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## **EVALUATION OF THE EAST AFRICA AND INDIAN OCEAN ISLANDS BENEFICIARY COMMUNICATIONS PROGRAM**

**SUBMITTED BY:**

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## Acronyms

CSR	Corporate Social Responsibility
DRR	Disaster Risk Reduction
EAIIOI	East Africa and Indian Ocean Islands
IEC	Information Education Communication
IFRC	International Federation of the Red Cross and Red Crescent Societies
KRCS	Kenya Red Cross Society
NS	National Society
PNS	Partner National Society
SMS	Short Message Service
WATSAN	Water and Sanitation
TERA	Trilogy Emergency Response Application



## Executive summary

Beneficiary Communication is a program which emphasizes the use of communication equipment in passing relevant, timely and accurate lifesaving information to communities. The program supports an environment of transparency and accountability through creation of feedback mechanism. It is about providing practical, useful information at the right time, listening to people's needs and opinions and using this information to improve the programming and operations of Partner national society (PNS), National Society (NS) and International Federation of the Red Cross and Red Crescent Societies (IFRC). Beneficiary Communication program utilizes technology like SMS, Radio, Mobile Cinema, Posters, Sound tracks, Wall painting or traditional channels like drama and community meetings to pass lifesaving information to communities.

The impacts listed in this report cannot be solely attributed to the use of beneficiary communication tools. The impact is the contribution of the tools to the realization of the results of the projects in which the tools were mainstreamed. Indeed, the results of the programs in which beneficiary communication tools was mainstreamed are the impact of the use of tools by proxy.

The levels of knowledge of the beneficiaries with regards to causes of malnutrition and prevention of diseases which are caused by unhygienic conditions such as cholera have increased tremendously. This is evident from the results obtained through the pre and post mobile cinema evaluation on the above mentioned thematic areas, from the sites where the Red Cross Societies have implemented projects aimed at addressing malnutrition and hygiene.

The activities of the beneficiary communication program were well received by the target communities in all the five countries. The communities appreciated the mobile cinema and drama perhaps due to ease of learning from audio visual or observation. The putting to practice the knowledge gained in various thematic areas is another way of determining how well the beneficiaries have received beneficiary communication activities. A random check of households by personnel in-charge of community health in Rwanda revealed that nine in ten beneficiaries put to practice the knowledge they acquired from the mobile cinema shows.

The use of audio visuals and drama in local languages in all the countries sampled has proved to be an effective way of training both literate and illiterate members of the society. This is because both illiterate and literate members of the community simply learn through listening and observation.

## Conclusions and Recommendations

It is important to continue the program in order to consolidate the first gains, to build upon and to further develop a range of programs/projects which will address the quest for knowledge of beneficiaries, particularly youth and women in maternal health, family planning and agribusiness.



## 1. Introduction

This report presents the evaluation of the East Africa and Indian Ocean Islands Beneficiary Communications Program.

The IFRC Regional Representation for Eastern Africa and Indian Ocean Islands (EAIOI), as part of the IFRC Africa Zone, supports National Societies (NS) to respond to emergencies and to make communities more resilient to risks. The Regional Representation serves the National Societies of Burundi, Djibouti, Kenya, Rwanda, Tanzania, South Sudan, Sudan, Eritrea, Madagascar, Seychelles, Somalia, Ethiopia, Mauritius, Comoros Island and Uganda and acts as a hub for technical support and operations coordination for the wider Eastern Africa Region.

The IFRC EAIOI regional office, with support from Norwegian Red Cross, launched a beneficiary communication programme to support NSs, PNSs and the IFRC to enhance the reach and impact of programming, drive positive behaviour change in communities, and increase levels of community feedback and participation. Activities implemented included radio shows and mobile cinemas in Rwanda and Burundi on health and Disaster Risk Reduction; establishing an emergency warning SMS system in Kenya; raising levels of accountability to beneficiaries through a pilot project to implement regional minimum standards; supporting emergency operations, such as South Sudan and Tanzania, and working with PNSs such as German Red Cross-led resilience projects in Somaliland.

### 1.1. Purpose and Objectives

The purpose of the assignment was to evaluate the impact of the use of Beneficiary Communications tools in 5 national societies of East Africa and Indian Ocean Islands (EAIOI). The evaluation helps in understanding how the use of the tools has improved community levels of knowledge and behaviour; how well the beneficiaries have received these activities; the impact of the beneficiary communications activities on the quality and efficiency of the National Societies (NS) programming and how these tools have been incorporated into the National Societies (NS), Partner National Societies (PNS) and IFRC (International Federation of the Red Cross and Red Crescent Societies) programming.

