of the brief so spend time getting it right.

## **Why should they believe us?**

What are the supporting rational and emotional reasons for the audience to believe what you are saying?

## **How should we express our message?**

What's the tone of voice? For example, is it affable, authoritarian, confident, etc.

## **Mandatories**

What absolutely has to be included in the creative? For example, particular logos, colours, etc. You can also include here if anything must not be used. For example, no imagery that has depictions of slavery and abuse.

## **Other considerations**

Are there any other factors such as media usage, location, literacy levels, gender, language etc that should be considered in the development of the creative?

## **Deliverables**

List the elements that need to be created. For example:

- 2 minute online video
- 30 and 15 second radio commercials
- DL flyer

# ANNEX V **Photography and Videography Consent Form**

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I grant the Danish Red Cross permission to take photographs and videos featuring me and for their unrestricted use for editorial, advertising and other promotional purposes in any manner and medium.

I agree that the Danish Red Cross will own the copyright to these photos and videos, and that copyright is assigned to them without payment of any kind. The Danish Red Cross Society has the right to share these photos and videos with other National Red Cross and Red Crescent Societies and/or the media.

The purpose of these photographs and videos have been explained to me and I have been given the opportunity to have my questions answered. I am participating in these photos and video freely and acknowledge that I understand the terms of this consent.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian Signature (if minor): \_\_\_\_\_

# ANNEX VI Facilitation Guide for Pre-testing Communication Materials

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## INSTRUCTIONS

### Preparation:

1. When recruiting participants, ensure that they fit the criteria of your target audience. Having the right people involved in the focus group is essential in ensuring the feedback they give will be relevant and help develop effective messages.
2. If you want to conduct testing with different audiences (eg. Primary and secondary audiences) arrange the groups based on these. Also consider whether it is necessary to divide groups based on gender (as in some communities it may not be appropriate to have males and females together). Each focus group session should have a minimum of 4 and maximum of 8 people participating.
3. Prepare the questions in advance to use as a guide during the discussion and the attendance sheet.
4. Prepare copies of the materials you want to test (e.g. Radio scripts, TVC storyboards, mock-ups of posters etc). Also bring along any other materials that you may want to use in the focus group discussion, such as whiteboard, paper, pens, post-its etc.
5. Have phone numbers and websites of the Red Cross and other relevant organisations ready to provide for participants who want further information or support incase the focus group triggers issues.
6. Make sure the area/room is comfortable and private. Ensure that:
  - there are enough chairs for everyone;
  - the temperature is not too hot or cold;
  - water is available for participants;
  - the area is quiet and not in a public place where others can hear the conversation.

### During the Session:

1. Thank everyone for coming and introduce yourself and any other staff facilitating to discussion.
2. Explain the purpose of the focus group discussion: Give a brief summary about the Red Cross and explain that the focus group is being conducted to help inform the communication messaging and activities for the Red Cross migration programme.
3. Get everyone to introduce themselves. Consider having a quick ice breaker activity to make everyone comfortable and used to talking in the group.
4. Ask if anyone has questions before you start.
5. Explain the agenda for the session (e.g. “First I will walk you through the concept of the video and read through the script, which will be followed by a discussion. Next you will be shown some print materials which I will be ask for your feedback on about both the message and design. The focus group session should take approximately 90 minutes”).
6. Lay down some ground rules:
  - There are no right or wrong answers – the point of the focus group is to obtain their personal opinions and feelings about the communication materials;
  - Don’t speak over each other or interrupt whilst someone is talking;
  - Treat everyone with respect and no criticising someone else’s opinions or comments.
  - Any information shared in the focus group should be kept confidential and not be shared or discussed with anyone outside the group.

