

# **Informing Choice for Safer Building:**

## **A Protocol for Developing & Disseminating Shelter and Settlement related Information, Education, Communication (IEC) Resources**

# Background

In post-crisis contexts, humanitarian shelter programming should address the shelter needs with solutions that provide protection from weather and unwanted intrusion, healthy and dignified living conditions, a minimum of safety against natural hazards and are appropriate to the context and acceptable and feasible for people.

- How to know what solutions is most suitable and fits peoples needs?
- What locally used building practices can to be improved to ensure better safety and security?
- How can people best learn what improvements can make their shelter/house more resilient and also provide a healthier living environment.

→ Global Shelter Cluster **Working Group on Promoting Safer Building Practices**, co-chaired by CARE and CRAterre has developed different tools to find answers to these questions.

# Why are technical IEC so important?

1. Shelter Clusters are expected to produce IEC materials to support shelter response
2. Coordinated messaging clearly is more effective.
3. With growing multipurpose cash programs, technical information and assistance is critical how to ensure quality shelter outcomes
4. → **Support self recovery /Extend our Impact:** The large majority of people who self-recovery without humanitarian assistance will greatly benefit from technical information that helps them to make informed choices about how to build back safer.

# What is this Protocol?

A process to identify the relevant messages as well as the best communications channels for disseminating them.

<https://www.sheltercluster.org/promoting-safer-building-working-group/protocol-informing-choice-better-shelter>

The protocol can be used to develop technical information in immediate emergency in post-disaster contexts, but also to develop relevant information for preparedness and building greater resilience.

In Global

# Promoting Safer Building Working Group

Dashboard

Documents (4)

Events (3)

PAGES -










- Working Group Workshop Reports
- Working Group Member Presentations
- Protocol - Informing Choice For Safer Building

USEFUL LINKS -

- Promoting Safer Building research website
- CRATerre research

FEATURED RESPONSES

- [Typhoon Mangkhut 2018](#)
- [Democratic Republic of Congo](#)
- [Whole of Syria](#)

Step	Step Title		Summary of Step	Detailed Guidance	Tools/Resource Links	Examples
Step 0	Forming the Technical Working Group		<a href="#">IEC TWG ToR</a>			
Step 1	Understanding the Context		<a href="https://www.crs.org/our-work-overseas/research-p">https://www.crs.org/our-work-overseas/research-p</a> <a href="https://www.eawag.ch/fileadmin/Domain1/Abteilu">https://www.eawag.ch/fileadmin/Domain1/Abteilu</a>			
Step 2	Defining IEC Preliminary Objectives		<a href="https://assets.publishing.service.gov.uk/media/59">https://assets.publishing.service.gov.uk/media/59</a>			
Step 3	Identifying Stakeholders and Audiences					
Step 4	Communication Channel Analysis		<a href="http://www.cdacnetwork.org/tools-and-resources/">http://www.cdacnetwork.org/tools-and-resources/</a> <a href="https://media.ifrc.org/ifrc/document/community-e">https://media.ifrc.org/ifrc/document/community-e</a>			
Step 5	Developing Detailed IEC for Audiences/Stakeholder and Communication Channel					
Step 6	Developing the Roll-Out Strategy and Confirming IEC Objectives					
Step 7	Developing the Monitoring, Revision and Evaluation Framework					

**1 Understanding the Context**

**1.1 Introduction**

- All aspects of the assessment step will take time, and it will be an iterative process, building up a more complete understanding over time.
- Prioritise assessment and analysis on the basis of the IEC the TWG will produce and the information gap to be met. This will require some forecasting and understanding of the likely iterations of IEC resources the TWG aims to produce.

**1.2 Plan for Iterations of IEC and Assessment**

- Every context will be different and decisions about where the TWG should focus IEC assessment and analysis efforts will vary.
- The following is an example of a preliminary plan that as early as possible post-crisis the TWG should develop. It will always be a working draft plan.

