

TOOL:

II. COMMUNICATIONS MAPPING

This process takes into account the existing communications channels in the community including those that may be broken/fragile/changed due to forced displacement. It assesses what are the current infrastructure gaps (e.g. connectivity, repairs, advocacy with local networks) in the environment.

It reviews what programme information what information is most relevant to the different groups identified in the community mapping exercise, and, the best way to communicate it. It identifies any existing barriers to information access, and how the barriers can be overcome.

Process

The tool can be used for each interest group to tailor a specific communication plan, or it can be used for the community as a whole for an overall programme communication plan.

Using the table on page two, the communication needs and channels can be mapped. Following is a guidance for what information should be included under each heading for each population group:

Description: _____

who makes up the interest group – age group, location etc...

Relationship with UNHCR: _____

is the relationship positive or needs improvement, what impact does the relationship have on programming?

Information needs: _____

what does the population group need to know about the programme (objectives, planned activities, entitlements, UNHCR contact details). What information is being communicated between community members? How does the population group give feedback and share complaints?

Existing Opportunities for Interaction: _____

how are persons of concern currently informed about the status of their issues? What community meetings are currently scheduled?

Existing communication channels: _____

How do persons of concern currently communicate? Are mobile networks operational in the context, do they have access to these?

Barriers to communication: _____

Geographical location, low literacy, no connectivity, low network coverage, limited mobile phone ownership etc...

Appropriate communication format or media: _____

Oral communication, written communication, loud speakers, fliers, community meetings, SMS etc...

Population Group				
Description				
Relationship with UNHCR				
Information Needs				
Existing Opportunities for interaction				
Existing Communication channels				
Barriers to communication				
Appropriate Communication Format or media				