Specifically the evaluation:

- Reviewed beneficiary communication impact on community behaviour change in EAIOI.
- Identified areas of success and best practices as well as areas where more work is needed and recommendations for improvement
- Highlighted the benefits of incorporating Beneficiary Communication activities to the NS, PNS and IFRC programming
- Assessed the impact beneficiary communication activities have had on community levels of knowledge and behaviour
- Assessed how well the beneficiaries received the activities of Beneficiary Communications Project and how beneficiary communication activities have proven as a good way to share and receive information among beneficiaries
- Assessed whether the activities have been incorporated into NS, IFRC and PNS programming



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- Assessed whether feedback collected through beneficiary communication activities are used to inform NS programming. The study also assessed how such information is used and in cases they are not utilized, established why.
- Developed lessons learned from the implementation of Beneficiary Communication Project
- Provides recommendations for future beneficiary communication activities within EAIOI region and in similar contexts
- Explored other tools/channels which would make it easier for people to engage

### 1.2. Scope and Coverage

The study covered Kenya, Burundi, Rwanda, South Sudan and Somalia. In Kenya and Rwanda, data was collected from PNS, NS, IFRC and beneficiaries through face to face interviews, while data from South Sudan, Somalia and Burundi was collected from Partner National Societies, National Societies and ICRC through interviews via Skype.

### 1.3. Methodology and Approach

The evaluation employed methods of data collection as explained below.

#### 1.3.1. Literature review

All relevant secondary materials were reviewed, including but not limited to:

- a. The International Red Cross and Red Crescent Movement's Code of Conduct in Disaster Relief and the Principles and Rules for Red Cross and Red Crescent Humanitarian Assistance
- b. 2013, 2014 and 2015 Action plans, log frames and reports of national societies implementing Beneficiary Communication
- c. DREFs and Appeals with Beneficiary Communication component
- d. Regional Beneficiary Communication 2013-2017 strategy
- e. Regional Beneficiary Communication 2013 initial baseline reports and concept note
- f. Regional Beneficiary Communication reports

#### 1.3.2. Key Informant Interviews

Interviews were carried-out with persons strategically placed to possess vital perspectives on content and implementation of the program. The Key informants interviewed include:

- a. Personnel from PNSs (German Red Cross, Norwegian Red Cross, Danish Red Cross, Belgian Red Cross, American Red Cross and Danish Red Cross)
- b. Personnel from IFRC ( WASH,DRM,RM, Food Security, Operations, HD and PMER)
- c. Personnel from NSs( Somalia Red Cross, Kenya Red Cross, Rwanda Red Cross, South Sudan Red Cross, Burundi red Cross)
- d. Personnel from Airtel



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e. Personnel from International Committee of the Red Cross in Burundi and South Sudan

### 1.3.3. Focus group discussions

FGDs were useful in gauging the views of direct beneficiaries of the programs on various aspects of implementation as well as perceptions with regard to the Impact of Beneficiary Communications program. FGDs were held with select beneficiaries in Rwanda.

The selection of sites for field data collection was based on context and population. Discussions were held with beneficiaries in development context only. This was as a result of failure of Rwanda authorities to issue permit of accessing the refugee camp to the evaluation team.

Focus group discussions were held in Gisagara, Gicumbi and Kayonza. A total of 11 beneficiaries participated in the discussions; eight were female while the rest were male.

### 1.3.4. Best Practices

With regards to **best practices** in the implementation of the program, the study utilized the conventional criteria which involved the evaluation of the program with regards to the elements indicated below:

- i. Involvement/ inclusion/participation: How different stakeholders, the youth, women, special groups, partners, the government were involved in the project implementation in new and innovative ways.
- ii. Communication and knowledge sharing: Novel use of information sharing, management and linkages to internal and external parts of the project.
- iii. Sustainability: The extent to which the systems, awareness, innovations, skills acquired impacted continuity.
- iv. Audits and assessments in the life of the project. The objective oversight and the solutions they provided to overcome inherent roadblocks, doubts

### 1.3.5. Case studies

The evaluation identified and developed case studies with evidence gathered from the field. The case studies are thick description of beneficiaries' interaction with the project and how the process unfolded to yield impact.

## 2. Program Description

Beneficiary Communication is a program which emphasizes the use of communication equipment in passing relevant, timely and accurate lifesaving information to communities. The program supports an environment of transparency and accountability through creation of feedback mechanism. It is about providing practical, useful information at the right time, listening to people's needs and opinions and using this information to improve the programming and operations of PNS, NS and IFRC. Beneficiary Communication program utilizes technology like SMS, Radio, Mobile Cinema,



Posters, Sound trucks, Wall painting or traditional channels like drama and community meetings to pass lifesaving information to communities.

### 3. Key Findings of the Study

The evaluation focused on the beneficiary communication activities implemented by PNS, NS and IFRC in East Africa and Indian Ocean Islands. The evaluation looked specifically at activities through the eyes of the beneficiaries to gauge perception and impact of the work of PNS, NS and IFRC in Kenya, Rwanda, Burundi, Somalia and South Sudan. The evaluation sought to answer the following questions in a logical sequence:

- i. What impact has beneficiary communication activities had on community levels of knowledge and behaviour?
- ii. How well have beneficiaries received these activities?
- iii. Have beneficiary communication activities been proven as a good way to share and receive information with beneficiaries?
- iv. Have the activities been incorporated well into NS, IFRC and PNS programming?
- v. Is feedback collected through beneficiary communication activities used to inform NS programming?
- vi. If yes, how, if not, why not; what are the lessons learned from beneficiary communication program implementation?
- vii. What are the recommendations for future beneficiary communication activities within EAIOI region and in similar contexts; and what other tools/channels would make it easier for people to engage.

