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Providing Humanitarian Information to Flood-Affected People in Pakistan

Baseline Study, Sindh & Punjab, November to December 2010

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Using this Report and Study Findings

This report is meant to be a review of the work carried out and of primary findings. It is not intended to be an exhaustive consideration of the data gathered, but a starting point from which the humanitarian community and other partners to consider and then mine the data, available online at http://www.surveymonkey.com/sr_pass.aspx?sm=6kD5Jyh0YxjWMx%2bZFvKzEvm49fKvHSoCxVOS4IGL08I%3d (password: InfoPakFloods). This is with the recognition that each organization has its own area of focus, priorities and target group to which it can apply the survey data to support programme development and implementation. For a guide to using the online survey data, see Appendix 3.

As this study is the result of collaboration with a number of humanitarian partners, it's also expected that it will encourage common strategies and programme planning in areas of shared concern.

Executive Summary

More than 20 million people in Pakistan were affected by the worst floods in the country's history in late July 2010. A fifth of Pakistan's population was displaced and millions of homes and hectares of agricultural land were destroyed. International and local humanitarian providers and the Pakistan government began to help flood-affected people with services to meet their immediate needs and to tackle the tasks of returning home and rebuilding their lives. The humanitarian response included efforts to inform people about the services available, and communicate with them about accessing these services. It also included efforts to provide platforms by which people could tell the aid workers about particular help they needed or register complaints about services. However, during the flood response, there was no consistent, broad research that could indicate which communication efforts were most effective. This means a vital element of the humanitarian response lacked the data needed to effectively plan information dissemination and communication strategies.

This study is an attempt to start providing this data, and thereby directly support the communication plans and efforts of humanitarian organizations. It assesses the impact of humanitarian information provided to flood-affected populations in Sindh and Punjab three months after the flood, and examines to what degree people received information about help available and how well that information enabled people to get that help and to help themselves. Internews Europe led this study, which was funded by Infoasaid (a consortium supported by DFID, and comprising BBC World Service Trust and Internews) and supported in Pakistan by Communicating with Disaster Affected Communities (CDAC).

Specifically, this study, undertaken in four districts of Sindh and four districts of Punjab, surveyed more than 1,000 flood-affected people between 22 November and 3 December 2010. Seven focus groups also captured the voices, stories and views of target audiences and particularly isolated and vulnerable groups: children, youth, women, elderly and the disabled. In the lead-up to the field survey and focus groups, researchers interviewed representatives from more than 20 humanitarian organizations to get an

understanding of the communication efforts within their programmes and to learn how the study data could help them. These interviews included several observations and requests from humanitarian aid providers, which guided the formation of many of the questions, and directly framed the criteria by which the survey locations were selected.

Here is a summary of significant findings from this study:

- Half of all respondents did not have access to any electronic or mass media, most had only received very limited information through the media that had helped them after the floods, and majorities said that the information they had received had not allowed them to help themselves without assistance, and that if they had been successful in telling the government or organizations about their needs, they had not received any response.

- In particular, a large majority of women – 85.5 percent – reported having no access to electronic media. Only 11.3 percent of women had access to a working television; the next-highest percentages were 3.8 percent for radio and 3 percent for mobile phones. It was therefore close to impossible for humanitarian organizations to reach women directly through any of the media channels their efforts have focused on.

- Only a fifth (22.6 percent) of all respondents had access to a functioning radio, i.e. to the medium the humanitarian aid community has mainly relied on to directly provide information to flood-affected populations, with the view that this is an effective means of reaching people in difficult situations and a cost-effective platform with rapid content production. Thirty percent reported having access to a working television, a medium that so far has not figured prominently in organizations' efforts to communicate information to the affected populations in the two provinces.

- When asked through what electronic and mass media they had received helpful information at any time since the floods, just over a third or 34.4 percent of respondents said TV (and since, at the time of the

survey, humanitarian providers were not utilizing TV as a common platform for information distribution, this information was very likely gained primarily through news broadcasts); 21.2 percent named radio.

- Figures for mobile phone ownership initially looked promising, at 27.2 percent, but only 6.7 percent said that they had received an SMS with information from someone they knew and just four respondents (0.4 percent) had received useful information through an SMS from an organization, meaning that high rates of mobile phone ownership did not translate into actual usage of these phones as tools to obtain information. This casts doubts on the effectiveness of mobile phones as channels for the humanitarian aid community to provide information to the flood-affected populations.

- A total of 75.1 percent of respondents said they had received information that had helped them from a friend or family member. Considering the survey respondents' very limited access to electronic and mass media and their lasting reliance on personal communication platforms, it is not surprising that traditional platforms of communication, like word-of-mouth information from family and friends or announcements through mosque loudspeakers, played important roles as sources of information. And while it can be assumed that the information that humanitarian providers are disseminating directly to populations is, to a degree, passed along through word-of-mouth and broadcast on loudspeakers, both these channels of communication are somewhat unreliable means of transmitting accurate, consistent information.

- When respondents were asked whether the information they had received had allowed them to save their lives or that of a family member, or to reduce their own suffering or that of a friend or family member, more than a third (36 percent) of all respondents said they had received information that had allowed them to save their own lives. An even higher percentage had been able to reduce their own suffering (42 percent) or to reduce the suffering of a friend or family member (38 percent). And while a majority of respondents had received information that had allowed them to save their lives or others' or to ease their own suffering or others', it must be stressed that a fourth (25.9 percent) of all respondents said that

they had not received any information that had helped them in any of these ways. In all of these situations, the bulk of information was received from friends or family or from mosque loudspeakers and not directly from humanitarian providers.

- Overall, 75.2 percent of respondents said that the information that they had received had allowed them to get food and water; 43.2 percent had found shelter where they could live temporarily; 36.3 percent had been able to get a National Database & Registration Authority (NADRA) WATAN debit card with cash credit (given that WATAN cards are targeted to heads of households, the effective percentage may have been higher); 32.7 percent had been able to get blankets, food pots and other household items; 23.8 percent had been able to find toilets or latrines, and clean water for bathing; and 13.4 percent had been able to get education for their children. However, 13.2 percent had not received information that had helped them with any of these things.

- In terms of two-way communications, 30.2 percent of all respondents had been able to talk to people at distribution sites, and people from organizations or the government had come up to 14.1 percent of respondents and asked them questions. However, only smaller percentages of people had been able to communicate with organizations or the government at public meetings (9.5 percent), at offices or work sites (5.3 percent), or through hot-lines or phone numbers they could call (0.8 percent); 6.9 percent said that there were people in their communities that could tell the organizations what they needed, and 1.9 percent knew about places where they could leave notes. Almost half (48.6 percent) did not use any of these ways to communicate with organizations or the government.

- Not surprisingly, when asked in what ways they received the information that they most trust, more than two thirds (67.2 percent) selected friends and family members. Just under half (44 percent) trusted information from TV, 28.3 percent from the radio, and 7.1 percent newspapers, while 18.6 percent chose community/religious leaders, and 12.4 percent named school teachers.

- When asked to pick just one channel of communication that would be the best way to give them information about the help they need, more than a third of respondents (35.8 percent) said TV, another third said through loudspeaker announcements (32.4 percent), 12.8 percent said through radio, and 5.7 percent said through an SMS from people they know. While 4.9 percent (49 respondents) thought a phone help line or hotline would be the best way, only 2.7 percent (27 respondents) chose an SMS from an organization or the government as the best option, and, with 1.3 percent, newspapers ranked lower than billboards or signboards, with 1.8 percent.

- As well as the survey, seven focus group discussions were held to determine the information needs and best ways to communicate with vulnerable and specific target groups, including children between the ages of 10 and 15, youth between the ages of 15 and 25, women, and handicapped and elderly people. The focus group discussions confirmed many of the survey's findings, and at the same time provided telling snapshots of the situation in various flood-affected communities. While the groups said they needed information about medical and health-related issues, the availability of food, clean water, shelter and blankets, most of the focus group participants had only received very limited helpful information about humanitarian aid, and generally suggested that community-based organizations (CBOs), community workers and loudspeaker announcements, rather than electronic and mass media, would be good ways of communicating with them. Girls and women predictably had the least access to information through electronic and mass media channels and, due to local traditions, were very much restricted in their interactions with people outside their families, with girls under 15 depending almost exclusively on their mothers and older sisters for information. None of the focus group participants had any way of communicating with the government or organizations about the help they needed.

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I. Introduction

More than 20 million people in Pakistan were affected by the worst floods in the country's history in late July 2010. A fifth of Pakistan's population was displaced and millions of homes and hectares of cropped land were destroyed. International and local humanitarian providers and the Pakistan government began to offer services to help people both address their immediate needs and face the longer task of returning home and rebuilding their lives. The efforts of these providers have focused on Sindh and Punjab provinces, where 75 percent of those affected by the floods live.

As the humanitarian organizations mounted this massive logistical effort, a parallel process was started to inform the people who had been affected by these floods – often already vulnerable populations who have been increasingly challenged and isolated by the floods – about the services available, including how to access them. It also provided platforms for citizens to communicate with the humanitarian providers about particular needs or complaints.

This focus on 'humanitarian information' or 'information as aid' is increasingly the practice among humanitarian providers. It considers that the provision of goods and services to people in disaster, conflict or other humanitarian situations is, alone, insufficient and ineffective. To ensure effectiveness and efficiency and to provide care that accords with international humanitarian standards, organizations must also provide accurate, timely, reliable information, so that people can get what they need, learn how to help themselves, and communicate back to the providers, not only about what they need, but also about protection and rights issues-based issues. Information delivery is viewed as a fundamental part of humanitarian aid efforts that radically improves people's ability to reduce their suffering and stabilize their situation in the face of disaster and disruption.

Led by Internews Europe, with funding support from Infoasaid and supported by CDAC, this study looks at the impact of the humanitarian information given to flood-affected populations in Sindh and Punjab three months after the floods, meaning how well people received information about available help and how well that information enabled people to get that help and to help themselves. It uses both quantitative and qualitative data to establish a baseline dataset; an 'on-the-ground' snapshot of the effectiveness of already existing humanitarian information efforts in the two provinces, from which to measure the effectiveness of future efforts, including those that findings from this study could inform. A primary goal of this study, fundamental to the design of its methodology, was to provide qualitative and quantitative real-time information to support fast and effective programme development in the near-term in Pakistan, and to support broader collaboration towards systems and methods which support effective humanitarian information efforts.

Consultations with partners

Consultations were held with more than 20 humanitarian partners in Islamabad between 28 October and 2 November 2010, before the field work phase. These directly influenced the questions included in the survey that forms the backbone of this study, questions such as: how people are getting information; how this information helps people get the help they need and to help themselves; what two-way platforms exist and which ones work; and what communications platforms or channels for communications can be used more often or effectively. The survey included a detailed demographic profile so that different humanitarian partners can use the data to consider findings related to very particular target groups or people with special needs. The conversations also gave the humanitarian partners the chance to discuss working together, both in relation to the findings of this research, and in terms of developing a community of practice actively engaged in embedding 'information as aid' into humanitarian efforts and supporting the development of systems and mechanisms that enable effective and quick response.

