



# Communication Priorities and Challenges

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# Communication Priorities and Challenges

*Capacity building: a global and regional perspective*

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# Communication Priorities and Challenges

- I. Priorities in terms of guidance and country assistance
- II. Regional priorities in terms of capacity
- III. Specific interventions and tools
- IV. Inter-Agency collaboration and strengthening core capacities

# Priorities in terms of guidance and country assistance

- Unclear understanding of risk communication (preparedness, outbreak, response).
- Weak capacities for risk communication planning (UN & counterparts).
- Weak capacity of community based approaches for risk communication.
- Most national Emergency Response and Preparedness plans don't include a comprehensive risk communication component (except in pandemic preparedness and readiness plans)

# Priorities in terms of guidance and country assistance

- Identification of C4D delivery modalities in fragile and low resource contexts to ensure reaching the most marginalized populations.
- Explore mechanisms to activate and mobilize alternative channels, such as local governmental or non-governmental institutions as well as modern communication tools (ICTs, social media)
- Sustaining the availability and prepositioning of C4D ready to use/adapt risk communication materials and expertise
- Adapting risk communication principles to on-going and new disease threats as countries in various regions are focusing on C4D response to cholera, PI, AI, rabies, adverse effects to vaccination, etc.

# Regional priorities in terms of capacity

- Resource scarcity (both financial and HR) . Investments needed in capacity in key ministries responsible for risk communication at national and sub-national level should continue. This is possible by linking risk communication to wider emergency and preparedness issues
- Availability of communication materials for different scenarios and readily adaptable to local languages and contexts.
- Opportunistic investments in risk communication thus far (SARS,API) yet move towards risk communication as integral to preparedness measures for all disasters (natural/epidemics) is possible. Positive examples emerging from Bangladesh, Nepal, Cambodia, Lao PDR.

# Specific interventions and tools

- Technical assistance including through joint-missions to plan and implement risk communication response (e.g. Pacific – SPC, UNICEF WHO, 2009)
- **Asia Regional Risk Communication Initiative**, example of a strategic approach to address shared priorities
- **CREATE**, an online communication resource tool kit (planning tools as well as easy to adapt materials) to help low-resource countries in the region rapid communication response



# Specific interventions and tools



- Capacity building training workshops
- Regional capacity building and knowledge networks supported
- **Pandemic risk communication toolkit/handbook**

# Specific interventions and tools



Development of a guideline on C4D preparedness and response planning.

- Communication materials for cholera
- Communication materials for displaced populations

# Inter-Agency collaboration and strengthening core capacities

Inter-agency collaboration is critical to:

- Support capacity development at national and sub-national levels
- Share lessons and knowledge across countries
- Creating a knowledge-base to showcase impact, guide future interventions, especially those directed at empowering communities.

Agencies should conduct joint advocacy to strengthen the role of communication in emergency responses, collaborating mechanisms to generate knowledge, regular exchange, coordination and secure the necessary resources.

# Inter-Agency collaboration and strengthening core capacities

- Recognition among the various agencies of the role that communication –risk and behaviour- shall play in emergencies responses.
- The role and accountability related to communication interventions even if theoretically established are sometimes challenging to concrete translation in the field.
- Agencies should conduct joint advocacy to strengthen the role of communication in emergency responses, collaborating mechanisms to generate knowledge, regular exchange, coordination and secure the necessary resources.



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