**Good Communication Content – Discussion notes**

This exercise gets participants to think about the content of good communication.

Read the following 7 sentences and after each one ask the participants what is wrong with the information shared with the community and why.

1. South Sudan Red Cross volunteers are mobilized to talk to a community about how they can register to receive hygiene kits, but when they arrive in the community the distribution already happened.
   1. The information shared with the community was not on time.
   2. Risk: People need to receive information on time to be able to act on it – in this instance to register to receive a hygiene kit. Another example is receiving warnings of disasters in time to act on them and get to safety.
2. Psycho-social volunteers arrive in a village asking to speak to women who have been victims of sexual violence.
   1. The information shared is not sensitive to people’s feelings and dignity
   2. Risk: Women may be embarrassed to come forward and admit they have experienced sexual violence and so may miss out on counselling services which they could really benefit from.
3. Hygiene kits are being distributed to the most vulnerable families in a village. But information about the distribution is shared on noticeboards in the village and the four villages near-by.
   1. This information is not targeted at the right people
   2. Risk – If the hygiene kits are only meant for the most vulnerable then we need to speak directly to them. Putting it out as general information for all means we might not reach the people we really need to speak to – and raise expectations among the people we don’t plan to help.
4. Warnings about possible flooding in Bor are shared with people in Western Equatoria.
   1. This information is not relevant to people in Western Equatoria.
   2. Risk – if we share irrelevant information all the time, people might not listen when we share information they really need to know.
5. A flood warning issued, says ‘Heavy rains expected, so get prepared’.
   1. This message is not clear, it doesn’t say when the rains will come, which areas will be affected or how people should get prepared.
   2. Risk: If people don’t understand our messages they will simply ignore them – in the case of flood warning this could cost lives.
6. A volunteer explains how a new project will select beneficiaries at a community meeting and then leaves before anyone can ask any questions.
   1. The information is not 2-way because it doesn’t allow for people to ask questions or give their opinions
   2. Risk: If we don’t give people a chance to ask questions then they might not understand our messages. If we don’t listen to their opinions, we might get the project wrong. 2-way communication is a mark of respect and builds trust with communities.
7. After a flood information is issued by the Government that tells them to stay in their homes as there is fast flowing water that could drown them. An NGO puts out a message telling people they must travel to their office to register for help.
   1. The messages are no consistent and tell people to do two different things. This is confusing.
   2. Risk: People won’t know what to do or what is the correct action.