# **Marketing outlineCOMMUNICATING WITH COMMUNITIES** **ABOUT THE RMS**

To maximise participation and maintain the trust of those whom we serve, it is important to engage with and **inform communities** about the **process** and **purpose** of your RMS as **clearly** and **sensitively** as possible. This short guidance provides some potential topics when interacting with, or developing communication materials for, communities. **It is by no means comprehensive**. Each country operation can translate, combine, and adaptthese topics – and add other ideas – to fit their context’s communication needs.

*[Information in brackets needs to be* ***adapted to your RMS and country context****.]*

***WHAT?*** Inform communities about **what the RMS are**.

* The RMS are **UNHCR** **surveys** that take place at **household level**.
* Households are **randomly selected** and will then be invited to participate.
* Participation in the survey is **voluntary and based on verbal consent.**
* All collected information is **confidential** and cannot be traced backto individuals.
* The RMS in [*country*] collect **data about** [***refugee, IDP, returnee, stateless***] households.
* The RMS gather data on the following areas: [***living situation, household welfare, safety and security, education, employment***].

***HOW?*** Inform communities **how the RMS work**.

* The RMS are conducted [***in-person*** */on the* ***phone***].
* The survey will take approximately [***30-60 minutes***].
* The survey will take place between [***date***] and [***date***] in [***targeted locations***].
* Respondents will be invited to participate [***by SMS, phone call, in-person***].
* Interviewswill be **conducted by** [***name and details of the survey firm***].
* Respondents will **not receive any assistance** in exchange for participation.
* Data will be **used for** [***UNHCR’s country-level and global reports, inter-agency reports***].
* Communities can support the RMS even without responding to the survey by [***spreading the word, helping to locate respondents, supporting enumerators***].
* Communities will be **informed regarding the** **results** of the survey [***via radio, UNHCR information campaign, etc.***].

***WHY?*** Inform communities **why the RMS are of benefit to UNHCR and communities**.

* The RMS help UNHCR [***and other organisations***]:
* better understand the **current living situation** of **[*refugees, IDPs, returnees, stateless people***].
* ensure **voices of [*refugees, IDPs, returnees, stateless people*] are heard**.
* ensure [***refugees, IDPs, returnees, stateless people***] have **access to basic services**.
* **understand** **the impact** of our programmes.
* secure **funding** for our programmes.
* better **protect and support** your community and others around the world.