#### 3.1. How beneficiary communication program impact community behavior change in EAIOI?

The impacts listed in this report cannot be solely attributed to the use of beneficiary communication tools. The impact is the contribution of the tools to the realization of the results of the projects in which the tools were mainstreamed. Indeed, the results of the programs in which beneficiary communication tools was mainstreamed are the impact of the use of tools by proxy.

Behavior change is a gradual process which is influenced by environmental and socio-economic factors among others. Behavior change is therefore work in progress in all the projects in which beneficiary communication tools was mainstreamed. It is without doubt, that the levels of knowledge of the beneficiaries with regards to causes of malnutrition and prevention of diseases which are caused by unhygienic conditions such as cholera have increased tremendously. This is evident from the results obtained through the pre and post mobile cinema evaluation on the above mentioned thematic areas, from the sites national societies have implemented projects aimed at addressing malnutrition, hygiene and safety. For example;

- a. South Sudan Red Cross reported good level of knowledge and practice in preparation of super cereal which has led to reduction in cases of malnutrition among children in Ler. The national society in South Sudan used sound trucks and drama to disseminate information on nutrition.



- b. Burundi Red Cross utilized mobile cinema to sensitize the public on the importance of practicing good hygiene practices using the Global Health Media the story of cholera film which lead to reduction in cholera cases in the country.<sup>1</sup>
- c. In Somalia, the open air dramas in disaster risk reduction have enabled communities to acquire knowledge of risks in their community and to develop disaster risk mitigation / reduction plans against each hazard.
- d. The Rwanda Red Cross has utilized wall paintings in Gatoki village to pass information on the importance of tying roofs to mitigate the risk of losing the roofs to windstorms in the area. In the same area, the community is engaged in tree planting to act as windbreaks and reduce the risk of the windstorms.
- e. Kenya Red Cross Society is turning to SMS TERA (Trilogy Emergency Response Application) Kenya in a bid to speed up their early warning systems and give the population enough time to take action to protect their lives, livelihoods and homes from floods, conflict and drought. Working with the national telecommunication providers, KRCS has established the TERA SMS system, which is capable of targeting SMS to geographical areas at a speed of up to 100,000 messages per hour. The system will be invaluable for providing at-risk communities with early warning of impending disasters, providing targeted disease prevention advice during outbreaks, advising of immunization campaigns and helping to encourage road safety.<sup>2</sup> Through Airtel mobile service provider, KRC sends TERA SMS to three million subscribers every month.

The tools have increased the effectiveness of the national society in passing on lifesaving information to the beneficiary. Beneficiary communication tools have enabled the national and partner societies in Rwanda and Burundi to reach overwhelming number of beneficiaries in record time and with limited amount of human and financial resources. The radio stations over which the shows were broadcasted in Rwanda and Burundi had coverage of 80% of the regions in the two countries and were proving popular with the audience.<sup>3</sup> The radio particularly is a media which is readily available everywhere because people can listen to it on their cell phones, computers, car/public transportation and the information through this media is authentic and therefore trusted. Similar number of shows (52) was broadcasted over the radio in Rwanda and Burundi.<sup>4</sup>

### **3.2. How well have the beneficiaries received beneficiary communication activities?**

The activities of beneficiary communication program were well received by communities in all the five countries. The communities appreciated the mobile cinema and drama perhaps due to ease of learning from audio visual or observation. The national societies such as Rwanda, South Sudan, and Burundi have mainstreamed mobile cinema into their programming and have always offered entertainment through music before the beginning of the planned shows. As well, the beneficiaries were given chances to participate in competitions in which they were rewarded with goodies such as mosquito nets for prevention of Malaria and hygiene kits containing soaps and water containers.

Putting into practice the knowledge gained in various thematic areas is another way of determining how well the beneficiaries have received beneficiary communication activities. Health advisers

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<sup>1</sup> Beneficiary communication update January to October 2015

<sup>2</sup> Beneficiary Communication Program Notes and Brochure

<sup>3</sup> Better communication leads to safer communities in Rwanda and Burundi- Sharon Reader IFRC

<sup>4</sup> Beneficiary communication update January to October 2015



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from the ministry of health Rwanda, often visited households to monitor whether they put to practice the hygiene practices they are taught whenever they attend clinics. A random check of the household by the personnel in-charge of community health revealed that nine in ten beneficiaries put to practice the knowledge they acquired from the mobile cinema shows.

