



ADVOCACY & COMMUNICATIONS Session

DEFINITIONS

COMMUNICATIONS V. ADVOCACY

COMMUNICATIONS

- Broadly public-facing
- Social media, photo series, videos, case studies, feature articles, and more

ADVOCACY

- Can be public or private
- Social media, photo series, case studies, briefing notes, white papers, etc.

BASICALLY....

**Strategic communications can be
advocacy, but private advocacy can't
be used as public communications.**

ADVOCACY



Global Shelter Cluster
5,131 followers
1mo •

At least 42 schools in Ituri Province, DR Congo, serve as collective shelters for families who have fled violence. This is a stark reminder of the urgent need for action as the new school year begins and the educations of displaced children are put at risk.

To learn more, read the Shelter Cluster's joint advocacy note on the topic: <https://lnkd.in/eSaaFx5y>




“ We must ensure that schools are safe spaces for learning, including for displaced children. Classrooms cannot replace dignified shelter for displaced families in desperate need. ”

-Laschoni Soki
Shelter Cluster Coordinator, UNHCR



UNHCR
The UN Refugee Agency


© UNHCR/ Faouzia Haidara








Global Shelter Cluster
7,053 followers
1mo •

LATEST: More than a year after the earthquake that devastated Syria and Türkiye, in Northwest Syria, more than 2.1 million people need shelter assistance and over 800,000 live in tents and makeshift shelters, 90% of which are more than a year old. ...see more

Dignified Shelter Impact Assessment - NWS XB Hub · 4 pages



DIGNIFIED SHELTER ADVOCACY NOTE
March 2024
NWS Syria - XB Hub
ShelterCluster.org
Coordinating Humanitarian Shelter

 2.1M *People in Need of Shelter assistance	 1.1M *People in Need of NFI assistance	 \$75M Funding requirement for dignified shelter.	 \$68.3M Funding gap to achieve target in 2024.	 100K Number of individuals targeted for support in 2024.
---	---	---	---	---

2024 SHELTER SITUATION IN NORTH-WEST SYRIA

Inadequate Living Conditions: With 2.1 million people in need of shelter assistance and over 800,000 living in tents and makeshift shelters—90% of which are more than a year old—the severe winter conditions present a significant humanitarian challenge in north-west Syria. The majority reside in IDP tents at IDP sites, which lack proper sewage, drainage, electricity, and water supply. Among the camp population, 80% are women and children who have experienced multiple displacements over several years and face safety, security, and protection risks. These issues arise partly because the temporary shelters and settlements fail to meet dignity standards.

Earthquake: The February 2023 earthquake that struck Syria and Türkiye has exacerbated the conditions for an already vulnerable population living in overcrowded and substandard shelters.

Winter Severity: The long, extremely cold, and unpredictable winters in north-west Syria cause acute suffering for two million individuals lacking adequate shelter. Respiratory infection outbreaks increase during winter, leading to higher hospitalizations, morbidity, and mortality rates. The absence of warm clothing, insulation, and heating amplifies the risk of respiratory infections, hypothermia, and preventable deaths, particularly among children and the elderly.

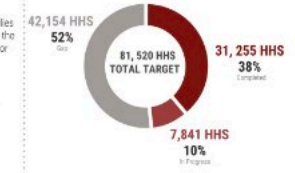
GOAL

To provide everyone living in tented sites in north-west Syria with access to dignified shelter and safer living conditions.

The Dignified Shelter action plan ([click here](#)) targets supporting 81,520 families residing in tented sites with valid HLP while advocating for HLP solutions for the remaining 100,000 families living in tents in sites without valid/pending HLP or missing information.

Progress

Since the initiation of the Dignified Shelter Action Plan in March 2022, we've successfully provided dignified housing to 31,255 households across 157 locations. This has been made possible through the collaborative efforts of 29 cluster organizations that include UN, local and international NGOs.



42,154 HHS	52% Gap
81,520 HHS	TOTAL TARGET
31,255 HHS	38% Complete
7,841 HHS	10% In Progress

* Based on the Assessment Needs Overview (ANO) between Jan and December 2024.

WHAT ARE DIGNIFIED SHELTER & LIVING CONDITIONS?