As a backdrop to the field work, the humanitarian organizations in Islamabad were also asked about their ongoing efforts to provide information to and establish systems for receiving information from flood-affected people in Sindh and Punjab. In general, while providers were using varied platforms and processes, locally based partners (such as community leaders, teachers or Lady Health Workers) who create two-way links with communities and individuals were core to many organizations' communications efforts. Radio, as is standard, was used to disseminate information locally and at the district level, with some limited use of TV. Organizations also used mobile phone platforms for sending out and receiving information, and that use was expanding in volume and in complexity. (For a more detailed review of these communications efforts, see Appendix I.)

Collecting quantitative data

From 22 November to 3 December 2010 1,072 people in flood-affected areas were surveyed, split equally between eight districts in Sindh and Punjab, with an equal number of men and women in each area. Four equally-balanced teams of male and female researchers conducted face-to-face surveys with individuals in different locations. Primarily these were in organized camps or in people's homes following their return, and in areas chosen to ensure they represented both different levels of humanitarian need and different levels of media infrastructure, i.e. particularly those with and those without local radio stations broadcasting nearby. The districts in which surveys were conducted in Punjab were Dera Ghazi Khan, Rajan Pur, Mazaffar Garh, and Layyah; in Sindh they included Dadu, Jacobabad, Thatta, and Jamshoro. (You can see the data gathered through this survey, using password 'InfoPakFloods', at:

http://www.surveymonkey.com/sr_pass.aspx?sm=6kD5Jyh0YxjWMx%2bZFvKzEvm49fKvHSoCxVOS4IGL08I%3d

Collecting qualitative data

The survey was complemented by getting the views and stories of specific target and highly vulnerable audiences of particular concern to humanitarian organizations; groups which are especially difficult to access and to support with two-way communications.

Focus groups were also held with young people, identified as a particularly important information target group. Participants were asked about their information needs; the means they used to get information; what information they had received since the floods; which information was most helpful; and the information platforms/channels that they considered the best to reach them.

These focus groups were with:

- Six girls between the ages of 10 and 15 (at the Government Girls Middle School Haji Kamand, Tehsil and District Dera Ghazi Kahn in Punjab on 24 November 2010)
- 10 boys between the ages of 10 and 15 (at the Government Middle School, Bello, Union Council Bello, Tehsil Sujawal, District Thatta in Sindh on 1 December 2010)
- 10 young men between the ages of 15 and 25 (at a flood relief camp organized by the Kumbhar Association Development, or KAD, near Dadu in Sindh on 29 November 2010)
- Seven young women between the ages of 15 and 25 (at the same flood relief camp as above on 30 November 2010)
- 14 women, adults and elderly (at Basti Chandai Gharbi, Sumra Nashaib Janobi, Layyah in Punjab on 22 November 2010)
- Six handicapped adults (two focus groups, in Damdam Camp Taluka Sujawal, Thatta and Tent City Camp Taluka Jamshoro, Jamshoro in Sindh, on 1 and 2 December 2010)
- 12 elderly men, age 50 and above (at Chah Pathi Wala, Tehsil Kot Addu, Muzaffar Garh in Punjab on 23 November 2010).

The data from these groups provides a snapshot of the information people received, the feedback loop to humanitarian providers and, fundamentally, how well people were getting the information they need to stabilize their immediate situation and rebuild their lives.

2. Survey

2.1 About the Survey Respondents

Overall, 1,072 people were surveyed. Of the 1,034 who indicated their gender, 512 were male and 522 were female. Forty-nine percent were surveyed in Sindh and 51 percent were surveyed in Punjab, with a nearly equal number of male and female respondents in each of the two provinces (249 male and 250 female respondents in Sindh, 256 male and 268 female respondents in Punjab).

About a quarter of the respondents were between 26 and 35 years old, a quarter were between 36 and 49, another quarter 50 or over, and about 20 percent in the youth group of 15-25 years of age – with a very similar division in both Sindh and Punjab. A small number of children between the ages of 10 and 15 were also surveyed. The majority of respondents, 69 percent in Sindh and 72.8 percent in Punjab, were married and were with their spouse and children.

Ninety-five percent of those in Sindh spoke Sindhi, and 96.8 percent in Punjab spoke Siraiki. In both Sindh and Punjab, about 68 percent of respondents were illiterate (48.6 percent of male respondents and 87.1 percent of female respondents in Sindh; 45.5 percent of male respondents and 89.1 percent of female respondents in Punjab), and 74.5 percent in Sindh (57.4 percent of male respondents, 88.0 percent of female respondents) and 50.8 percent in Punjab (45.3 percent of male respondents, 75 percent of female respondents) had little or no formal education.

When asked to describe themselves according to various criteria, 5.7 percent said they were handicapped, 5.4 percent said they were in very bad physical health, and 27.3 percent (mostly women) said they were very emotionally upset; 66.7 percent said they were none of these things.

And when asked whether they would describe themselves as different types of community leaders or as representatives of government or organizations, 72.2 percent in Sindh and 73.3 percent in Punjab said they were none of these things. In Sindh, 13.5 percent of those surveyed (26.1 percent of male respondents in the province) described themselves as local community workers or social mobilizers.

At the time of the survey, 66.5 percent of respondents in Sindh were in severely flood-affected areas where the water still remained, and 33.5 percent were in places that had been severely affected by the floods but where the water had receded. In Punjab, on the other hand, 91.2 percent were in areas that had been severely affected but where the waters had receded, while only 1.5 percent were in areas where the water remained. In Sindh, 62.6 percent were still displaced and 31.2 percent had returned, while in Punjab 82.4 percent of survey respondents had returned.

In Sindh, 54.7 percent were surveyed in organized camps and 31.2 percent in their homes, while in Punjab 65 percent were in their homes and only one person (representing 0.2 percent) was at an organized camp. The remaining respondents in both provinces were either staying in spontaneous, unorganized settlements (most of which were made up of people who had returned as close as possible to home, but whose homes were still uninhabitable, with the result that they were staying in improvised shelters – or no shelter at all), or in host families and communities, or they were surveyed in markets or other public places.

When asked about damage and loss from the floods, 81.8 percent of respondents in Sindh and 71.1 percent in Punjab said their homes had been destroyed; 68.8 percent in Sindh and 61.6 percent in Punjab said their crops or seeds had been lost; and 45.7 and 39.7 percent, respectively, said that some or all of their livestock had been lost.

2.2 Survey Findings

The survey data shows that flood-affected populations of Sindh and Punjab had – and used – a variety of means to access information about getting help or helping themselves after the floods. The mix of information sources that the respondents used and trusted was influenced by things like access/ownership of electronic media equipment and the location and gender of the respondents, and included mass media channels like TV and radio, but also traditional and community network-based channels of communication, like loudspeaker announcements and word-of-mouth information from friends, family, local community representatives and religious leaders. But the data revealed that people clearly preferred information from TV over information from any other electronic or mass media. The channels generally preferred by humanitarian providers for direct communication with target populations – like radio and mobile phones – were consistently being ranked lower by survey respondents. And exposure to information provided directly by humanitarian organizations or their representatives was comparatively light.

Half of all respondents did not have access to any electronic or mass media, most had only received very limited information through the media that had helped them after the floods, and majorities said that the information they had received had not allowed them to help themselves without assistance, and that if they had been successful in telling the government or organizations about their needs, they had not received any response.

Analysis of the survey data also showed significant differences in terms of access to media and communications with various respondents, not only between men and women, but also according to location. Overall, respondents in Sindh province had far greater access and had received more helpful information than those in Punjab, and the gender divide was much greater in Punjab than in Sindh, even though Sindh was more affected by the floods and is generally considered more conservative in its traditions. This can partly be explained by the continuing displacement of many of those surveyed in Sindh and by the presence of a number of organized camps where resources are more readily available and there is greater, more sustained interaction with locally based and humanitarian organizations – from which women benefit in particular.

As mentioned, the majority of survey respondents in Punjab had returned to their homes and only one individual was interviewed in a camp, while the majority of survey respondents in Sindh continued to be displaced and were interviewed in organized camps. Comparing the responses of individuals in Sindh who had returned to their homes and those who stayed in organized camps suggested that those in camps were generally better informed and were receiving more helpful information. This helped explain some, but not all, of the differences in the findings for the two provinces. The following analysis therefore differentiates not only between male and female respondents, but also considers the location of respondents to highlight differences between the two provinces and the situation and needs of those who have returned to their homes as compared to those who remain displaced and reside in organized camps.

2.2.1 Access to Information

First, respondents' were asked about their access to various channels of communication; whether or not they had received helpful information after the floods; and, if so, through what channels and from what specific sources.

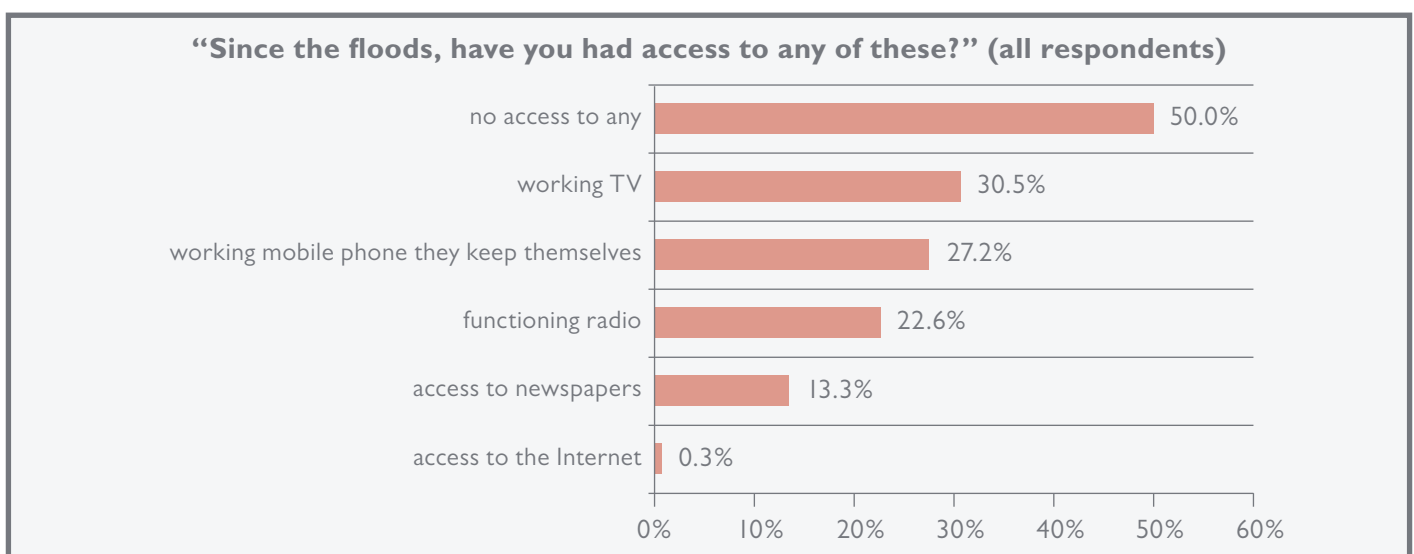
Electronic and mass media

A first significant finding was that only a fifth (22.6 percent) of all respondents had access to a functioning radio. This is the medium the humanitarian aid community has mainly relied on to directly provide information to flood-affected populations, because it's believed to be an effective means of reaching people in difficult situations and a cost-effective platform with fast content production times. But the largest number of respondents, 30.5 percent had access to a working television, a medium that so far has not figured prominently in organizations' efforts to communicate information to the affected populations in the two provinces. More than a fourth (27.2 percent) had a mobile phone that they kept themselves, but only 13.3 percent had access to newspapers and a negligible 0.3 percent had access to the Internet. And while 50 percent of all people surveyed said they didn't have any access to any electronic and mass media at all, the percentage was 85.5 percent for women, 11.3 percent of whom had access to a working television, but virtually to no other electronic and mass media (the highest percentages being 3.8 percent for radio and 3

percent for mobile phones), making it close to impossible for humanitarian organizations to reach women directly through any of the channels their efforts have focused on so far.