Example of Working Plan for IEC Subject related to Assessment & Analysis needs:

IEC Subject	Assessment & Analysis required	Preliminary time frame to release IEC
Emergency Shelter	<ul style="list-style-type: none"> <li>Accompanied visit to look at household emergency shelter coping mechanisms in different contexts</li> <li>Key informant interview with sample of households and community leaders regarding information gaps concerning emergency shelter items or activities</li> <li>Observation related to best practice and potentially harmful practice.</li> <li>Review of IEC related to emergency shelter material</li> </ul>	1 to 2 weeks or Agencies required to undertake this as part of software accompanying hardware distributions.
Failure Mechanisms E.g. press statement issued by cluster – general statement on types of failure mechanisms being seen, and any relevant information on	<ul style="list-style-type: none"> <li>Accompanied visits (with construction artisans)</li> <li>Rapid visual inspections of damaged and undamaged and buildings by competent people</li> </ul>	2 weeks

# Step 0: Forming the Working Group

Identify and include the most relevant stakeholders with relevant competencies:

- Authorities
- Technical competencies
- Communication experts (CWC)
- Competencies on the local context



# Step 1: Understanding the Context



TIPS TO BUILDING BACK SAFER

### What IEC already exists? In what quality?

- CONNECTIONS (PAGKAPAGKATAG)
- ROOFING (PAGKATAG)
- BRACING (PAGKATAG)
- CONNECTIONS (PAGKAPAGKATAG)
- ROOFING (PAGKATAG)
- WINDOWS AND DOORS (BENTANA USAP)
- FOUNDATION (PAGPUNDAS-TON)
- ADDITIONAL TIPS (DUGANG NG INFORMASYON)

Shelter Cluster Philippines  
Shelter Cluster.org  
Coordinating Humanitarian Shelter



# Step 2: Defining IEC Preliminary Objectives

## “WHAT”

What is the information gap and how to fill it?

**OBJECTIVE: House constructed stronger and able to resist higher levels of flooding**

People use lime plaster or cement to stabilize mud walls

Households build a raised floor or plinth

People use cross bracing when constructing their house or roof

IEC on how to make a mud-block house more flood resistant

IEC: Radio broadcast to promote flood-resistant construction

IEC: Information leaflets promoting raised floors or plinths

Distributions construction tools

Cash for reconstruction

IEC: Workshops to demonstrate cross bracing

# Step 3: Identifying Stakeholders & Audiences

## “WHO”

Who are the most relevant target groups for which messages?



**Hon. Anna Kachikho, MP**

Minister of Lands, Housing and  
Urban Development

# Step 4: Analysing Engagement pathways

## (communication media analysis)

# “HOW”

What type of communication works best for each of the different target groups?



SAGE 4 of 8 V1.1

**Use strong joints** ✓

Your house is only as strong as the weakest joint. Build every joint so it can't be pushed or pulled apart. Horizontal nails are better as they can't be pulled apart by the wind sucking your house up or pulling it down.

**C** Offset nails to prevent timber splitting

**D** Nailing at an angle will make the joint harder to pull apart

**E** Fishplate/ strap vertical and horizontal joints to increase strength

**F** Use gusset plates to strengthen joints

WHAT CAN I USE TO STRENGTHEN JOINTS?

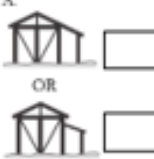
Single nail	Nails	Screw	Interlock joint and nail	Fishplate or cleats	Bolt
Too Weak ✗	Strong ✓		Stronger ✓		Strongest ✓✓

# Step 5: Developing Detailed Messaging

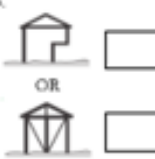
for different Audiences/Stakeholders and Engagement Pathways

Bring the “What”, “Who”, “How” together

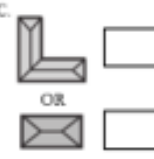
Q7. Choose the *better* building shape that will reduce damage in strong winds. (Select one for each pair)

A. 

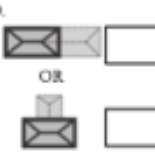
OR

B. 

OR

C. 

OR

D. 

OR

OR

OR

OR

Extract from Aaron Opdyke (2015)


























# Step 6: Defining Roll-Out Strategy and confirming IEC objectives

**“WHEN”** what messages need to be communicated when?

	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Rain occurrence							■	■	■	■		
Cyclone peak period								■	■			
Fallow	■	■	■	■	■	■						
Tree slashing					■	■						
Burning						■						
Corn seeding							■					
Cropping								■	■	■	■	
Harvest	■											■