Dignified Shelter & Living Conditions is a strategy that aims to respond to the issues stemming from unplanned sites. The initiative aims to transition IDPs living in tents to dignified shelters (temporary transitional shelter sites) more suitable for long-term displacement. The transition can reduce reliance on emergency services, minimizing the need for costly and short-lasting tent replacements every six to 12 months. The approach promotes multi-sectoral response (planning, implementation, and monitoring) while advocating for integrated multi-sector site planning. This includes the development of drainage, sewage, water, roads, lighting, and electricity, as well as support for early recovery, livelihoods, education, and health initiatives. Moreover, the strategy involves long-term investments in more dignified camp infrastructure, making IDP sites more resilient to sudden disasters and reducing the risk of gender-based violence, exploitation, and abuse.

WHY SHOULD YOU CARE?

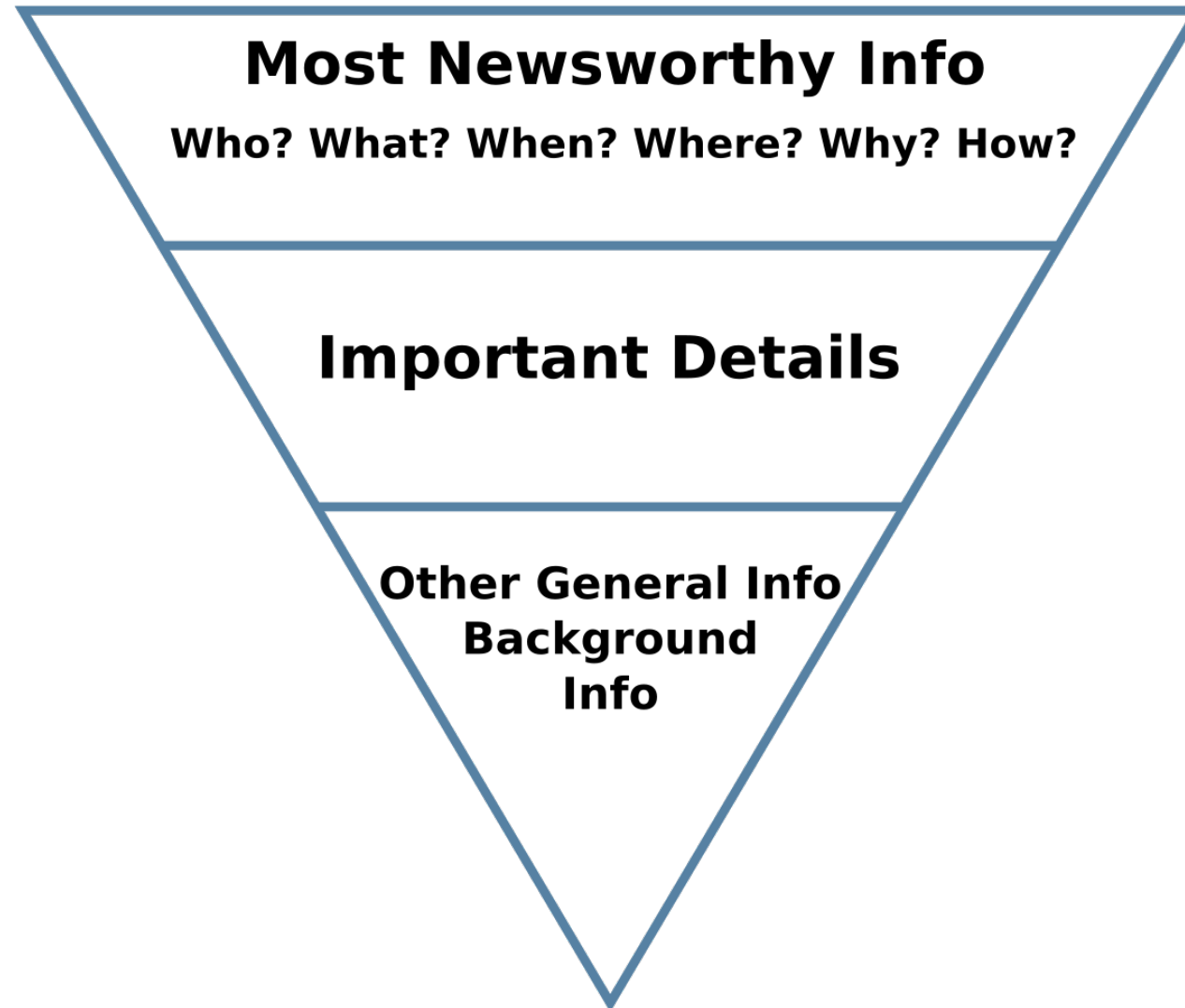
No one is going to do this for you.

