Global Shelter Cluster
ShelterCluster.org
Coordinating Humanitarian Shelter

Overview and Guidance

Informing Choice for Better Shelter
A Protocol for Developing Shelter and Settlement Information Education Communication (IEC) Resources

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Global Shelter Cluster – Promoting Safer Building Working Group

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Case study example – use of protocol: a timeline
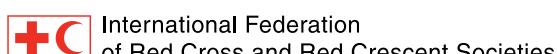
Overview and guidance

A.   Acronyms and definitions

AAP	Accountability to affected people
BBS	Build back safer*
CCCM	Camp coordination and camp management
CGI	Corrugated galvanised iron sheet
CHS	Core Humanitarian Standards
CWC/CEA	Communicating with communities/Communication engagement and accountability
DRM	Disaster risk management
DRR	Disaster risk reduction
FGD	Focus group discussion
GSC	Global Shelter Cluster
HLP	Housing, land and property
IEC	Information Education Communication. Note that this is used in the broadest sense to include all resources that would promote information, education and communication in relation to the subject matter. Some look upon this term as having been reduced to posters and leaflets, however, it is not used in this sense in this protocol, and would include everything from model houses, to one-day build back safer workshops, to phone-in radio shows. Note that 'communication' here is two-way communication, and the use of the term 'messaging' has been limited in this protocol since it implies one-way communication.
KAP	Knowledge attitude and practice
KII	Key informant interview
NFI	Non-food items
OCHA	United Nations Office for the Coordination of Humanitarian Affairs
PSB	Promoting safer* building
PSB WG	The Promoting Safer* Building Working Group under the Global Shelter Cluster co-lead by CARE International UK and CRAterre
SAG	Strategic Advisory Group
Skilled trades	Builders, plumbers, masons, construction artisans
S&S	Shelter and settlement
ToC	Theory of change
ToR	Terms of reference
TWG	Technical Working Group
WaSH	Water and sanitation and hygiene promotion
WG	Working Group

Note that 'safer' is used within 'build back safer' or 'promoting safer building'. However, it has now been recognised that the PSB Working Group has produced outputs which relate to objectives broader than structural safety and contribute to promoting better shelter and settlement outcomes more generally. The protocol changed from focusing on promoting safer building to focusing on informing choice for better shelter and settlement outcomes. Notes on the application scope have been given in C. Guidance on scope and use of the protocol and D. Discussions on scope of use.

B.   Protocol steps overview

Introduction: Information, education, communication (IEC) resources to promote better shelter are frequently used pre and post-crisis (whether this relates to natural disasters or conflict/protracted crisis). These can be developed for a number of uses. For example: 'build back safer'; use of emergency shelter items (tarpaulin, sealing-off kits etc); fire risk; or to give information on housing, land and property rights.

The problem: The Global Shelter Cluster has lacked an agreed process for the review of existing IEC, understanding of the information gap, and subsequent development of quality, appropriate, evidence-based, effective and timely IEC, and its dissemination.

The protocol: This is hosted on the Global Shelter Cluster website with suggested steps and associated links to supporting tools and resources. It is intended that the protocol will be used by technical coordinators and those involved in cluster technical working groups. Guidance related to the use of the protocol in both pre and post-crisis contexts is provided.

The protocol steps and tools developed for each of the steps have also been proven useful for agency level shelter programming.

An example of an IEC resource:
A front page (visual index) of messages developed in Typhoon Haiyan in 2014.
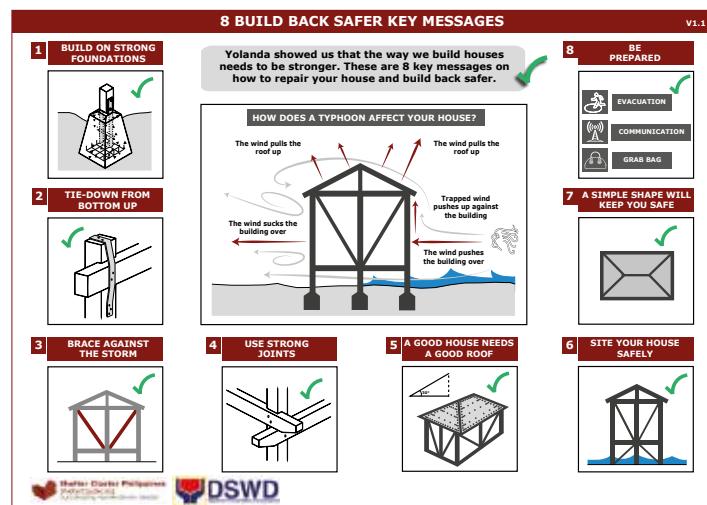
Source: https://www.sheltercluster.org/sites/default/files/docs/8%20Key%20Messages%20Posters_Final_V1.1_Light_English.pdf