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“90% of the knowledge which beneficiary acquire from watching the mobile cinema are implemented by households”

*Anabet Movandimwe - Community Health Officer, Nyamirama Health Center, Rwanda*

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National societies have received positive feedback from beneficiaries about the shows (Drama, radio and cinema). Beneficiaries have offered information of improving programming by declaring to the National Societies what works and what doesn't work in their communities. For example in Somalia, the National Red Cross was to implement a beekeeping project as a means of diversifying livelihoods of vulnerable women in Baki community. The community informed the National Society of the existence of pests in the community which would infest the honeycombs, lower yields and even render the honey inconsumable. The community then proposed small cash grants for the vulnerable women to engage in small businesses as another means of diversifying their livelihoods. The Somalia Red Crescent supported the women to start small tea shops, grocery shops, tailoring and shoats entrepreneurship.

In Rwanda, beneficiaries called upon the national society, to produce and air cinemas on Agri-business, maternal health and prevention and treatment of Tuberculosis, STDs, and HIV/AIDs.

### **3.3. Have beneficiary communication activities been proven as a good way to share and receive information with beneficiaries**

#### **3.3.1. Fast and easy learning**

It is clear from the monitoring reports of all the National Societies sampled, that the level of knowledge of beneficiaries in some instances increased more than twofold after they watched cinemas in different thematic areas. For example, in Rwanda, knowledge in prevention of cholera particularly with respect to proper disposal of human faeces increased from 29%(before the show) to 70% (after the show)<sup>5</sup>. The use of audio visuals and drama in local language in all the countries sampled has proved to be an effective way of training both literate and illiterate members of the society. This is because both illiterate and literate members of the community simply learn through listening and observation.

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<sup>5</sup> Beneficiary communication update report on Mahama refugee camp-2015



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” We do not need anything else; we only need regular and more shows to learn”

*Mrs. Nyirasengimana Pascasie - Beneficiary*

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In many of the areas wall painting as a tool was used, they depicted disaster risks in beneficiary

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”If it were not for the information on the wall painting, my roof would have been blown-off by windstorms by now”

*Mrs. Nyiramana Clementine – Community member*

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communities. To see whether members of the communities understood what is depicted in the paintings, the evaluation conducted a random check on people who were going around their business in the places around the painting. The random check revealed that, indeed the people in the communities where painting were used to pass lifesaving information understood what was in the painting. A random check with the community members confirmed that they can understand what is in the pictures without having to read the accompanying messages.

### **3.3.2. Convenient**

Beneficiary communication tool such as radio which is readily available everywhere and people listen to it at their convenience on their cell phones, computers and public transportation. Beneficiaries, who had listened to the radio program of the Red Cross societies, alluded they did so while going about their daily and routine chores. The radio stations on which the shows were held in Rwanda and Burundi had coverage of 80% of the regions in the two countries and were proving popular with the audience

The SMS system is a very convenient way to receive information since mobile phones have become part of people’s lives in the East Africa region. It offers the beneficiaries the convenience of receiving information right in their palm, without the need of seeking or searching for information.

The National Red Cross Societies have good network and capacity in the countries under review. The National Societies have collaborated with local authorities in the country of operations, who have allowed them to post information Education material in public notice boards. In this way, people who go to seek services from the authorities can also access lifesaving information.

Wall paintings are located on the sides of the main road where everyone passing can easily see them. They are mainly done of shops in a market centre or on public good such as schools and health facilities. Some beneficiaries have also allowed the Red Cross Societies to paint the much needed lifesaving information on the walls of their houses. In this way, any person passing-by can easily access information on the risks and mitigation of issues affecting the communities.



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### 3.3.3. Encourages Feedback

All the national societies sampled indicated that they obtained feedback during the radio programs they run on various thematic issues such as malnutrition, hygiene promotion, and Malaria and cholera prevention. On the Radio programs, feedback was mainly through phone calls and SMSs which sought clarification on various issues and contributions to the topical discussions.

Through the monitoring tools, the national society obtained feedback from the audience particularly on the level of knowledge acquired by the beneficiaries after watching the cinema.

### 3.3.4. Inclusivity

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“Even the drunkards who would never be selected to attend a seminar or would never come to health center for a training session on malnutrition or malaria prevention, is an audience at the mobile cinema sessions”

*Mr. Anabet Movandimwe - Community Health worker, Nyamirama health Center*

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The needs of the beneficiaries which beneficiary communications tools have been instrumental in addressing, have traditionally been handled through training select members of the community through organized seminars and in health centers. In this way, many people in the community are left out and hence the sluggishness in the penetration of the much needed information in the communities. The use of beneficiary communication tools has ensured inclusivity and massive outreach as emphasized in the text box below.

### 3.3.5. Massive Coverage

The National Red Cross Societies have national mandate which is broadly classified into two major operational areas. These are: Disaster Preparedness and Response Department: This includes Disaster Preparedness, Disaster Response, Tracing services and logistics. Health and Social Services Department: This includes First Aid, Blood Donation, HIV/AIDS, Water and Sanitation (WatSan), Disease Prevention and Control and Social Services. Through beneficiary communication programs, the National Red Cross societies can fulfill their mandate in a click of a button via the TERA system and Radio since the two media have national geographical coverage and information passed through these media are trusted. KRC is reaching 3 million subscribers every month through TERA system.