- The focus group is completely voluntary and they do not have to answer any questions they are not comfortable with. If at any point they decide to no longer participate they are free to leave.
7. Discuss consent and confidentiality: The focus group discussion is for research purposes only and will not be shared publicly. Ask everyone to fill out an attendance sheet and advise that their information will not be shared or used for any other purposes. Explain that if they would like to be updated about the campaign then to include their phone number and email but that it is not mandatory.
  8. Show the communications materials one-by-one and read aloud any scripts to the group. Ask about their thoughts and feelings of each and go through the discussion questions you have prepared (examples below).
    - If testing multiple concepts, show the materials of the first concept and ask all the planned questions before moving on to the second concept. Then ask the same questions for the next lot of materials.
    - After one person offers their interpretation, ask if anyone has any different interpretations. It is important to note whether more or less than three quarters of the participants understand the message. If they did not understand the key message of the materials, it is important to inform them what it is and ask for recommendations on what could be done to get that message across more clearly.
    - It is ok to follow up with additional questions than the ones prepared if the conversation takes an unexpected or interesting direction which is useful to explore further.
  9. Explain next steps in the process of creating the campaign/communication materials and how they will receive updates (if applicable).
  10. Thank everyone for coming and provide contact information of both the facilitator and support services for anyone who wants it.

### **EXAMPLE DISCUSSION QUESTIONS:**

1. What do you think the message was? What is it trying to tell the audience to do?
2. What specific elements made you think that this was the message?
3. Did the message/story feel plausible or relatable? If not, why not?
4. What did you like about it? Why?
5. Was there anything you didn't like or found inappropriate? If yes, what and why?
6. Is there any other information that you think is missing that should be included?
7. Who do you think this message is for?
8. Do you think the material will make potential migrants adapt their behaviour? If yes, how? If no, why?
9. Do you think these communication materials/messages would also be beneficial to other groups (e.g. family members, local leaders, etc)? Why or why not?
10. What places or media platforms would you expect to see these ads? Why?
11. What are your feelings or attitude towards the Red Cross after seeing these materials?

\*If testing multiple concepts, at the end of the session it may also useful to directly ask the focus group which concept they prefer and why.



**FOCUS GROUP ATTENDANCE SHEET**

The focus group discussion is being conducted by the Red Cross to help develop communication messages and materials for their migration programme. The focus group discussion is for research only and the information provided will not be used for any other purposes or shared with any company outside the Red Cross or the agency developing the campaign. The purpose of the focus group has been clearly explained to me and I freely consent to my participation.

Name*	Phone number	Email	Would you like to receive updates? Y/N	Signature*	Date*

\* Fields marked with an asterisk are mandatory. Your personal information will not be shared or used for any other purposes.

# ANNEX VII List of relevant Movement Resources

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## **Community Engagement and Accountability Guide**

This guide has been produced by the International Federation of the Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC). It shows how we put communities at the heart of what we do by improving communication, engagement and accountability across our work. It comes with a toolkit as well as a training package for different audiences which can be used to guide the development of your own strategies and plans.

<https://www.communityengagementhub.org/guides-and-tools/cea-guide/>

## **Radio programming resources**

There are various documents available which can be used to support interactive radio shows. These include guidelines and trainings, a selection of radio show recordings, advertising materials, reporting templates, schedules, contracts and proposals.

<https://www.communityengagementhub.org/guides-and-tools/radio-programming/>

## **Mobile cinema and community theatre resources**

Mobile cinema and community theatre can be useful activities to support increases in knowledge and behaviour change efforts. There is a range of tools and resources to help you get started, including monitoring and evaluation materials, running sheets, as well as training materials and guidance notes.

<https://www.communityengagementhub.org/guides-and-tools/mobile-cinema/>

## **Media and social media**

Working with media outlets and using social media can be a very effective way to engage people on the move and provide them with important information. The Movement offers useful resources, including case studies, guides and guidelines for the use of social media, media landscape reports, as well as a presentation of the app 'Virtual Volunteer', an app providing people on the move with access to reliable and practical information and support.

<https://www.communityengagementhub.org/guides-and-tools/media-and-social-media/>

## **Complaints and feedback**

Community feedback is essential to any project. It helps you understand what is working well and whether changes need to be made. Tools have been developed specifically for the migration context in collaboration with Ground Truth Solutions, such as a guide on how to set up and manage a systematic feedback mechanism, as well as a guide for National Societies to collect perception data as part of the West Africa AMiRA project. Furthermore, there is a general feedback starter kit that supports the collection and analysis of ad hoc feedback.

<https://www.communityengagementhub.org/guides-and-tools/complaints-and-feedback/>