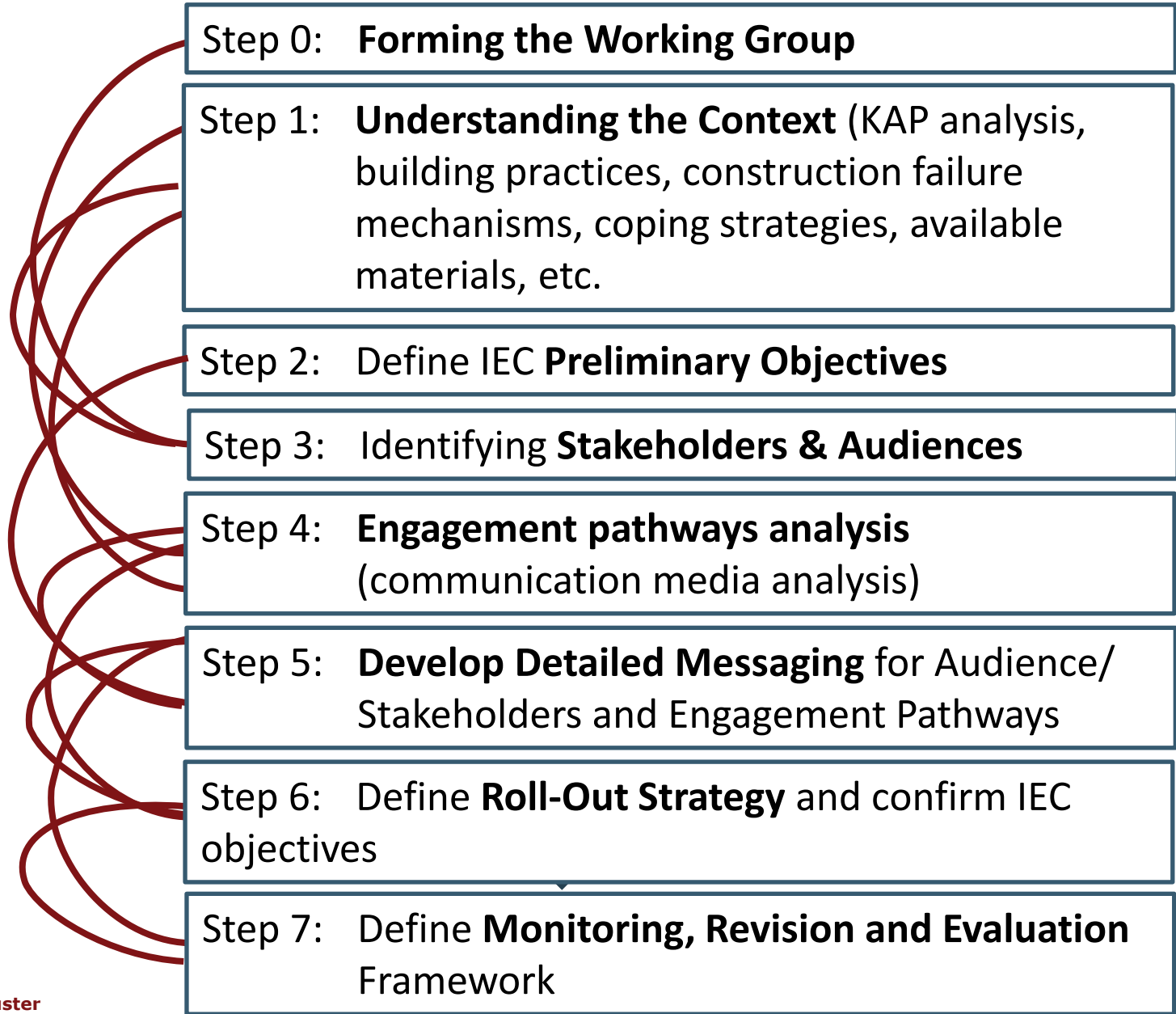


# Example of communications timeline– Post Crisis.

Week:	0	1	2	3	4	5	6	7
Typhoon Hits - North Luzon								
Step 0 - IEC TWG formed								
Step 1 - Understanding Context								
<b>External Communication: Release of Basic IEC - How to Use Tarp</b>								
<b>External Communication: Cluster Press Release - Failure Mechanisms Seen</b>								
Step 2 - Define IEC Preliminary Objectives								
<b>Internal Communication: We need to communication on X</b>								
Step 3 - Identifying Stakeholders and Audiences								
Step 4 - Engagement Pathways Analysis								
<b>Internal Communication: This is how people want to be communicated with</b>								
<b>Internal Communication: Guidance on Model House Programmes</b>								
Step 5 - Develop Detailed IEC for Audiences/Stakeholder Groups and Engagement Pathway								
<b>Internal Communication: Written Release of Detailed Messages - Draft</b>								
<b>External Communication: Radio Phone-In Talk Shows</b>								
<b>Internal Communication: Basic draft of Leaflet on messages for trialing in X area</b>								
Step 6 - Define 'Roll-Out' Strategy and Confirm IEC Objectives								
<b>External Communication: Posters and Detailed Leaflets on Concrete Blockwork Houses</b>								
Step 7 - Define Monitoring, Revision and Evaluation Framework								