## 4. Have the activities been incorporated well into NS, IFRC and PNS programming;

The national societies have used Beneficiary Communication tools in various programs they are implementing. Some of the programs implemented by the national societies in which Beneficiary Communication tools have been mainstreamed include: DRR, WATSAN/Hygiene promotion, Prevention and control of malaria, prevention and treatment of diarrhea in children, prevention of cholera and malnutrition among children. The table below is a summary of the programs run by different National Societies in which Beneficiary Communication tools have been incorporated.



Table 1 Programs of the Red Cross in East Africa Region using Beneficiary communication tools

National Society/PNS	SMS/TERA	Radio	Mobile Cinema	Posters/IEC	Sound Track	Wall painting	Drama	Loud speakers
South Sudan Red Cross		-Hygiene promotion -Obtaining feedback & contribution on topical issues from beneficiaries -Increasing Visibility of the National Society	-Prevention & treatment of cholera -Prevention of malnutrition in children -Training of volunteers -Training staff and members of the society	-Increasing visibility of the National Society -Community mobilizations	-Hygiene promotion		WATSAN/Hygiene promotion	-Food distribution -Community mobilization
Somalia Red Cross	-Food security and livelihoods		-Child centered DRR	-WATSAN/Hygiene promotion -Disaster Risk Reduction -Natural resource management (NRM) Soil and water conservation project -Increasing visibility of the National Society	Vaccination campaigns		-Disaster risk Reduction	-Hygiene promotion
Rwanda Red Cross		-Hygiene promotion -Cholera prevention -Prevention of malnutrition -Food security and livelihoods -Disaster Risk Reduction	-WATSAN/Hygiene promotion -Prevention of Malaria -Prevention of Cholera -Disaster Risk Reduction -Nutrition/Prevention of malnutrition	-WATSAN/Hygiene promotion -Prevention of Malaria -Prevention of Cholera -Disaster Risk Reduction -Nutrition/Prevention of malnutrition -Increasing visibility of the society		-Disaster risk reduction -Malaria Prevention -Increasing visibility of the society		-Disaster risk reduction
Kenya Red Cross	-Disaster Risk Reduction -Climate change mitigation -Food security -Event alerts e.g. World aids day, -immunization campaigns Food security Road safety program	-Disaster Risk Reduction -Climate change mitigation -Food security -Event alerts e.g. World aids day -immunization campaigns Food security		-WATSAN/Hygiene promotion -Prevention of Malaria -Prevention of Cholera -Disaster Risk Reduction -Nutrition/Prevention of malnutrition -Climate change mitigation -Increasing visibility of the society				
Burundi Red Cross	The society had signed a contract with Econ net. No SMSs have been sent		-Prevention & treatment of cholera -Prevention of malnutrition in children -Training of volunteers -Training staff and members of the society	-Increasing visibility of the society -WATSAN/Hygiene promotion -Prevention of Malaria -Prevention of Cholera -Disaster Risk Reduction -Nutrition/Prevention of malnutrition				



## **5. Is feedback collected through beneficiary communication activities used to inform NS programming; If yes, how, If not, why not;**

Indeed, Red Cross Societies have collected feedback through beneficiary communication activities and utilized them in programming. For example in Somalia, the National Society was to implement a beekeeping project as a means of diversifying livelihoods of vulnerable women in Baki community. The community informed the National Society of the existence of pests in the community which would infest the honeycombs, lower yields and even render the honey unconsumable. The community then proposed small cash grants for the vulnerable women to engage in small businesses as another means of diversifying their livelihoods. The Somalia Red Cross supported the women to start small tea shops, grocery shops, tailoring and shoats entrepreneurship.

Contributions from the public over the radio, particularly when the caller is an expert in the topic of discussion, goes further into improving the content of National Society's information education material.

At the beginning of Beneficiary communication program, most of the materials like the cinemas were in English and the locals did not relate with the characters in the cinema. At the moment National Societies have translated the scripts into local languages and have introduced cartoon characters which beneficiary finds amusing and entertaining as they learn.

The National Society in Rwanda has received request from beneficiaries to develop more cinemas or drama around maternal health, family planning, HIV and TB. Other requests include development of drama or cinema on agri-business and prevention of the spread of Ebola virus. Rwanda Red Cross communication department is in advance stages of looking for funds from Partner National Societies to fund development of cinemas around the thematic issues listed above.

From national society in Somalia, there was a request to translate the script of the cinema, IEC material in Somali language. The Somalia Red Cross has put forward the request to IFRC to have all videos and other materials translated into Somalia language.