When asked through what electronic and mass media they had received helpful information at any time since the floods, just over a third (34.4 percent) of respondents said TV (since, at the time of the survey, humanitarian providers were not commonly using TV for information distribution, this information was very likely from news broadcasts), 21.2 percent named radio and 8.7 percent newspapers.¹ Also, while figures for mobile phone ownership looked promising, only 6.7 percent said that they had received an SMS from someone they knew and just four respondents (0.4 percent) had received useful information through an SMS from an organization. This means that high rates of mobile phone ownership did not translate into actually using these phones to get information, casting doubt on their effectiveness as channels for humanitarian information.

Of the surveyed women, 20.3 percent had gained helpful information from TV, 11.6 percent from radio and 8.6 percent through newspapers. Only 1.7 percent (nine women) had received an SMS with information from someone they knew and three women (0.6 percent) had received an SMS from an organization.



¹ A mistake meant that 125 responses to the question about access to media had to be deleted from the data-set, while the data on helpful information the respondents had received remained intact. Because of this, the percentages for this question were calculated with a higher total number of responses than those for the previous question.

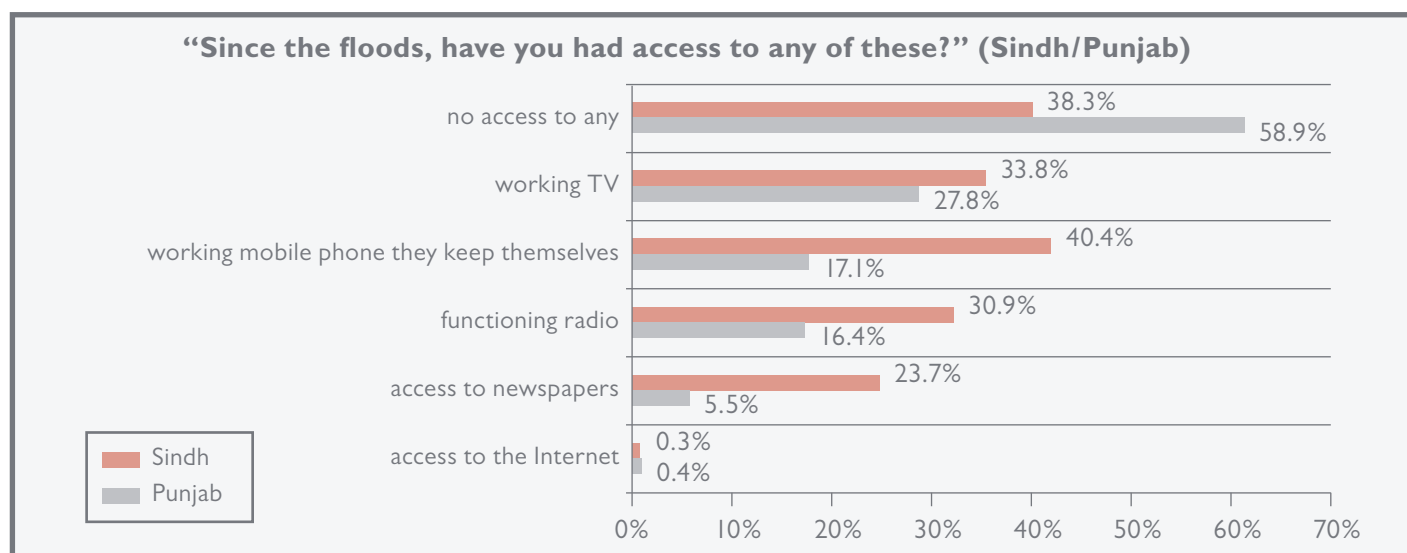
With the exception of TV, to which about a third of respondents in both provinces said they had access (33.8 percent in Sindh, 27.8 percent in Punjab), respondents in Sindh overall had much better access to electronic and mass media than respondents in Punjab. For example, while 40.4 percent in Sindh owned a working mobile phone, this was only true for 17.1 percent in Punjab, and while, in Sindh, 30.9 percent had access to a functioning radio and 23.7 percent to newspapers, the respective percentages for Punjab were merely 16.4 and 5.5 percent. Almost two thirds of all respondents in Punjab (58.9 percent) did not have access to any electronic or mass media, while almost two thirds of all respondents in Sindh did have access to at least one of the media included in the list.

These differences between the provinces were clearest when comparing the data for male respondents. While 32.5 percent of males in Punjab did not have access to any mass communication channels, this was true for only 11.5 percent of males in Sindh. And, while the percentage of men who had access to a working TV was similar in both Sindh and Punjab (46.3 and 43.9 percent respectively), and Internet access was low in both provinces (0.4 percent in Sindh and 0.8 percent in Punjab), significant differences showed up in the findings for other channels of communication. In Sindh, 46.3 percent had access to a functioning radio, 34.8 percent had access to newspapers, and 60.7 percent had a working mobile phone that they kept themselves. In Punjab, on the other hand, only 29 percent of men had access to a functioning radio, 10.6 percent to newspapers, and 31.4 percent to a working mobile phone. In other words, more than three times as many men in Sindh as in Punjab had access to newspapers, almost twice as

many men in Sindh as in Punjab owned a mobile phone, and 50 percent more men in Sindh than in Punjab had access to a functioning radio.

Women, though, were equally isolated from access to electronic and mass media across the two provinces, and percentages were roughly the same, with television (at over 10 percent) being more than twice as accessible for women as radio (3-4 percent). In Sindh, 3.1 percent of women had access to a functioning radio, 10.2 percent to a working TV, 2.3 percent to newspapers, and none to the Internet. 2.3 percent had a working mobile phone and 87.5 percent had no access to mass communications channels. In Punjab, the figures were 4.1 percent for radio, 11.9 percent for TV, 0.4 percent for newspapers, none for Internet and 3.4 percent for mobile-phone ownership; 84.7 percent said they didn't have access to any of these.

Again, one significant difference between those surveyed in Sindh and in Punjab was that, in Punjab, 65 percent of people were surveyed in their homes, 17.3 percent were in host families or communities and only one was in an organized camp. In Sindh, though, 54.7 percent were in organized camps and only 31.2 percent were at home. So it would be easy to assume that the availability of various media in camps is responsible for the differences in access to media between males in Sindh (i.e. mostly in organized camps) and in Punjab (mostly in their homes); especially as those in organized camps were mostly surveyed in camps located at the district headquarter level (64.8 percent), while those surveyed at home in Punjab were mostly in villages (77.3 percent).



But if the percentages of males in Sindh who were surveyed in organized camps are compared with those who were surveyed in their homes, there are no differences in terms of access to media that would support this. In fact, 62.7 percent of those in their homes vs. 40 percent of those in camps had access to a functioning radio, and percentages for access to newspapers and mobile phone ownership were about the same for homes and organized camps (34.9 and 37.4 percent, and 65.1 and 63.5 percent, respectively). While a higher percentage of men surveyed in organized camps (54.8 percent) than those surveyed in their homes in Sindh (39.8 percent) had access to a TV, television was the only mass media channel that a roughly equal percentage of men had access to in both Sindh and Punjab. So the reasons for the differences between men's access to media in Sindh and Punjab must lie somewhere else.

Meanwhile, more respondents in both Sindh and Punjab said that they had received useful information since the floods through TV than through any other media. 36.3 percent of respondents in Sindh (46.4 percent of men and 26.9 percent of women) and 32.3 percent in Punjab (51 percent of men and 14 percent of women) had received useful information from TV; 26 percent in Sindh (32.3 percent of men and 20.5 percent of women) and 16.4 percent in Punjab (29.9 percent of men and 3.4 percent of women) from radio; and 10.7 percent in Sindh (19 percent of men and 2.4 percent of women) and 6.8 percent in Punjab (13.1 percent of men and 0.4 percent of women) through newspapers. (The low percentages for newspapers would have been affected by high illiteracy in both provinces.)

Punjab had received useful information from TV, and more than five times as many women in Sindh than in Punjab had received useful information from radio, while the differences between male respondents in Sindh and Punjab were far less pronounced. Women in Punjab were the least likely to have received any helpful information through electronic and mass media channels.

Those who said they had received useful information from TV or radio also reported which channels and programmes they had watched or listened to. In Sindh, where 53.3 percent of all respondents said they had not received any information from the radio, 41.7 percent of those who had received information through the radio had listened to local FM, 9.4 percent had listened to Radio Pakistan, and 12.5 percent had listened to BBC Radio. Meanwhile in Punjab, where 73.7 percent had not received useful information through the radio, only 10.4 percent of those who did receive information had listened to local FM, but 19.9 percent had listened to Radio Pakistan, and, similarly to respondents in Sindh, 12.4 percent had listened to BBC Radio.

Local FM listeners in Sindh had listened to Radio Highway (19.4 percent of total respondents), Awaz (8.3 percent) and Sachael (7.1 percent). In Punjab, 3.4 percent had listened to Solo, while 11.4 percent said they had listened to local FM radio but didn't know which and 84.6 percent of respondents had not heard anything on FM radio. News reports were the most useful radio programmes (41.6 percent in Sindh, 20.3 percent in Punjab), but call-in programmes also received high ratings in Sindh (24.2 percent).

**“Since the floods, how have you received information that has helped you?”
(electronic and mass media – Sindh/Punjab)**

	Sindh	Punjab
radio	26.0%	16.4%
TV	36.3%	32.3%
newspaper	10.7%	6.8%
radio – news through mobile phone	1.4%	0.6%
SMS from someone I know	8.7%	4.6%
SMS from an organization	0.6%	0.2%

As for TV, 'cable or satellite' was rated highest in Sindh, with 42.7 percent having received information through such channels, while almost half of respondents in Punjab (48.3 percent) had received information from Pakistan Television (PTV, 18 percent of respondents in Sindh also named PTV.) The percentage who had not received any information from TV was 48.5 percent in Sindh and 44.3 percent in Punjab.

Finally, while, as already seen, 60.7 percent of male respondents in Sindh had a working mobile phone that they kept themselves, only 14.5 percent of (all) male respondents in Sindh had received a helpful SMS from someone they knew and none of them had received useful information through an SMS from an organization. In Punjab, where 31.4 percent of men said they owned a mobile phone, 9.2 percent had received help through an SMS from someone they knew and only one (0.4 percent) had received such information through an SMS from an organization. The percentages for women were even lower, with 3.2 percent (eight women) in Sindh and no women in Punjab saying they had received help through an SMS from someone they knew, and 1.2 percent (three women) in Sindh and 0.4 percent (one woman) in Punjab having received a helpful SMS from an organization. This shows that efforts to use mobile phones to get information to populations in flood-affected areas have not worked, even where a high percentage of men own mobile phones.