The protocol has the following steps.

Step 0	Forming the technical working group (TWG)
Step 1	Understanding the context
Step 2	Defining IEC preliminary objectives
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Within each step there are sub-steps and these are further explained in the guidance for each step.

Guidance on use: The steps should only serve as guidance, it is not intended that all sub-steps will be undertaken and that they are undertaken in the exact same format as described. This will depend on context and resources. Some steps and sub-steps can be undertaken in parallel, and there will be varying emphasis on each step. Some steps and sub-steps will need to be revisited as the context, response, recovery, or nature of the crisis develops.

C.   Guidance on scope and use of the protocol

a)   Audience

The primary audience of the protocol is the technical coordinators and technical working group members (TWG) of national, response specific or regional shelter clusters who may be involved in undertaking the process of reviewing and developing IEC.

Cluster coordinators and cluster Strategic Advisory Group (SAG) members should also be aware of this protocol so that they can assist with holding the TWG to account and, crucially, consider and organise the resource mobilisation required in relation to this protocol and the outputs from its application.

This protocol and the respective tools can be used as well by Humanitarian Shelter Organisations to identify the critical weakness in construction practices, develop and prioritize most useful IEC material and the most effective dissemination strategy in their project area.

b)   Expectations

National, response or regional shelter clusters consist of organisations coming together to coordinate as best they can, usually assisted by a dedicated shelter cluster coordinator or coordination team. Resources available to the cluster are limited as is the duration of the cluster, and those reading this protocol should not infer that the examples of IEC referred to in this document will be created. Every context will vary, the information gap will vary, and what can be achieved with the resources and commitment of cluster members may limit outputs.

c)   Context and timing of use of protocol

This protocol can be used pre-crisis in preparedness (and for disaster risk reduction – DRR), in a protracted crisis, and post-crisis. Wherever possible it is intended that this protocol is undertaken pre-crisis since it will take time and requires clarity of thinking and dedicated time and resources which can be difficult when managing the competing demands of responding to a crisis.

Although most of the examples in the guidance for each step have been taken from natural disaster contexts, this protocol can be also used for DRR, conflict and protracted crisis contexts: wherever an information gap exists related to promoting better shelter and settlement.

d)   Discussions on scope of use

This protocol can be used for IEC related to any shelter and settlement information gap and is not purely limited to IEC related to structural safety, although this is the purpose for which it was originally drafted, given the objective of the Global Shelter Cluster Working Group to 'Promoting Safer Building Practices'. For other contexts, such as urban areas or displaced populations, the steps of the protocol are still valid, but the tools should be adapted to the specific concerns.

The application scope related to this protocol could include (amongst other applications) reviewing and developing IEC for promoting:

- structural safety
- safety of the external environment (external to dwelling, i.e. settlement safety)
- use of stronger construction materials
- use of more durable materials and construction practices
- buildings which have reduced maintenance needs
- a healthier internal environment (ventilation, thermal comfort, vector control)

- appropriate opening needs (doors, windows, openings related to livelihood needs, internal light, etc.)
- appropriate privacy considerations
- appropriate cultural appearance (e.g. what signals modernity, tradition, wealth, poverty)
- culturally appropriate construction in general
- appropriate positioning within plot of land (e.g. kitchen garden needs, internal courtyard etc.)
- appropriate location and attributes related to water and sanitation and hygiene promotion (WaSH) facilities (latrine, bathing, clothes washing, kitchen utensil washing areas)
- appropriate location and attributes related to cooking area
- appropriate covered and semi-covered space needs, internal footprint of rooms, number of rooms, and floor to ceiling heights
- appropriate livelihood-related needs reflected in the building
- consideration of needs related to extended family (e.g. visiting rooms, land rights, ability to extend up when family grows)
- access to and knowledge of housing, land and property rights (HLP)
- information related to durable solutions.
- access to other not construction related shelter solutions (rent)

