Inclusive and Language-Aware Communication for Protection & Accountability in the Humanitarian Response
PATTAN Development Organization

• PATTAN began its work with affected communities in the mega flood of 1992, since then PATTAN’s analysis of pre to post disaster situations has emerged with the critique of the development paradigm.

• To create a democratic and just society with equal rights, opportunities, and benefits for all, regardless of economic, political, socio-cultural, or religious backgrounds.

• Our research-based advocacy policy aims to influence state bodies to develop mechanisms in-order to ensure inclusive disaster risk governance.

• PATTAN is the founding member of national & international networks.

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Helping people get vital information, and be heard, **whatever language** they speak
Understanding Communication & Localization
PATTAN & CLEAR
Global Research
A Dangerous Information gap
Improving Communication with Disaster Affected Communities in the Languages they Use.
Research Objectives

- To improve the evidence for language-aware community engagement and accountability across the flood response.
- To translate and test information materials for a better understanding.
Thematic Areas

- Compensation & Rights
- Early Warning System
- Health & Hygiene
Materials Tested
Observation

Observed the following:

1. Presence of government & non-government agencies and their contributions.
2. Current situation & environment at the locations with respect to floods.
3. Health & hygiene conditions.
4. Housing and infrastructure.
5. Signs of consequent risks & hazards for future.
Overview of Research

Why test information materials?

• Communicating in language that is clear, accurate and accessible is essential in humanitarian crises.
• If people at risk do not understand information materials, they risk misunderstanding important information about safety and finding assistance when needed.
• The findings from the research will help humanitarian organizations to communicate clearly and appropriately with community members.
• This is especially important to avoid excluding potentially vulnerable groups from information, services, and participation.
• Effective communication & information (with appropriate language) will strengthen Localization.
Major Findings
1. Participants had received almost no information about the flood response or recovery

- None of the participants had seen any of visual materials we showed them before (posters, flyers, brochures) from the government, international organizations and national NGOs.
- Only one audio message we tested (from the Disaster Management Authority) was familiar to some participants.

**Impact on protection:** People lack critical information about accessing services or what support they are entitled to
2. Poor communication increases risks to individuals

- Participants described an increased risk of **disinformation, scams, and fraud attempts** due to insufficient information.
- Some also described the risk of **loosing** personal property/land during the early stages of the flood response.
- Confusion about relief distribution and who is entitled to assistance caused tensions, including concerns about **risk of physical violence**.

**Impact on protection:** Low information provision increases personal risks for people during and after the floods.
3. People lack access to complaint, feedback and reporting mechanisms, including on PSEA

- No participants knew about the existence of mechanisms to share complaints or feedback, or report sexual exploitation and abuse (SEA)
- No participants had received information about the risk of gender-based violence or preventing sexual exploitation and abuse
- Lack of complete information and two-way communication increased feelings of anger and perceptions of unfair distributions of aid

**Impact on protection:** People cannot share grievances and responders do not understand the scale of protection concerns
4. Women are almost completely excluded from access to information

- Women had lower literacy than men and were much less likely to own their own phone
- Women have to walk much longer distances since the floods to collect safe water
- Many women rely on male family members to access information
- More women than men did not know key information about the flood recovery process

**Impact on protection:** Women and girls are already more vulnerable and cannot get information they want and need, or communicate with responders
Participants shared how they wanted to receive information:

- In local languages
- In plain language
- Focused on one key message at a time
- Containing precise and complete information
- In audio format
- Shared on public loudspeakers and social media
Disaster Communication

• What information and data about the communities’ languages and communication needs are available before and during any disaster happens?

• Importance of communication & language in localization! How can digital localization can be made inclusive in humanitarian response, disaster risk reduction and effective disaster governance?

• Disaster Communication in managing vulnerabilities, what information is a priority? How to make communication an inclusive agenda with a special focus on GENDER & other vulnerable groups issues?
Thank you for your participation!

Q&A

Vote of thanks

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