## **6. Lessons learnt**

### **6.1. Visibility**

Through beneficiary communication activities the visibility of the National Societies and partners has increased tremendously. All the materials used in beneficiary communication activities were branded with the Red Cross emblem. The materials which were branded with Red Cross emblem in beneficiary communication activities include: Billboards, T-shirts, IEC materials, the Walls and Notice boards where lifesaving information were availed.

### **6.2. Involvement/beneficiary participation**

The activities of beneficiary communication program involved beneficiary from inception to implementation. The beneficiaries were given chance to articulate their issues which informed project designs and mode of delivery. Beneficiaries have been involved in Beneficiary



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Communication activities in various ways including: baseline assessment, monitoring and evaluation, as audience, in acting dramas and some of them are volunteers with the National societies.

### **6.3. Massive outreach**

Beneficiary Communication activities reach masses. Through beneficiary communication programs, the National Red Cross Societies can fulfill their mandate in a click of a button via the TERA system and Radio since the two media have national geographical coverage and information passed through these media are trusted.

### **6.4. Change in behaviour**

Besides training people to sleep under mosquito nets, wash their hands, plant trees and to move to high places in case of floods, there are other factors which influence a people's behaviour which are socio-economic and environmental in nature.

### **6.5. Use of technology**

The Beneficiary Communication program emphasises use of technology in complementing the efficiency of the traditional methods in passing information to beneficiary. Mobile phones and the internet have changed the way people communicate. People can speak directly with Red Cross and they expect Red Cross to Listen and provide solutions in real time.

### **6.6. Building trust**

Open, honest communication is a mark of respect which builds trust between the Red Cross Societies and the communities. Many beneficiaries who received SMS from the TERA system for the first time wondered about the authenticity of the information it was spreading. However this is slowly changing since the messages sent complement the Information Red Cross Volunteers pass to the communities.

### **6.7. Feedback**

Feedback from the beneficiaries has helped improve content of information communication materials used by the Red Cross Societies. Beneficiaries have also provided local knowledge that helped in the redesign of interventions to what works well in their context and environment.

## **7. What other tools/channels would make it easier for people to engage.**

Other tools which Red Cross Societies can use to pass information on to the beneficiary include:

Social media platforms like face book, what's up, Twitter and viber. These tools are limited to areas which are covered by both electricity and good internet data network coverage.

Traditional methods like face to face and drama are still suffice for places which are remote and do not have both radio and mobile telephony network coverage.



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## 8. Case Studies

The two cases studies are developed with evidence gathered from the field. The case studies are thick description of beneficiaries' interaction with the project and how the process unfolded to yield impact.

### 8.1. Case study 1: Wall Painting in Gatoki Village- Rwanda

In Gatoki village the community members had cut trees for timber, construction and fuel for cooking. The bare land exposed households in the village to the hazard of strong winds. Windstorms became rampant and roofs of many houses in the village were blown-off leaving the affected homeless and vulnerable. Rwanda Red Cross trained the "at risk" disaster risk mitigation through mobile cinema sessions. Through the cinema, the beneficiaries learnt that tying roofs to the lintel strengthen the structure of the roof and mitigates the effects of the windstorm on the roofs. They also learnt to plan more trees in their village to act as wind breakers which shelter houses from windstorms.

Having learnt from the Red Cross Society and seen that tied roofs can whether the windstorm, they painted walls in the local market centre with images depicting the risk and how it is mitigated. Their aim was to inform fellow community members and others who visit the community, what to do to mitigate damage to the roofs by windstorms.

*Picture 1 A painting depicting the risk of windstorms*





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*Picture 2 Mitigation Measures of Windstorms as a disaster risk*



### 8.2. Case study 2 Community Kitchen and Animal shed

Rwanda in general is a food rich nation. Despite this fact, many children in Mbeho village suffered malnutrition and diarrhoea due to poor hygiene. The Red Cross Society intervened by training the beneficiaries in proper diet and young child feeding practices alongside the importance of desired hygiene practices. The trainings were delivered through mobile cinema. After gaining knowledge in proper nutritional practices and hygiene, the community set-up a model kitchen where young mothers meet once a week to learn how to prepare a balanced diet for their young one. The mothers also share knowledge in family planning among other issues affecting them.

*Picture 3 A model Community Kitchen for training young mothers in young child feeding*





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Secondly, in the same village of Mbeho, families shared living space with livestock especially at night. People kept their livestock in their houses because they feared the livestock would be stolen. Through hygiene training, the community has set-up a communal animal shed where all livestock in the community are sheltered. The level of hygiene in beneficiary households has improved tremendously.

*Picture 4 A communal animal shed*



## **9. Best Practices**

There were best practices in the implementation of Beneficiary Communication Program. The best practices were in communication and knowledge sharing, involvement of beneficiaries and stakeholders, and ensuring adequate measures of sustainability.

### **9.1. Involvement of stakeholders**

The implementation of Beneficiary communication project involved input from different stakeholders. Different arms of the government were involved at various stages of implementation. For example in the development of information education communication (IEC) material, Red Cross Societies sought the inputs and approval of the content from the government experts. This was particularly with regards to programs which sought to improve health of the beneficiaries.