If you can't clearly and concisely communicate the importance of your cluster or sector, you're not going to get very far.

You do this every day, whether you realize it or not.

HOW TO ACTUALLY ADVOCATE AND COMMUNICATE

THE 5WS AND 1H OF ADVOCACY



IMPORTANT PRINCIPLES OF GOOD ADVOCACY

- Be clear about what your key messages are. Be clear about the purpose of your advocacy. What do you want to achieve?
- Incorporate advocacy into your overall shelter strategy.
- Adjust your strategy and methods to what you want to achieve. If a small (closed-door) intervention suffices to reach your goal, there is no need to go public with an advocacy campaign.
- Consult extensively and cooperate with others. Wherever possible, avoid competitive advocacy. Seek to work with others to conduct complementary advocacy.

IMPORTANT PRINCIPLES OF GOOD ADVOCACY

- Make sure that all advocacy products are evidence-based, fact-checked, and proofread. Make sure you are honest.
- Ensure that all your advocacy messages are consistent internally and over time.
- Be concise. Avoid jargon wherever you can. If you must use jargon, explain what it means.
- Manage risks proactively to avoid surprises. Consider possible unintended consequences of your advocacy, at field and global level, on the humanitarian response on the ground and your lead agency's reputation.



PUBLIC-FACING PLATFORMS



**A PAUSE IN WHICH I
SINCERELY BEG YOU TO
NOT CREATE
ACCOUNTS FOR YOUR
SPECIFIC CLUSTERS**

PRIVATE MEDIUMS

- Briefing notes
- Advocacy papers
- Meetings and donor briefings



Joint advocacy note

For the immediate decongestion of schools used as shelters by displaced households and their relocation to safe, suitable accommodation Ituri, North Kivu and South Kivu

August 2023

Since the beginning of the year and the intensification of crises in the east of the Democratic Republic of Congo (DRC), conflicts and natural disasters have led to waves of displacement, with the majority of internally displaced persons (IDPs) using schools and/or collective centers as shelters, thus disrupting access to education for girls, boys and adolescents. 1,036 schools are still closed, including 356 schools used as shelters by displaced populations,¹ due to a lack of capacity in IDP sites and host communities, affecting more than 115,000 children, including 56,000 girls and 17,000 children with disabilities. Of the three Scale-Up provinces (Ituri, North Kivu and South Kivu), North Kivu is the worst affected, with 337 schools used as shelters as of July 2023.

The use of schools as shelters by displaced households has negative consequences on children's access to education and on school infrastructure, as well as on the well-being of displaced families, forced to live in promiscuity in schools:

Cyclone Mocha Response in Myanmar

Shelter/NFI and CCCM Response and Gaps

CONTEXT

The devastating impact of Cyclone Mocha in Myanmar has worsened an already challenging situation for communities and displaced people, amplifying their specific Shelter/NFI and CCCM needs in the context of the ongoing crisis.

More than 162,000 homes have been completely or partially destroyed across Rakhine, Chin, Magway, Sagaing, Kachin and northern Shan, and around 205 displacement sites and camps in Rakhine have been severely damaged.

The urgent need for dignified shelter assistance has become even more critical, considering the existing vulnerabilities of girls, women, men, and boys, the psychological/emotionally inflicted distress, exposure to diseases, and dangers due to a lack of adequate shelter.


FLASH APPEAL FOR CYCLONE MOCHA


	ALREADY IN HRP 2023	ADDITIONAL FOR CYCLONE RESPONSE	TOTAL RESPONSE
PEOPLE TARGETED	390 K	267 K	657 K
REQUIREMENTS (USD)	35.1 M	36.1 M	71.2 M

HUMANITARIAN RESPONSE PLAN 2023

PEOPLE IN NEED	PEOPLE TARGETED	REQUIREMENT (USD)
3 M	952 K	88 M



 66,000 houses destroyed*
96,000 houses need repair*

 810,990 people lost NFIs*

 205 sites damaged*



*Estimated. Based on secondary data.