# Step 7: Defining M&E Framework and process of revision



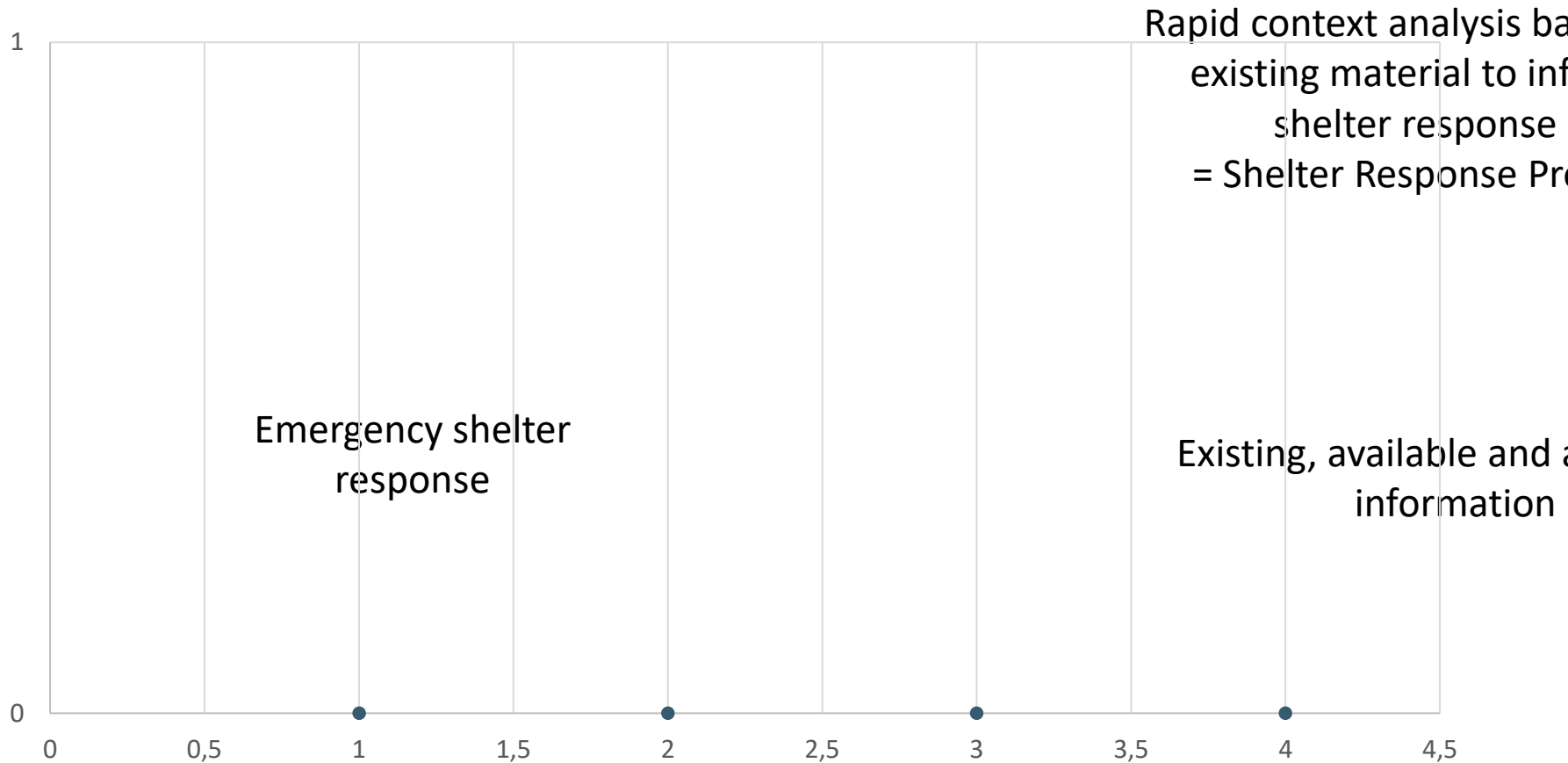


# Testing the Protocol

- Different pieces of the protocol have been tested in various contexts, e.g. in Mozambique post Idai. but not the full process.
- The Self recovery project aims to run the full protocol in Malawi, with special view to self recovery, to test how it works and where it might need adaptations.
- Can Malawi RC take the lead of the WG?