The private sector players such as the telecommunication service providers have been host to the TERA system. Even though some of the communication service providers needed payment to host the TERA system, others like Airtel in Kenya is hosting the TERA system under its corporate social responsibility CSR.



Beneficiaries too have played part in the activities of Beneficiary Communication program. They have been instrumental in providing the baseline data pertaining to existing knowledge of the community in various thematic programs of implemented by the Red Cross societies. They were also involved in provision of feedback and in some cases drama as a media of giving information to the community.

### **9.2. Communication and knowledge sharing**

The radio programs encouraged feedback from beneficiaries which helped improve content of information communication materials used by the Red Cross Societies. Beneficiaries have also provided local knowledge that helped in redesign of interventions to what works well in their context and environment.

Red Cross Societies have used beneficiary communication tools which encourages open, honest communication which is a mark of respect which builds trust between the Red Cross Societies and the communities. The Societies also use the same tools to provide beneficiaries with knowledge in thematic fields such as road safety, importance of immunization among others.

### **9.3. Sustainability**

There is an immense level of knowledge in various thematic fields with the community. This is clear from the fact that after learning from Red Cross Societies, the communities have taken the initiative to continue passing on the information they learnt to others in their community and beyond through various media such as wall painting among others.

Since Beneficiary Communication Program was a mode of delivery of other projects in Health and Nutrition, Disaster Risk Reduction, Secure livelihoods and WATSAN, the sustainability measures which have been put in place for these projects will also ensure sustainability of beneficiary communication activities.

Partnerships with wider range of range of stakeholders including government and the corporate sector will ensure sustainability of some of the activities of Beneficiary Communication program. Under the corporate social responsibility (CSR) the telecommunication service providers will continue to support the TERA system as long as the companies continue to honour the contracts and the memorandum of understanding signed between them and the Red Cross Societies.



## 10. Conclusions and Recommendations

It is important to continue the program in order to consolidate the first results, to build upon and to further develop a range of programs/projects which will address the quest for knowledge of beneficiaries, particularly youth and women in maternal health, family planning and agribusiness. Specific recommendations include:

- a. The SMS texts should be context specific and targeted to the affected population. SMS should be well branded as the influx of SMS is increasing; SMSs should be practical and flows on.
- b. Partner National Societies (PNS) should allow between 2-3% of the total budget of all programs they are supporting through the National Societies, to be allocated to Beneficiary Communication Programs.
- c. Literacy levels in East Africa Region is a hindrance to consumption of messages sent through SMS. The SMSs should be translated to local language to ease understanding of the messages by the target groups.
- d. Red Cross Societies should also emphasis the use of other media such as posters and calls which are not influenced by literacy levels of the beneficiaries.



## Annex 1: KEY INFORMANT CHECK LIST

- How did beneficiary communication project impact community behaviour change in EAIOI?
- What are the areas of success in the implementation of beneficiary communication project? Where or at what point do you think more work needs to be done?
- What are the benefits of incorporating Beneficiary Communication activities to the NS, PNS and IFRC programming?
- How did the beneficiaries receive the activities of Beneficiary Communications Project?
- In what ways has beneficiary communication activities proven to be a good way to share and receive information among beneficiaries?
- In what ways have the activities of Beneficiary communications project been incorporated into NS, IFRC and PNS programming?
- Is feedback collected through beneficiary communication activities used to inform NS programming? If yes, how? If not, why not?
- What are other tools/channels which would make it easier for people to engage/Share information?
- How appropriate are the tools used by the Red Cross (SMS Plat form, Radios, Mobile Cinema, Sound track, Posters (IEC material))/ what channels are the Red Cross not using to communicate that they should be using?

## Annex2: FGD CHECK LIST

- What impact has beneficiary communication activities had on community levels of knowledge and behaviour?
- How did the beneficiaries receive the activities of Beneficiary Communications Project?
- In what ways has beneficiary communication activities proven to be a good way to share and receive information among beneficiaries?
- How are people using information provided by Red Cross? Are they using it in the way intended by the red cross(for Example, tips and advices to protect themselves)
- How useful is the information provided by the Red Cross? What information is Red Cross not providing that they should?
- How appropriate are the tools used by the Red Cross( SMS Plat form, Radios, Mobile Cinema, Sound track, Posters(IEC material)). What channels are the Red Cross not using to communicate that they should be using?
- Are the beneficiaries engaging in two way communication with the Red Cross? Who is participating and why?
- What are the barriers and enablers to two way communication?



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- What is the common way people respond to communication from the Red Cross?