Community network-based communications and information from authorities and organizations

Considering the survey respondents' very limited access to electronic and mass media, it's not surprising that traditional means of communication, like word-of-mouth information from family and friends or announcements through mosque loudspeakers, continue to be important sources of information.

A total of 75.1 percent of respondents said they had received information that had helped them from a friend or family member. The percentage was slightly higher in Sindh (80.6 percent) than in Punjab (69.6 percent), and significantly higher for women than men, with 92.8 percent for women vs. 67.7 percent of men in Sindh, and 84.1 percent for women vs. 54.2 percent for men in Punjab. This makes sense in the context of women's much more restricted access to electronic and mass media.

In Punjab, mosque loudspeaker announcements were also very significant, with 70.4 percent reporting that they had received information that had helped them this way. It's also worth noting that the percentage of women in Punjab who had received helpful information through loudspeaker announcements, 76.5 percent, was greater than that of men, at 63.7 percent, again showing women's dependence on more traditional ways of obtaining information. In Sindh, though, only 7.5 percent of respondents reported hearing useful information on loudspeakers, with very similar numbers for men and women. But there were differences in relation to the respondents' location, with 3.6 percent of men and 4.3 percent of women surveyed in their homes and 10.1 percent of men and 10 percent of women surveyed in organized camps.

As for information from certain types of people, 16.8 percent said they had obtained helpful information from a community or religious leader, 9.7 percent directly from a representative of the government, 9.2 percent from local school teachers, 8.1 percent directly from a representative of a humanitarian organization, and 7.5 percent from Lady Health Workers.

But there were some big differences between the findings for the two provinces and for men and women. While the percentage who received helpful information from a community or religious leader was 24.4 percent in Sindh, it was only 9.1 percent in Punjab, with 28.2 percent for men and 20.5 percent for women in Sindh, and 15.1 percent for men and 3.4 percent in Punjab. 16.4 percent of respondents in Punjab received helpful information directly from a representative of the government, but only 3 percent in Sindh gave the same answer. The percentage was: men, 1.2, and women, 4.8, in Sindh; men, 31.9, and women, 1.1, in Punjab. Meanwhile, 9.9 percent of respondents in Sindh had received helpful information from Lady Health Workers, compared to 4.8 percent in Punjab, with 1.6 percent for men and 18.5 percent for women in Sindh and 3.6 percent for men and 6.1 percent for women in Punjab. In Punjab, 12.6 percent of respondents had been helped by information from local school teachers, versus 6.0 percent in Sindh; 20.7 percent of men and 4.9 percent of women in Punjab, and 2.4 percent of men and 9.6 percent of women in Sindh.

For women in Sindh, differences also showed in the findings for those who had been surveyed in their homes and those who were in organized camps. No women surveyed in their homes in Sindh had received useful information directly from a representative of the government, but 7.3 percent in organized camps had. On the other hand, while only 8.7 and 11.6 percent of those in their homes had received helpful information from community/religious leaders or Lady Health Workers, respectively, the corresponding percentages for female respondents in organized camps were 27.3 and 22.7 percent.

Also, while a roughly equal number of all those who responded in Sindh and Punjab had received helpful information directly from a representative of a humanitarian organization, with 8.1 and 8.3 percent respectively, humanitarian organizations were better at reaching women in Sindh (10.4 percent of women vs. 5.6 percent of men) and men in Punjab (13.9 percent of men and 3.0 percent of women). A closer look at the data further reveals that most of the women who received helpful information from humanitarian organizations in Sindh were in organized camps (15.3 percent for organized camps vs. 2.9 percent for homes).

So, more respondents in Sindh than in Punjab received helpful information from community or religious leaders, and while more respondents in Punjab than in Sindh were helped by information from a government representative, this information almost exclusively reached men. Helpful information from Lady Health Workers reached more than a fifth of women in organized camps in Sindh, but did not reach as high a percentage in other groups of respondents. Women in organized camps in Sindh also received more useful information directly from representatives of humanitarian organizations than other respondents.

**“Since the floods, how have you received information that has helped you?”
(traditional and person-to-person – Sindh/Punjab)**

	Sindh	Punjab
a friend or family member told me	80.6%	69.6%
loudspeaker announcements	7.5%	70.4%
directly from a representative of a humanitarian organization	8.1%	8.3%
directly from a representative of the government	3.0%	16.4%
community/religious leader	24.4%	9.1%
Lady Health Workers	9.9%	4.8%
local school teachers	6.0%	12.6%

Overall, the surveyed populations received a lot of helpful information from friends and family, but representatives from organizations did not get through to the people directly, and the community mobilizers, community-based representatives (including Lady Health Workers) and local partners in community-based organizations (CBOs), social networks and rural support networks who international and national humanitarian organizations use to get through to communities in Punjab and Sindh, failed to reliably provide helpful information to a large part of the population as well.

And while it can be assumed that the information that humanitarian providers are giving out directly to people is, to a degree, passed along through word-of-mouth and broadcast on loudspeakers, both these channels of communication are pretty unreliable means of transmitting accurate, consistent information. Pass-along messages are filtered by the individuals, who – especially when they are religious or local leaders – have their own views and agendas. Even without considering religious filters or social agendas, as information flows from person to person, the primary message is lost.

People were also interviewed in different settlement areas, ranging from goths (rural settlements) to cities. Their access to information and ability to talk to humanitarian organizations was controlled to differing degrees by local religious leaders, landlords or other authorities. In Sindh, 39.4 percent were living in a district headquarter (mostly in organized camps), but 32.2 percent of survey respondents were also living in goths and 15.3 percent in villages, and while only one person in Punjab was surveyed in a goth, 434 others (79.8 percent) were in villages, 68 (12.5 percent) were in towns, and only a small percentage were in tehsil (sub-district) or district headquarters or in a city. In settings like goths and other areas where landlords or other local authorities hold sway, these individuals often serve as filters of information given out to the public. In turn, people tend not to directly speak out against the landlords or other influential persons in their community, and the public will not speak to ‘strangers’ without the permission of landlords. This restricts their ability to give feedback or speak directly to humanitarian providers.

Sources of the information obtained through existing communication channels

Apart from the channels of communication that flood-affected people can access and through which they get information, it’s also important to see which organizations and institutions were the sources behind the information received by the survey respondents – or who they believed the information came from. So people were asked whether they knew if any of the information they had received had come from locally based organizations, local administration, provincial government, federal government, the Army, local and national business organizations, local and national religious organizations, international humanitarian organizations, the United Nations or the BBC.

While 39.6 percent said they had not received any information about getting help, similar percentages of respondents said they had received information from the Army (25 percent), local administration (23.4 percent), locally based organizations (21.3 percent) and international humanitarian organizations (19.4 percent). This was through any communication channel.

As with the communication channels responses, the main sources of information varied according to the gender and the person’s location. While, in Sindh, 37.8 and 27.5 percent of respondents identified locally based organizations and international humanitarian organizations, respectively, as sources of information, and percentages for local administration (9.9 percent), provincial government (11.1 percent), the federal government (0.4 percent) and the Army (4.8 percent) were much lower than the average across the two provinces, 44.5 and 36.8 percent in Punjab cited the Army and local administration, respectively, and only smaller percentages of respondents identified locally based organizations (5.6 percent) and international humanitarian organizations (12.1 percent) as being behind the information.

In Punjab, there were marked differences between male and female respondents' sources: 56.7 percent of men but only 17.1 percent of women identified local administration as a source; 19.7 percent of men but no women chose provincial government, and 24.4 percent of men and no women cited international humanitarian organizations. The only source of information to equally reach men and women was the Army (45.3 percent for men, 43.3 percent for women).

of women in their homes but only 17.1 percent of women in organized camps said that they had not received any information on where they could get help. The corresponding figures for men are 45.1 and 38.7 percent, indicating that women in organized camps are not only better informed than women who have returned to their homes about where they can get help, but are also better informed than men.

In Sindh, locally based organizations and international humanitarian organizations featured much more prominently in women's responses. The numbers were 24.1 percent for men and 51.4 percent for women and 17.1 percent for men and 38.3 percent for women, respectively. A closer look also shows that locally based organizations were much better at reaching people in organized camps (63 percent of women and 39.5 percent of men) than in their homes (28.4 percent of women and 4.9 percent of men). This was the same for humanitarian organizations with respect to women (50.7 percent in camps vs. 19.4 percent at home), but not for men, where percentages were slightly higher for men surveyed in their homes (22 percent) than for those in organized camps (17.6 percent). It's also worth highlighting that 44.8 percent

“Do you know if any of the information you have received has come from any of the following?” (Sindh/Punjab)

	Sindh	Punjab
locally-based organizations	37.8%	5.6%
local administration	9.9%	36.8%
provincial government	11.1%	9.6%
federal government	0.4%	0.0%
the Army	4.8%	44.5%
local and national business organizations	1.0%	6.4%
local and national religious organizations	2.8%	5.8%
international humanitarian organizations	27.5%	12.1%
United Nations	1.6%	0.0%
BBC	2.0%	7.3%
I have received information but I don't know who it is from most of the time	5.7%	1.5%
I have not received any information on where I can get help	37.4%	41.2%
other	0.8%	0.6%

2.2.2 Impact of Information

Another set of survey questions looked at the impact of the information that the respondents had received.

General impact

When peoples were asked whether the information they had received had allowed them to save their lives or that of a family member, or to reduce their own suffering or that of a friend or family member, more than a third (36 percent) said they had received information that had allowed them to save their own lives. An even higher percentage had been able to reduce their own suffering (42 percent) or to reduce the suffering of a friend or family member (38 percent).

There were big differences between Sindh and Punjab provinces, however, with almost half of respondents (49.6 percent; 52.2 percent for men, 46.7 percent for women) in Punjab saying that they had received information that had allowed them to reduce their own suffering, compared to 33.8 percent of respondents in Sindh (33.6 percent of men, 33.7 percent of women). On the other hand, 49.6 percent in Sindh (55.2 percent of men, 45.1 percent of women) said that the information had meant they were able to reduce the suffering of a friend or family member, while only 26.8 percent in Punjab gave the same answer, with a significant difference in the percentages by gender here (37.1 percent for men and 16.5 percent for women).

In both provinces, the percentages of respondents who had received information that had allowed them to save their lives were similar – 35.8 percent in Sindh, 37.5 percent in Punjab. But there were clear differences between men and women in both provinces: 24.5 percent of men and 46.3 percent of women in Sindh had received such information, but 49.4 percent of men and 26.1 percent of women had done so in Punjab. So life-saving information had reached almost twice as many men as women in Punjab, but the ratio was the opposite in Sindh.

Also, while there were no big differences between the findings for women in their homes and in organized camps in Sindh, significant differences show up in the responses for men in their homes and in organized camps in Sindh: 48.7 percent in camps and 22.2 percent in homes said they had been able to reduce their own suffering; 72.6 percent in camps and 49.4 in their homes said they had been able to reduce the suffering of a friend or family member; and 36.8 percent in camps and 13.6 percent in their homes said they had been able to save their own lives. And 18.5 percent of Sindh men in their homes said they had received information but it didn't help, while this was only true for 3.4 percent in organized camps. So men in organized camps in Sindh seemed to have received more relevant information that helped them to ease suffering and save lives than men who had returned home.