Winterization 2023-2024

Advocacy Note

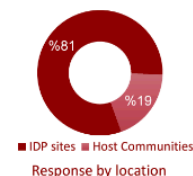
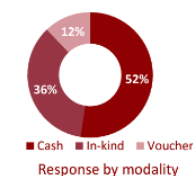


GAPS AND NEEDS



RESPONSE

- 16 partners have secured funds for the appeal.
- 35M in secured funding is intended to provide critical life-saving assistance to 778K individuals through winter interventions.
- Assistance for secured funding will be provided in various modalities: 52% in cash, 36% in in-kind assistance, and 12% in voucher form.
- Cash is the most preferred modality for winter response as it allows for complementarity with other interventions and supports diverse winterization needs such as fuel.
- 81% of individuals are residing in IDP camps, while 19% are outside of camps.
- Recommended life-saving cluster supplies for winter response include: 1) Heating fuel and stoves, 2) Winter clothes kits, and 3) Winterization kits that include thermal blankets and carpets.
- Here is the link to the [Shelter-NFI Winterization Guidance Note](#).
- Here is the link to the [communities that are not covered or are partially covered](#).



CHALLENGES

- The region has experienced recent climate change, resulting in a shift in the winter cycle. Winters have become more unpredictable, with longer durations and unprecedented severe low temperatures. Additionally, snow storms are hitting further, exacerbating the needs.
- There is an increase in unsustainable negative coping strategies, which is severely impacting the environment and public health. This is also increasing the risks of fire incidents in IDP sites.

Cluster Coordinator: Patrick Mutai (mutaip@unhcr.org) | Cluster Co-coordinator: Mohammed Alamir, (coord.turkey@sheltercluster.org)
Feedback: (jm.turkey@sheltercluster.org)

*Data Sources: SNFI NWS winterization plans 2023-2024, CCCM Cluster ISIMM and ISIMM plus

** All the figures can be updated based on the revised plans and discussions with donors regarding potential scale-up.

TOOLS AND RESOURCES

ADVOCACY PLAN TEMPLATE

<https://shorturl.at/1QPoS>

Advocacy Plan Template

Topic / Country / Region:

Prepared by:

Date:

What is the specific issue in your context that needs to be addressed? <i>(Situation analysis)</i>	<i>Brief explanation (3 to 5 sentences) – reference to existing documents/evidence if available</i>
What do we want to change? <i>(Objective)</i>	<i>One sentence on what we want to achieve through increased advocacy on the topic.</i>
Why is this change necessary? <i>(What will happen if we do not act)</i>	<i>Key messages: limit to 3 to 5 (each max 3 sentences)</i> 1) 2) 3)
Who has the power to make this change? <i>(Target audiences)</i>	<i>As specific as possible: list actors</i>



HUMAN INTEREST STORY TEMPLATE

<https://shorturl.at/is9TD>



Human Interest Story Template

Main focus:
Country/region:
Project/partner:
Prepared by:
Date:

What is a human interest story?

A human interest story is an individual's story. It tells the reader how the work of the country-level partners has made a difference in the life of beneficiaries and is more personal than a news story.

1. Background: Please provide basic information about the interviewee(s).

1.1 Name(s), gender, age:	
1.2 Description of self (Example: mother of five kids? Entrepreneur? Etc.)	
1.3 Location- village/town, district/province and country:	
1.4 Place of origin (if displaced)	

2. Background:

2.1 Program summary and background information.	
---	--



ME!



**WHAT DO YOU NEED
TO DO ADVOCACY AND
COMMUNICATIONS
WELL?**

An elderly woman with grey hair, wearing a blue dress with a red and yellow floral pattern, is kneeling on the ground. She is using a wooden tray to spread a layer of brown mud. The background is a wall made of vertical bamboo poles. The text "THANK YOU" is overlaid in the center of the image in a bold, red, sans-serif font.

THANK YOU



GLOBAL
SHELTER CLUSTER

Coordinating Humanitarian Shelter and Settlements