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 DO 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

Contact information:
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