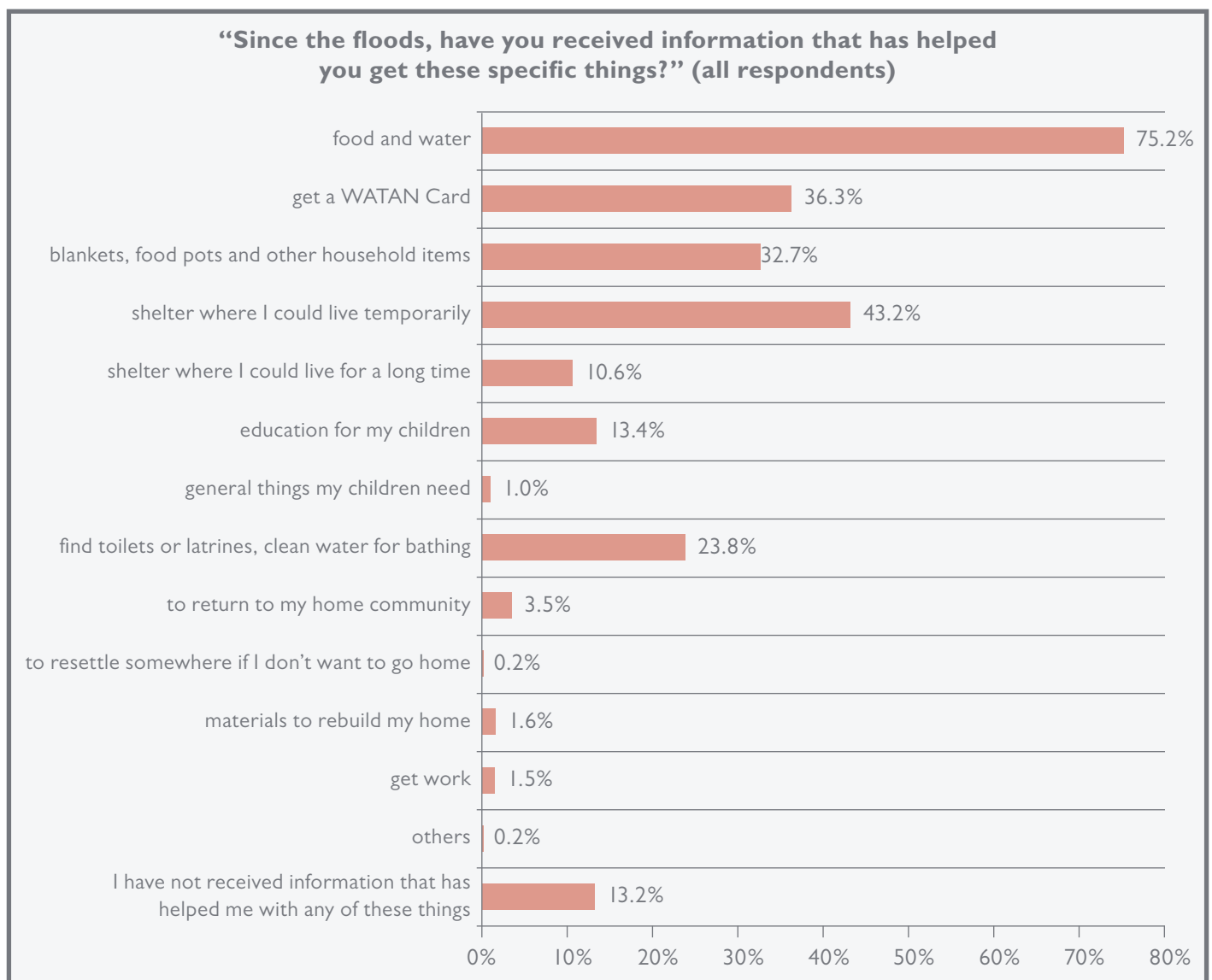
And while most of respondents had received information that had allowed them to save their lives or others' or to ease their own suffering or others', it must be stressed that a fourth (25.9 percent) of all respondents said that they had not received any information that had helped them in any of these ways. In this respect, it's also noteworthy that much higher percentages of men than women had not received such information, with 33.7 percent of men compared to 18.6 percent of women overall, and 42.6 percent vs. 29.9 percent in Punjab and 24.5 percent vs. 6.5 percent in Sindh.

More than twice as many respondents in Punjab as in Sindh had not received any information (15.4 percent in Sindh, 36 percent in Punjab), and the data for those in organized camps and those who had returned home in Sindh showed that more people in organized camps had received information that had helped them ease suffering or save lives. 19.4 percent of Sindh women in their homes had not received information that had helped them, compared to only 2 percent of women in organized camps, with the corresponding figures for men being 23.5 and 12.8 percent. Considering that most of the people who responded in Sindh were in organized camps while most of those in Punjab were in their homes, it therefore seems that people in organized camps generally had better access to information.

As people were allowed to select more than one answer on both this question and the questions related to communications channels through which they had received helpful information, it's not possible to determine exactly through what channels and from what sources the information came that eased suffering and saved lives. However, considering that much higher percentages of women than men got this kind of information, even in Punjab (where, as seen, women's access to media is very much restricted), and considering that data from other questions demonstrates women's higher reliance on word of mouth, it's likely that much of the information in question was received through friends and family and community networks, rather than through electronic and mass media. The anecdotal evidence from the focus group discussions also suggests that much of the information that had saved lives had reached people in the form of loudspeaker announcements and word-of-mouth information that had warned them about approaching floodwaters.

Information to get specific things

The survey also collected data to find out how far the information respondents had received had allowed them to get specific things to improve their situation and to address medical issues. The responses showed some clear differences in how useful information had been to respondents in Sindh vs. Punjab, to men vs. women in each province, and to people in organized camps vs. those who had returned home.



Overall, 75.2 percent of respondents said that the information they'd received had allowed them to get food and water; 43.2 percent had found shelter where they could live temporarily; 36.3 percent had been able to get a WATAN card (a debit card with cash credit; but as WATAN cards are targeted to heads of households, the effective percentage may have been higher); 32.7 percent had been able to get blankets, food pots and other household items; 23.8 percent had been able to find toilets or latrines, or clean water for bathing; and 13.4 percent had been able to get education for their children. However, 13.2 percent had not received information that had helped them with any of these things.

Comparing the data for Sindh and Punjab provinces shows that respondents in Sindh generally had been able to get more specific things as a result of the information they received. For example, 85.7 percent in Sindh (81 percent of men, 90.4 percent of women) had been able to get food and water, compared to 65.3 percent in Punjab (48 percent of men, 82.1 percent of women); 44.7 percent in Sindh (43.7 percent of men, 45.4 percent of women) and 28.3 percent in Punjab (52.8 percent of men, 4.2 percent of women) had received a WATAN card; 47.7 percent in Sindh (31.2 percent of men, 63.9 percent of women) and 17.7 percent in Punjab (20.5 percent of men and 15.2 percent of women) had received blankets, food pots and other household items; 46.3 percent in Sindh (40.1 percent of men, 52.2 percent of women), but only 1.3 percent in Punjab (2.8 percent of men and no women) had found toilets or latrines, or clean water for bathing; and 26.6 percent in Sindh (27.5 percent of men, 25.3 percent of women) and 0.6 percent in Punjab (three men and no women) had found schooling for their children. While 19.3 percent in Punjab – twice as many men (26.8 percent) as women (12.2 percent) – had not received information that had helped them get specific things, this was only true for 6.8 percent of respondents in Sindh, of whom three times as many were men than women (10.1 vs. 3.2 percent).

There were also clear differences between Sindh respondents in organized camps and those who had returned home, with the first group generally having received more information that allowed them to get specific things than the last. For example, 52.1 percent of men in camps – compared to 6 percent of men in their homes – had received blankets, food pots and other household items, and 76 percent of women in organized camps and 7.2 percent of those in their homes had been able to find toilets or latrines and clean water for bathing. But 55.5 percent of men in organized camps against only 2.4 percent of those who had returned home had been able to get education for their children, and while 8.3 percent of males and 8.7 percent of females surveyed in their homes in Sindh had not received information that had helped them get the things they listed, none of the men and only one woman in the organized camps gave the same answer.