#### Annex 4 Lists of FGD Participants

SN	Name of the participant	Gender
	Kayonza	
1	Nsengiyumva Damien	Female
2	Mukagatete Angélique	Female
3	Anacbet Movandimwe	Male
4	Rwanyonga Jean Claude	Female
5	Nyirasengimana Pascalie	Female
	<b>Gisagara</b>	
6	Akimana Vianney	Female
7	Mukamanzimpaka Cecil	Female
8	Nshimiyimana Charles	Male
9	Niyofwiringiye Bertha	Female
10	Nyiramana Clementine	Female
	<b>Gicumbi</b>	
11	Karanguse Simon( <b>A land slide victim</b> )	Male

#### Annex 5 Monitoring and evaluation report for Mahama refugee camp



Beneficiary  
communication in Mat



## WORK PLAN

**NOTE:** Field visit for Burundi, South Sudan and Somalia is dependent on the security situation in-country. We suggest having Skype or telephone interviews with staff and volunteers of respective national societies.

Date	Location	Project area	Activity	Deliverable/output	Remarks
23/11/2015	Kenya		Desk review of project documents	Preliminary findings/notes	IFRC to provide all the relevant project documents
24/11/2015	Kenya		Desk review of project documents	Preliminary findings/notes	
25/11/2015	Kenya		Desk review of project documents	Preliminary findings/notes	
26/11/2015	Kenya		Development of Key informant & FGD checklist	Focus group discussion and Key informant checklist	
27/11/2015	Kenya		Development of inception report	Inception report complete with tools	
30/11/2015	Kenya	Nairobi	Key informant interviews- Project staff & volunteers of national society involved in the implementation of beneficiary communication project	Raw primary data	<b>Felix &amp; Moses (German Red Cross), Kwame (IFRC) Somalia</b>
1/12/2015	Kenya	Nairobi	Key informant interviews- Project staff & volunteers of national society involved in the implementation of beneficiary communication project	Raw primary data	<b>Majju Hillary &amp; Marial: South Sudan Red Cross Paul Jenkins (IFRC) ICRC</b>
2/12/2015	Kenya	Nairobi	Key informant interviews- Project staff & volunteers of national society involved in the implementation of beneficiary communication project	Raw primary data	<b>Kenya Red Cross ( Taariq, Safia, Abdul, Wariko) Airtel Kenya (Aigelgel) Salamanca (Ivan)</b>
3/12/2015	Kenya	Nairobi	Key informant interviews with PNS staff	Raw primary data	<b>Norwegian Red Cross, Swedish Red Cross, Japanese Red Cross, Canadian Red Cross and Finnish Red Cross</b>
4/12/2015	Kenya	Nairobi	Key informant interviews with IFRC staff	Raw primary data	<b>IFRC (Geneva, WASH, DRM, RM, Food Security, Operations, HD, PMER)</b>
6/12/2015			Travel to Kigali		Consultant will take evening flight to Rwanda
7/12/2015	Rwanda	Kigali	Key informant interviews with Rwanda Red Cross and PNS staff		<b>Danish, American, Spanish and Belgian)</b>



8/12/2015	Rwanda	Kirehe	<ul style="list-style-type: none"> <li>• Key informant interviews- Project staff &amp; volunteers of national society involved in the implementation of beneficiary communication project</li> <li>• Focus group discussions with beneficiaries</li> </ul>	Raw primary data	
9/12/2015	Rwanda	Gisagara, Huye	<ul style="list-style-type: none"> <li>• Key informant interviews- Project staff &amp; volunteers of national society involved in the implementation of beneficiary communication project</li> <li>• Focus group discussions with beneficiaries</li> </ul>	Raw primary data/field findings	
10/12/2015	Rwanda	Nyaruguru	<ul style="list-style-type: none"> <li>• Key informant interviews- Project staff &amp; volunteers of national society involved in the implementation of beneficiary communication project</li> <li>• Focus group discussions with beneficiaries</li> </ul>	Raw primary data/field findings	
11/12/2015	Rwanda	Rubavu	<ul style="list-style-type: none"> <li>• Key informant interviews- Project staff &amp; volunteers of national society involved in the implementation of beneficiary communication project</li> <li>• Focus group discussions with beneficiaries</li> </ul>	Raw primary data/field findings	
12/12/2015	Rwanda	Gicumbi	<ul style="list-style-type: none"> <li>• Key informant interviews- Project staff &amp; volunteers of national society involved in the implementation of beneficiary communication project</li> <li>• Focus group discussions with beneficiaries</li> </ul>		
<b>TRAVEL TO NAIROBI</b>				<b>Consultant take morning flight</b>	



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				to Juba( Depending on security situation on the ground)	
<b>14/12/2015</b>	Kenya	Nairobi	Key informant interviews- Project staff &volunteers of national societyinvolved in the implementation of beneficiary communication project	Raw primary data	<b>Burundi Red Cross (Etienne) PNS (Netherlands, Belgian, Finnish) ICRC</b>
					•
<b>15-18/12/2015</b>	Kenya		Report writing	Draft evaluation report	
<b>19-21/12/2015</b>			Submission of IFRC and Partner's comments on the report to consultant	Draft report with comments	
<b>23 /12/2015</b>	Kenya		Submission of the final report	Final report in word or PDF	