It is key to understand the information gap that is a barrier preventing the shelter and settlement outcome the cluster or an individual agency is focusing on from being fully realised. Also key is to have the outcomes which are to be focused on informed by the priorities of different affected population groups and potential affected populations (in the case of DRR). This may mean not concentrating on safer shelter and settlement in some contexts, or having this as a lower priority.

At the Promoting Safer Building Practices Working Group on 25/26 Oct 2018 the name of the working group was discussed at length, and it was acknowledged that the working group name does not fully reflect the outputs of the working group. The country profiles, the protocol, and the communications sub-working group outputs provide guidance on topics much broader than purely structural safety.

Also note that some practitioners have concerns with the phrase 'promoting better building' and regard 'build back *better*' as a 'loaded' term, with 'better' potentially implying a value judgement. Also, in some responses, it has led to a change in construction technology, where communities have built back with a material and technology they are less familiar with and less able to build with.[1]

e)   Potential application themes

This protocol could assist with the development of IEC resources related to:

- emergency shelter and settlement
- recovery and more durable shelter messaging post disaster
- recovery and more durable shelter – protracted crisis/conflict
- preparedness – strengthening, retrofitting, hazard mitigation.

Also, resources related to debris management, fire risk in camps, accessing technical assistance, accessing recovery shelter assistance, thermal comfort, privacy, rental shelter solutions and housing, land, and property rights, amongst other potential applications.

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[1]   Newby, T. (2014) Recovering After Disasters: Why 'Building Back Safer' is Better than 'Building Back Better',
https://insights.careinternational.org.uk/development-blog/recovering-after-disasters-why-building-back-safer-is-better-than-building-back-better

Although the majority of the example themes used in the protocol guidance refer to natural disasters, examples of its potential use in conflict specifically could include IEC for:

- housing, land and property rights associated with promoting durable solutions
- winterisation or 'summerisation' support
- sealing-off kit support
- damaged and abandoned buildings
- settlement considerations in camps
- fire risk (in camps or temporary structures).

The protocol steps can be used for any context, whether it is a rural or an urban context. The analysis in an urban context may be more complex, but the tools can be adapted to analyse this reality and find adequate strategies for developing and disseminating IEC material.

f)   How to use this protocol

- The TWG will have an understanding of the steps and sub-steps in the protocol. Depending on the context and resources available they will choose how to operate the protocol. Some steps and sub-steps can be undertaken in parallel, and there will be varying emphasis on each step.
- Communication on shelter and settlement information gaps with stakeholders (households, humanitarian actors, government agencies, skilled trades, hardware stores, etc.) will likely be launched at different phases of the response and may get increasingly detailed.
- IEC on promoting better shelter and settlement, and much of the assessment and analysis in this protocol, should be or become a larger part of agencies' normal shelter and settlement programming and this work can both be used within the TWG and be driven by the collective work of the TWG.
- The TWG should consider iterations/'rounds' of communication, and match the assessment and analysis needs to the communication intended. This will allow for early communication post-crisis, even if basic. However, care must be taken to avoid doing harm (for example by promoting incorrect unverified advice, or advice that compromises future recovery efforts).
- It is strongly advised that the TWG includes technical shelter practitioners and communicating with communities (CWC) practitioners as a minimum, giving priority to those who are from the local context (i.e. national practitioners), or have a good understanding of it. Guidance is provided on TWG composition in Step 0: Forming the TWG.
- A toolbox has been developed with some templates, analysis methodologies and examples that can be used for the different steps. It is important to contextualize them based on the context they will be used. The toolbox is a living document that can be completed over time with further examples or other templates.

D. Summary on contributions to protocol, outstanding issues and feedback

a) Who has contributed to this protocol

b) Providing feedback on this protocol for future revisions

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