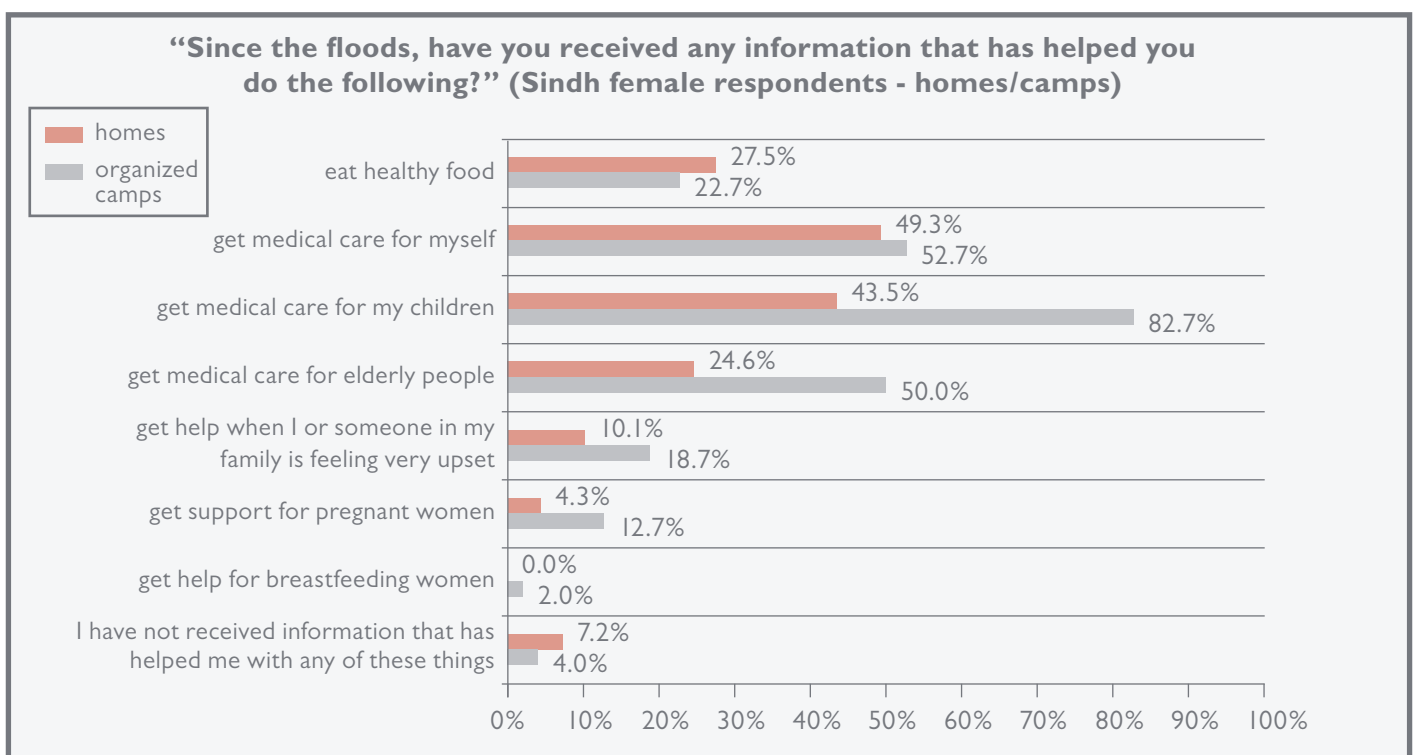
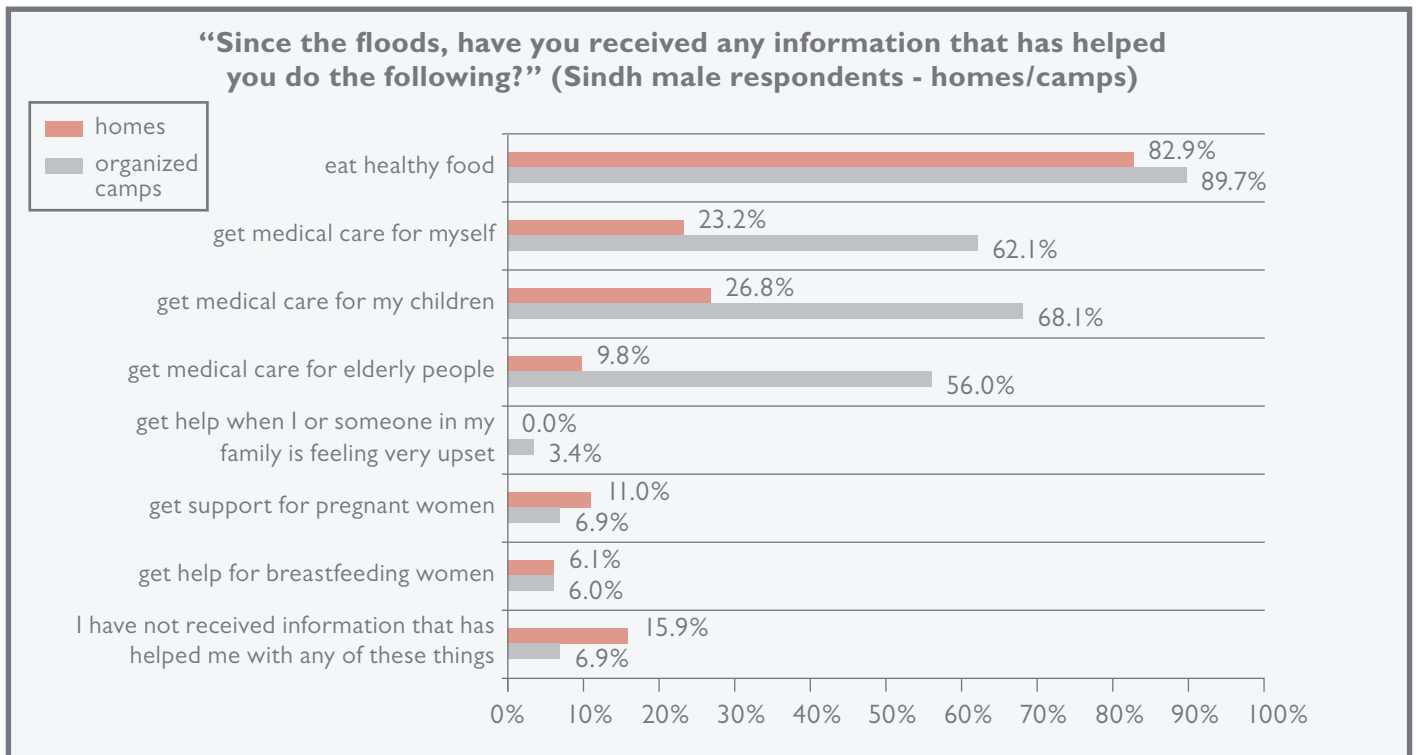
Information to get medical care and help with health issues

Differences according to location were not as pronounced with respect to peoples' ability to get medical care and address health issues, but they existed nonetheless.

Overall, more than half of respondents had been able to get medical care for themselves and for their children, and more than one third received medical care for elderly people, with similar percentages for both provinces. However, more people in Sindh had been able to get help when they or someone in their family was very upset (8.2 percent in Sindh, 3.5 percent in Punjab). And more people had been able to get support for pregnant women (8.4 percent in Sindh, 0.8 percent in Punjab) and help for breastfeeding women (3.2 percent in Sindh, 0.8 percent in Punjab). Eleven percent in Sindh compared to 36.9 percent in Punjab hadn't received information that had helped them with medical and health-related issues.

In both provinces, women were more likely to have received information that had helped them. In Punjab, 39.1 percent of men versus 35 percent of women had not received any information, and in Sindh the percentages were 17.8 and 4.4 percent, respectively. In Sindh, there were significant differences in the percentages of men and women who had received information that had allowed them to eat healthy food (80.2 percent vs. 24.1 percent), get medical care for themselves (38.4 vs. 53 percent) and for their children

(42.6 vs. 69.5 percent), as well as between men and women in their homes and in organized camps, with many more of the last group having been able to get medical care for themselves (23.2 percent in homes vs. 62.1 percent in camps for men, 49.3 vs. 52.7 percent for women), their children (26.8 vs. 68.1 percent for men, 43.5 vs. 82.7 percent for women) and elderly people (9.8 vs. 56 percent for men, 24.6 vs. 50 percent for women).



Nature and quality of the information received

When they were asked to describe the information they had received, most people said that it was related to the area where they were (75 percent) and about issues that concerned them directly (63.8 percent), although a higher percentage of respondents in Sindh than in Punjab (90.4 vs. 62.7 percent and 79.6 vs. 51.5 percent), and of women than men in Punjab (74.1 vs. 50.6 percent and 64.3 vs. 37.9 percent) agreed with each of these two statements.

However, only 51.8 percent overall – 63.9 percent in Sindh and 39.6 percent in Punjab – agreed that the information they’d received was true and that they trusted it, and only 31.5 percent – 56.6 percent in Sindh and only 12.4 percent in Punjab (22.8 percent of men, 1.5 percent of women) – knew who the information was from. Only 12.3 percent of all respondents, 26.4 percent in Sindh and 1.7 percent in Punjab, said the information they’d received had helped them understand what help would be coming.

Clear differences between the two provinces also showed up when people were asked whether the information they’d received had helped them help themselves or make decisions without assistance. While only 28.2 percent in Sindh said the information had helped them help themselves without assistance from organizations or the government, the figure was even lower in Punjab, with 14.5 percent. And while

41.1 percent in Sindh said it had helped them make decisions on where to go and what to do, even without assistance, this was only true for 9.8 percent in Punjab.

There was also a large gender divide in Punjab, where 27.6 percent of males but only 1.5 percent of females said the information had helped them help themselves, and 19.7 percent of males but only a single female (0.4 percent) said it had helped them make decisions without assistance.

In Sindh, on the other hand, while 32.8 percent of men versus 20.8 percent of women had been able to help themselves, many more women than men (55.3 vs. 33.6 percent) said the information had helped them make decisions about where to go and what to do even without help. In this sense the information received by female respondents in Sindh who had returned to their homes seems to have been most useful: 41.9 percent of those in their homes compared to 14.5 percent in organized camps had been able to help themselves, and 75.7 percent in their homes compared to 50 percent in camps had been able to make decisions without help. So the percentage of women surveyed in their homes in Sindh who had received information that had helped them make decisions without help was higher than for the other groups of respondents examined in more detail in this report.

“How would you generally describe the information you received?” (all respondents)

	Yes	No	Don't know
related to the area where I am	75.0%	10.5%	14.5%
about issues that concern me directly	63.8%	16.0%	20.5%
It is true and I trust it	51.8%	20.6%	28.1%
I know who the information is from	31.5%	32.8%	35.9%
It has helped me help myself without assistance from organizations or government	20.4%	44.2%	35.4%
It has helped me make decisions about where to go and what to do even without assistance	23.7%	35.6%	40.8%
It has helped me understand what assistance will be coming in the future	12.3%	23.5%	64.3%

2.2.3 Two-Way Communications

People were asked what opportunities organizations or the government had provided for the flood-affected populations to communicate with them. They were also asked whether they had been able to tell these bodies about the help they needed, or to complain, and if they had received a response.

30.2 percent of all respondents had been able to talk to people at distribution sites, and people from organizations or the government had come up to 14.1 percent and asked them questions. But only smaller percentages of people had been able to communicate with organizations or the government at public meetings (9.5 percent), at offices or work sites (5.3 percent), or through hot-lines or phone numbers they could call (0.8 percent); 6.9 percent said that there were people in their communities who could tell the organizations what they needed, and 1.9 percent knew about places where they could leave notes. Almost half (48.6 percent) hadn't been able to use any of these ways to get in touch with organizations or the government.

The main differences between responses in Sindh and Punjab were that a larger percentage of respondents in Sindh had been able to talk to people at distribution sites (34 percent vs. 26.7 percent in Punjab), and that people from organizations or the government had come up to 20 percent of respondents in Punjab, compared to 7.9 percent of respondents in Sindh, to ask them questions.

In Punjab, 50.6 percent of men had been able to talk to people at distribution sites, which was only true for 3.4 percent of women. However, 38.7 percent of women in Punjab had been approached by representatives of organizations or the government, compared to just 0.8 percent of men.

In Sindh, though, 42 percent of women had been able to talk to people at distribution sites (vs. 26.6 percent of men), more women (18.1 percent) than men (5.3 percent) had been able to talk to organizations or the government at public meetings, and only 3.3 percent of women had been approached by people from organizations or the government (compared to 12.7 percent of men).

It's important to note, however, that most of the Sindh women who had taken part in public meetings were in organized camps; 27.2 percent of women in camps but only 4.4 percent of women at home said they had been able to communicate with organizations or the government at public meetings. As much fewer men had participated in such meetings in Sindh (1.2 percent of those surveyed in their homes and 10 percent of those in camps), this suggests that, in camps where people were interviewed for this survey, public meetings with organizations and the government have mainly focused on talking to women.

However, while more than half of the people spoken to had been able to communicate with organizations or the government in some way, only 24 and 25 percent had been able to tell humanitarian organizations or the government, respectively, about the help they needed or to make a complaint. Just 4.7 percent had received a response from an organization about their question or complaint, while 1.4 percent had received a response from the government. 62.9 percent didn't know how to do any of these things.

Here again, there were significant differences between respondents in Sindh and in Punjab, with only 15.5 percent in Sindh but 31.8 percent in Punjab having been able to talk to humanitarian organizations, and 5.5 percent in Sindh and 44.1 percent in Punjab having been able to communicate with the government. But while more people in Punjab had had the opportunity to tell organizations or the government about the help they needed or to make a complaint, the response rate was much higher in Sindh, where 9 percent (10 percent of men, 8.2 percent of women) received a response from an organization (compared to 0.4 percent in Punjab), and 1.8 percent received a response from the government (compared to 1 percent in Punjab).