# Advance to the next level

level of information



Activity	Action	Participation requested from Partners in Malawi	Timeframe (flexible)
Protocol – Step 0: <b>Forming TWIG</b>	Establish TWIG in Malawi and hold regular WGs	Commit to participate in the WG meetings and be active in the actions established in the TWIG	JUL 2020 to MAR 2021
Protocol – Step 1: <i>Activity 1</i> <b>Shelter Response Profile</b>	Produce Shelter Response Profile ( <i>Craterre</i> )	<ul style="list-style-type: none"> <li>▪ Provide reports, studies or pictures of housing in Malawi</li> <li>▪ Review and Feedback of the draft version</li> </ul>	JUL – OCT 2020
Protocol – Step 1: <i>Activity 2</i> <b>Understand context</b>	<ul style="list-style-type: none"> <li>▪ Carrying out an assessment (interviews and FGD)</li> <li>▪ Write the Context Analysis Report (CAR) (<i>GSC team</i>)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review questionnaires for survey and FGD, allowing adaptation to Malawi context (incl. language)</li> <li>▪ Participate in online assessment - training</li> <li>▪ Carry out survey with trained staff or volunteers with technical support of GSC team</li> <li>▪ Review and feedback on Context Analysis Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ AUG – SEP 2020</li> <li>▪ SEP 2020</li> <li>▪ SEP – OCT 2020</li> <li>▪ OCT 2020</li> </ul>
Protocol – Step 2: <b>Defining EIC objectives</b>	<ul style="list-style-type: none"> <li>▪ Establish EIC objectives</li> <li>▪ Analyse existing EIC material</li> <li>▪ Develop new and adapt EIC material based on CAR</li> </ul>	<ul style="list-style-type: none"> <li>▪ Be part of the discussion to establish the EIC objectives based on the Context Analysis Report</li> <li>▪ Provide EIC material already used in Malawi and give advice on its efficiency</li> <li>▪ Support the development of new EIC material or adaptation of existing ones</li> <li>▪ Support identification and hiring of local artisans or coms persons who can support adaptation of EIC material to local understanding</li> </ul>	OCT – NOV 2020
Protocol – Step 3: <b>Identifying stakeholders and audiences</b>	Identify target audiences and possible stakeholders based on CAR	<ul style="list-style-type: none"> <li>▪ Support the identification of best stakeholders and target audiences based on CAR</li> <li>▪ Be the link to contact with stakeholders</li> </ul>	OCT – NOV 2020

Activity	Action	Participation requested from Partners in Malawi	Timeframe (flexible)
Protocol – Step 4: <b>Communication channel analysis</b>	Identify best channel of communication and its feasibility Contact with coms	<ul style="list-style-type: none"> <li>▪ Support the identification of the best channels of communication available and its feasibility based on resources</li> <li>▪ Be the link to contact with and hire people or entities which should support communication activities</li> </ul>	OCT – NOV 2020
Protocol – Step 5: <i>Activity 1</i> <b>Define Technical Assistance Strategy</b>	Develop a Technical Assessment Strategy, including indicators	Be part of the development of the TA Strategy for Shelter in Malawi based on the analysis done in the steps before	NOV - DEC 2020
Protocol – Step 5: <i>Activity 2</i> <b>adapted EIC material to channels and audience</b>	Adapt EIC material to channels and audience based on the objectives defined in the Strategy	Support the adaptation of the EIC material to the chosen channels and audience (incl. translation into easy to understand language)	NOV - DEC 2020
Protocol – Step 6: <b>Rolling-out Strategy</b>	Implement the actions established in the Strategy	Implement activities defined in the Strategy with the remote technical support of the GSC teams	DEC – FEB 2020
Protocol – Step 7: <b>Monitoring and Evaluation</b>	<ul style="list-style-type: none"> <li>▪ Develop Monitoring tools</li> <li>▪ Monitor activities and its effectiveness</li> <li>▪ Do a final Evaluation (<i>GSC team</i>)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support the development of monitoring tools</li> <li>▪ Monitor the effectiveness, relevance and impact of the activities that are being implemented on a regular bases while implementing</li> <li>▪ Suggest changes or improvements to better reach objectives</li> <li>▪ Support final evaluation of the Protocol</li> </ul>	DEC – FEB 2020  MAR 2020