

BENEFICIARY COMMUNICATION

WHAT IS IT?

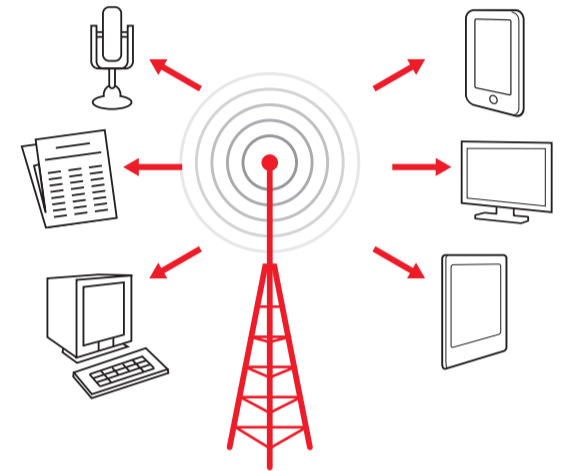
Beneficiary communication supports Red Cross Red Crescent (RCRC) programmes and operations to:

- Provide the right information, to the right people, at the right time
- Through the right channels
- Listen to people's needs, concerns and opinions
- Use this information to design and improve activities



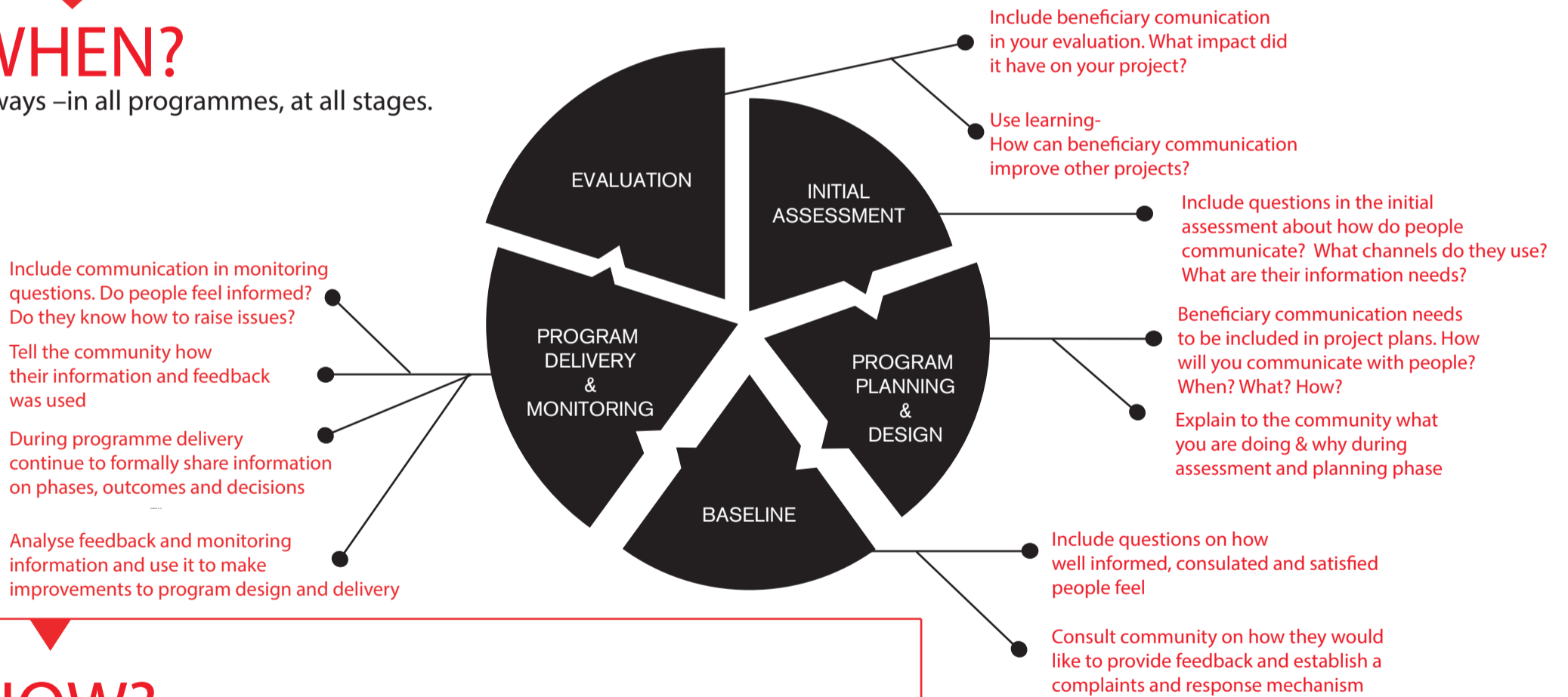
WHY WE DO IT?

- Information can save lives, like how to treat water or where to go when a storm is coming
- Knowing what people want and need increases the speed, relevance and effectiveness of aid operations and programmes
- Being open and honest with communities and listening to their concerns builds trust, prevents problems and shows respect
- Maximising the opportunities of technology and innovation to increase the reach and impact of RCRC programmes and build community resilience



WHEN?

Always –in all programmes, at all stages.



HOW?

There are lots of ways to communicate, but make sure you choose the best one for the community and use more than one!

- Community meetings
- SMS
- Radio
- Telephone help lines
- TV
- Sounds trucks and PA systems
- Community film and drama shows
- Posters and leaflets



To find out more:

Visit the beneficiary communication resource library, where you'll find guidelines, materials and lots of previous examples
<https://fedteam.ifrc.org/global/collaboration/disasters/bc/default.aspx>

Contact information:

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