In Punjab, more men than women (46 vs. 18.1 percent) had been able to get information and complaints to humanitarian organizations (with response rates of 0.8 and 0 percent); this was the same in Sindh (24.5 vs. 7 percent). 10 percent of men and 1.2 percent of women had been able to communicate with the government in Sindh, but only 2.9 percent of men and 0.8 percent of women had received a response. The higher response rate for humanitarian organizations in Sindh may be because, while twice as many respondents in Punjab than in Sindh had been able to communicate information to them, humanitarian organizations' presence in organized camps allowed more people in these places – i.e. the majority of survey respondents in Sindh – to engage in more lasting two-way communication with them. So, 10.2 percent of Sindh women in organized camps as opposed to 1.5 percent of Sindh women at home had been able to tell humanitarian organizations about help they needed or to make a complaint, and all of those in camps had received a response. Similarly, while 21 percent of men in their homes in Sindh had been able to communicate with humanitarian organizations and 4.9 percent had received a response, 35.3 percent of those in camps had been able to communicate information about the help they needed or to make a complaint and 17.2 percent had had a response.

2.2.4 Priority Information Channels Identified by Affected Populations

The survey also sought to find out what information, sources and channels the surveyed populations trusted the most and which ones they believed would be the best to use for communicating with them, so that the humanitarian aid community can more effectively target its efforts.

Information respondents trust

When they were asked how they received the information that they most trusted, more than two thirds (67.2 percent) said through friends and family. Just under half (44 percent) trusted information from TV, 28.3 percent from the radio, and 7.1 percent newspapers, while 18.6 percent chose community/religious leaders, 12.4 percent named school teachers, and 9 percent and 8.6 percent, respectively, trusted information directly from a representative of the

government or humanitarian organization. Only 5.2 percent trusted information gained through Lady Health Workers, and 1 percent (10 respondents) SMS messages from an organization.

While 38 percent said they trusted information heard over loudspeakers, making this the third highest-rated channel of communication, this was mainly because of the responses in Punjab, where loudspeakers, with 65.5 percent, were rated highest, ahead even of information from a friend or family member (63.8 percent), which remained the most prominent option for women in Punjab (79.8 percent for women, compared to 46.8 percent for men).

“Which ways do you get the information that you most trust?” (Punjab – male/female)

	male	female
radio	30.2%	5.0%
TV	48.8%	42.0%
newspaper	9.9%	0.0%
a friend or family member told me	46.8%	79.8%
SMS from someone I know	9.1%	0.0%
SMS from an organization	0.4%	0.4%
radio-news through my mobile phone	2.8%	0.0%
billboard or signboard	0.8%	0.0%
phone help line or hotline	0.8%	0.4%
loud speaker announcements	71.0%	59.9%
directly from a representative of humanitarian organization	15.9%	1.1%
directly from a representative of the government	26.6%	2.3%
community/religious leader	20.2%	3.8%
Lady Health Workers	9.5%	1.5%
local school teachers	31.7%	4.2%
other ways	0.0%	0.0%
there are no ways that I can get information I trust	0.4%	0.0%

And, while the percentages of men and women, in Sindh and in Punjab, who trusted information from TV were relatively consistent, at around 40-45 percent for each group, more than twice as many people in Sindh than in Punjab trusted radio (39.2 percent vs. 17.4 percent), which was mainly because of a large difference between the percentages for male and female respondents in Punjab, with 30.2 and 5 percent, respectively. (In Sindh, 47.6 percent of men and 32.1 percent of women trusted information from the radio.)

In Punjab, respondents got information they trusted directly from a representative of the government more than in Sindh (14.5 vs. 3.6 percent), while Sindh respondents put greater trust in community and religious leaders (25.5 percent, compared to 12 percent in Punjab). However, it was 26.6 percent of males and only 2.3 percent of females in Punjab that trusted information from government representatives, and 36.2 percent of males but only 13.7 percent of females who trusted community and religious leaders in Sindh.

**“Which ways do you get the information that you most trust?”
(Sindh – male/female)**

	male	female
radio	47.6%	32.1%
TV	46.7%	39.4%
newspaper	16.7%	2.0%
a friend or family member told me	58.5%	83.1%
SMS from someone I know	15.4%	0.8%
SMS from an organization	1.6%	1.6%
radio-news through my mobile phone	2.4%	0.0%
billboard or signboard	0.4%	0.0%
phone help line or hotline	19.1%	0.0%
loud speaker announcements	14.2%	6.4%
directly from a representative of humanitarian organization	11.4%	6.8%
directly from a representative of the government	3.3%	4.0%
community/religious leader	36.2%	13.7%
Lady Health Workers	4.9%	5.2%
local school teachers	11.4%	3.6%
other ways	0.0%	0.0%
There are no ways that I can get information I trust	0.0%	0.4%

Preferred person-to-person and two-way communication channels

Also, when asked which were the best one-to-one ways to give them information about the help they needed, 66.8 percent (64.2 percent Sindh, 69.1 percent Punjab) said through people they knew, 7.6 percent through government representatives (10.8 percent Sindh, 4.7 percent Punjab), 7.5 percent each through community/religious leaders (7.9 percent Sindh, 7.2 percent Punjab) and humanitarian representatives (14.3 percent Sindh, 1 percent Punjab), 6.8 percent through local school teachers (1.2 percent Sindh, 12.3 percent Punjab), and 3 percent through Lady Health Workers (1 percent Sindh, 4.7 percent Punjab).

Meanwhile, most respondents, 56.7 percent (75.5 percent of men, 38.5 percent of women), said they'd go through a local community leader to reach an organization and ask for help if they were faced with a dangerous or embarrassing situation, 32.1 percent would trust a local community representative (21.3 percent of men and 42.8 percent of women) and 12.6 percent a humanitarian representative (14.3 percent of men, 11 percent of women), but only 2 percent (1.6 percent of men, 2.4 percent of women) would approach a Lady Health Worker, and 7.4 percent (2.6 percent of men, 11.8 percent of women) said that there were no ways that they trusted to get a message to organizations in such a situation.

Best ways to give information to respondents

When asked about the best ways to reach them when the situation is changing quickly, 74.7 percent said through friends or family (78.6 percent in Sindh, 70.7 percent in Punjab), 43.5 percent through TV (45.3 percent in Sindh, 42.1 percent in Punjab), 31.5 percent through loudspeaker announcements (mostly in Punjab, with 53.8 percent, compared to 9.4 percent in Sindh), 30 percent through radio (with a high 42.7 percent in Sindh, compared to 17.5 percent in Punjab), 16.5 percent through community/religious leaders (25.1 percent in Sindh, 8 percent in Punjab), 10.5 percent through an SMS from someone they know (16.8 percent in Sindh, 4.3 percent in Punjab), 8.4 percent directly from a representative of a humanitarian organization (9 percent in Sindh, 8 percent in Punjab), 7.6 percent directly from a representative of the government (2 percent in Sindh, 13.2 percent in Punjab), and only 1.4 percent through an SMS from an organization (2.6 percent in Sindh, 0.2 percent in Punjab).

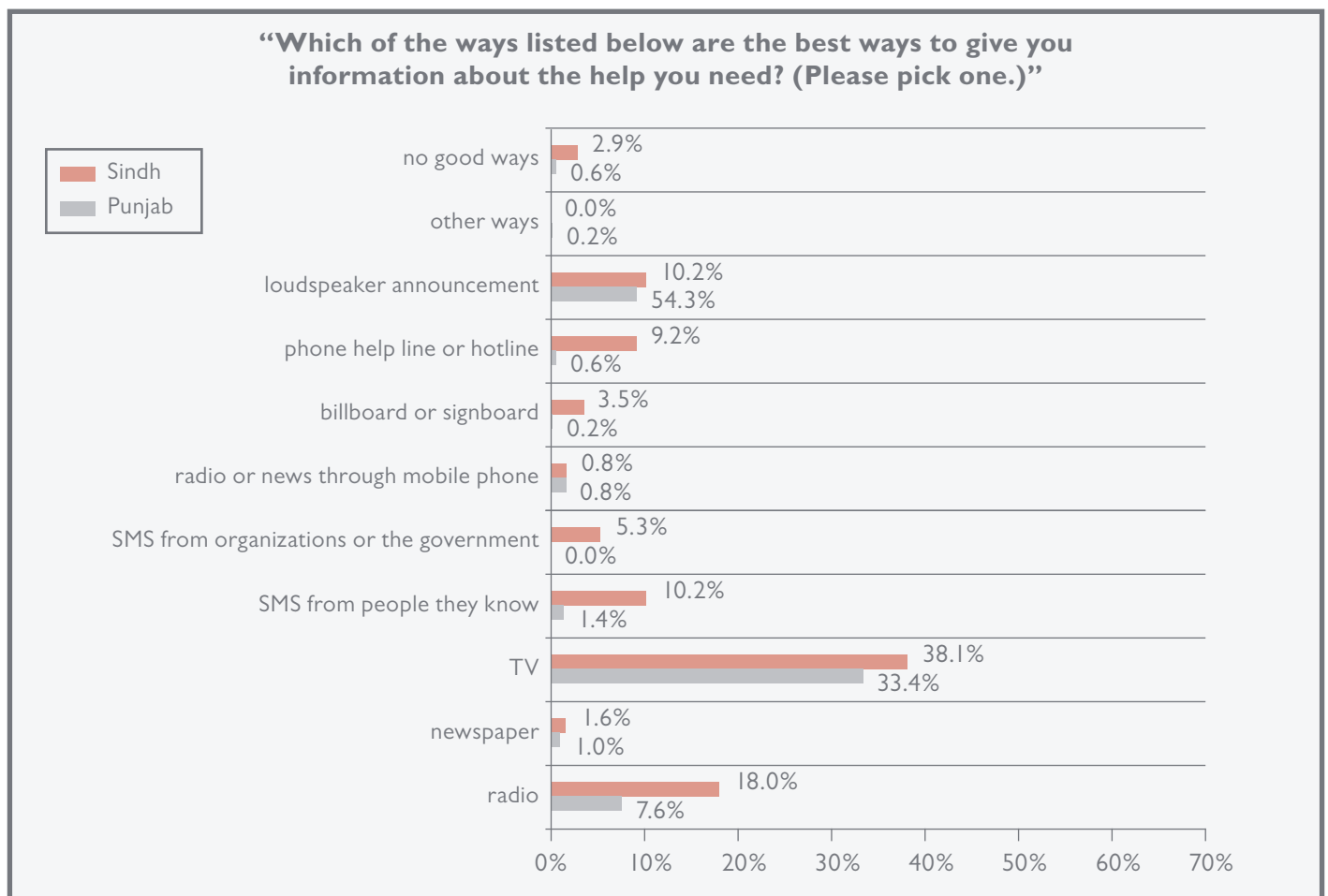
Finally, and when asked to pick just one channel of communication that would be the best way to give them information about the help they need, more than a third of respondents (35.8 percent) said TV, another third said through loudspeaker announcements (32.4 percent), 12.8 percent said through radio, and 5.7 percent said through an SMS from people they know. While 4.9 percent (49 respondents) thought a phone help line or hotline would be the best way, only 2.7 percent (27 respondents) chose an SMS from an organization or the government as the best option, and, with 1.3 percent, newspapers ranked lower than billboards or signboards, with 1.8 percent.

This is consistent with the results for access to various media and for the communication channels through which respondents had received helpful information, and TV is consistently the highest-rated option for at least a quarter of men and women, in both provinces, and in both organized camps and in homes.

However – and also in line with other findings outlined here – the gender and location of the respondents do play a role in how they rate the different communication channels, and loudspeaker announcements figure much more prominently in the responses collected in Punjab, with 54.3 percent (40.3 percent of men, 68.4 percent of women) for loudspeakers as opposed to 33.4 percent (37.1 percent of men, 29.2 percent of women) for TV, which is only the second highest-rated communication channel in Punjab.

At the same time, while only 14.5 percent of males and 0.8 percent of females in Punjab rated radio the single best way of communicating with them about the help they need, in Sindh, 28.9 percent of males and 7.5 percent of females chose radio, making radio the second highest-rated option after TV (38 percent for men, 37.7 percent for women) in this province. The numbers for radio were even higher for male respondents in their homes in Sindh. For most of this group, radio was the best way of getting information to them, and, with 42.7 percent, was clearly ahead of TV, with 25.6 percent. (Men in organized camps and women in both their homes and organized camps preferred TV, with 47.4 percent, 30.8 percent and 40.3 percent, respectively.)

So, while the survey data reveals a clear overall preference for information-delivery through TV programmes, more respondents – and especially women – could be reached through traditional ways of communication like loudspeakers in Punjab, and radio will be an important channel for messages targeted at men who have returned to their homes in Sindh.



3. Focus Groups – How to Reach Vulnerable Populations

As well as the survey, seven focus group discussions were held to find out about the information needs of vulnerable and specific target groups, and the best ways to communicate with them. These groups included children between the ages of 10 and 15, young people between the ages of 15 and 25, women, and disabled and elderly people. The discussions confirmed many of the survey's findings, and at the same time provided telling snapshots of the situation in various flood-affected communities.

The groups said they needed information about medical and health-related issues, and the availability of food, clean water, shelter and blankets. But most of the people taking part had received very little helpful information about humanitarian aid, and generally suggested that CBOs, community workers and loudspeaker announcements, rather than electronic and mass media, would be good channels to use to get through to them. Girls and women predictably had the least access to information through electronic and mass media channels and, due to local traditions, were very much restricted in their interactions with people outside their families, with girls under 15 depending almost exclusively on their mothers and older sisters for information. None of the focus group participants had any way of communicating with the government or organizations about the help they needed.

3.1 Children – Girls and Boys, Ages 10-15

Two focus group discussions were held with children between the ages of 10 and 15. One, with six girls, was held at the government girls middle school in Haji Kamand, in Tehsil and District Dera Ghazi Khan in Punjab on 24 November 2010, and another, with 10 boys, took place at the government middle school in Union Council Bello, Tehsil Sujawal, Thatta District in Sindh on 1 December 2010.

Girls

Haji Kamand is a small community about 30 kilometres southeast of the city of Dera Ghazi Khan in Punjab. The village sits on the western side of the Indus, about 2-3 kilometres from the river, and the area was badly affected by the floods. The inhabitants heard about the coming floods through word of mouth and loudspeaker announcements, but only left the village when the floodwaters reached their homes. The whole community moved to safer places without any help from the government or organizations. Most of the displaced lived in camps, which were set up in government schools, or with relatives, and went back to their homes when the floodwaters had receded, after two months.



Focus group with girls under fifteen in a primary school in DG Khan District. (© Internews)

Many of the people in the area have or had access to TV and radio, mosques have loudspeaker facilities, and major mobile-phone companies' signals reach the area. But some small villages in the area don't have electricity, and so no electronic media. Lady Health Workers visit the area occasionally to give polio drops to the children.

The six girls who took part in the discussion were from different villages in the area, and said that girls of their age had only very limited access to any information channels, were not allowed to interact with strangers, even if they were women, and could only share concerns and discuss issues with their mothers, older sisters, and other girls of their age group. Because of this, they had received hardly any information from any formal channels or media regarding sanitation, protection and security, education or female-specific issues. The information they had received had come from mothers, older sisters, and, sometimes, teachers, and they suggested that Lady Health Workers, school teachers and radio could be used by organizations or the government to get through to them.

The girls said that what they'd needed most after the floods was information about sanitation, washing and cleaning in the camps. None of the girls had faced any security issues during their stays in the camps or while living with relatives; they mostly lived with their parents.

At the time of the discussion, the lack of safe and clean drinking water, books and stationery, as well as of health-related information, were the biggest problems the girls faced. They needed to know how to clean the water and where to get books and stationery, but also what to do during their menstrual cycles, as during and after the floods the majority of them did not have access to sanitary pads and undergarments. They needed to know where they could get these necessities and they said they had no way of communicating with organizations or the government about the help they needed.

Boys

The focus group discussion with boys between 10 and 15 took place in Sindh, in the government middle school in Bello, Thatta district. The village of Bello is on the eastern side of the river Indus, about 20 kilometres from both the cities of Thatta and Sujawal. It was badly affected by the floods, which damaged or destroyed houses, land, crops and roads. The middle school had also been severely damaged by the floods; much of the furniture was damaged and the children had lost their books. Most of the village population had moved to Makli and other, safer places, but had returned to their homes after the waters had gone down. The road to the village continued to be in a very poor condition.

The boys said that, before the floods, their community had had access to TV, cable, radio, mobile phones and Lady Health Workers, and that they had also received information through mosque loudspeakers. They had watched DVDs of movies as well. After returning from displacement, the community had regained access to almost all of these channels of information, and was also getting information from CBOs and community workers.

Unlike the girls in Punjab, the boys in Sindh had access to a variety of information channels. They said they had received limited information about humanitarian aid, shelter and relief-related matters, and that what they had heard was mainly from their parents and other relatives, from community workers, teachers, TV, radio and loudspeakers; i.e. they had received helpful information through a mix of person-to-person, community network-based and electronic communication channels.

They pointed out, though, that children their age normally do not have direct, personal access to mobile phones, radios or TVs, which restricts their ability to obtain information through electronic and mass media. But, they observed that mobile phone alerts from a trustworthy source had helped the community to move to places that were safe during the floods.

When the boys were asked about the best ways were for organizations or the government to get information to them, they said through their parents, teachers, community workers and local CBOs, announcements through mosque loudspeakers, Lady Health Workers, local newspapers, wall chalking, calls to mobile phone, and TV and radio, reflecting the information channels they had access to.

The boys said they had no way of asking questions and getting answers from organizations or the government about the help they needed, which included information about repairs to their school, new school furniture, books and notebooks for their studies, as well as information about health-related issues such as immunization against dengue fever, cholera, and malaria, ways to clean the water and improve sanitation, and education about improving the environment and hygiene.

They suggested that parents, teachers, representatives of CBOs and community workers could get this information about the help they needed to organizations and the government.



Boys under fifteen in Bello, Thatta district, explaining their information access and needs. (© Internews)

3.2 Youth – Young Women and Men, Ages 15-25

Two more focus group discussions were held with 10 young men and seven young women between the ages of 15 and 25. These happened in a flood relief camp established by the Kumbhar Association Development (KAD) 2 kilometres west of the city of Dadu, in Sindh province, on 29 and 30 November 2010, respectively.

At the time, the camp had 138 tents, which accommodated more than 400 families. The residents were mostly from three tehsils of the Dadu district – Mehar, Khairpur Nathan Shah and Johi – which had been severely affected by the floods due to the breach of the Tori Band embankment. As the area is quite far from the river, it would normally not have been affected by the floodwaters.

A few of the area's residents had been told about the floods through phone calls and messages from friends and relatives. Other means of information, such as radio, TV and loudspeakers announcements had also warned them. The community had left the flood-affected area without any help from the government or organizations, and the young people had helped to rescue elderly people, women and children. The majority of the flood victims were farmers, and literacy rates among them were low.

Young women

In some areas women are not allowed to have or listen to a radio or watch TV because of social traditions, and participants said that, normally, women were mostly confined to their houses and had very little access to modern information channels. Women in the area were mostly illiterate and rarely owned mobile phones.

Because of this, the young women taking part in the discussion said that their main channels of information, both before and after the floods, were relatives and male members of the family. However, they had also received information through camp organizers and through loudspeaker announcements, and while the sources from which they had received information had been limited, they said that the information they had received had helped them stay safe and secure in the camp.

These young women said that the best ways for organizations or the government to get information to them were through Lady Health Workers, community workers and local CBOs. They also said that there should be information centres and kiosks in the camps.

The information they and their families needed included information about how to get fresh or packed milk powder for their newborn babies; information about issues related to breast feeding and the needs of pregnant women; and safety at relief camps (where mothers are worried about their young daughters and older women are worried about the security of younger sisters).

The young women said they had no way of asking questions and getting answers about the help they needed from the government or organizations, but that communication could happen through Lady Health Workers, representatives of NGOs and CBOs, as well as through local media and journalists.



Young women (15-25 years old) in a camp in Dadu sharing their problems with the research team. (© Internews)

Young men

Meanwhile, the 10 young men between the ages of 15 and 25 in the second focus group discussion in the camp said that TV, radio, phones (mobiles and landlines), and loudspeakers had been the main channels of information before the flood, and that, since the floods, camp organizers, loudspeaker announcements, phone calls and radio had been among the channels that were available to them.

They had received only very little information to address their needs, and this information had come from camp organizers, loudspeakers, phone calls and the radio. CBOs, community workers and local journalists were also giving information to the camp residents. The young men also said that information sent to their mobile phones had helped them reach the camp.

While the young men faced far fewer restrictions than the young women in accessing information, they nonetheless faced problems like lack of or very limited access to radio and TV sets, electricity, newspapers and phones, as well as a lack of skill in using phones to get information.

They identified community workers and local CBOs, Lady Health Workers, loudspeaker announcements in mosques or relief camps, radio, SMS, and print and electronic media as the best ways for organizations and the government to give them information.

As most of the flood victims had lost their houses, livestock, crops and work, the things they most needed information about were: available aid; WATAN cards; support for the re-building of their collapsed houses; where to get free diesel oil for tube-wells, free seeds and free fertilizers/pesticides; and help with raising their livestock. They also needed medicines, both for humans and livestock, along with basic health-related information, and they wanted to know how to find work.



Youth in a camp in Dadu telling stories of their sufferings due to lack of information. (© Internews)

They didn't have any way of asking questions or getting answers from organizations or the government about the help they needed, but suggested that local reporters should be trained to report on problems faced by flood victims so that these issues got wide coverage in print and electronic media.

They said the best channels of information for them were, in order of importance, direct communication with representatives of NGOs and CBOs, local media and journalists, loudspeaker announcements, Lady Health Workers, TV and newspapers, and calls or SMS messages to mobile phones.

3.3 Women

Another focus group discussion brought together 14 adult and elderly women at the house of a community leader in Basti Chandia Gharbi, Sumra Nashaib Janobi, Layyah District in Punjab on 22 November 2010.

This small community, situated on the eastern bank of the river Indus, is less than a kilometre away from the river and approximately 10 kilometres from Layyah city. It has around 200 houses with one primary school for boys and one for girls. A mosque loudspeaker is used for prayer and public announcements.

The entire population of Basti was displaced by exceptionally high floodwaters and managed to reach Layyah city through local boats. The people stayed at three different government schools in Layyah until the Eid-ul-Fitar, but then had to move out and return to their homes, despite the fact that these were still flooded.

The women taking part, none of whom had any formal education despite the presence of a primary school in the community, recognized radio and TV sets, mobile-phone handsets, loudspeakers, community/aid workers, and army rescuers in photographs that were shown to them, but unanimously identified loudspeaker announcements as their main information channel.

A few of the participants were familiar with FM radio (Solo) and with PTV, but only as a source of entertainment (music and dramas), and they said that both radio and TV had limited credibility as sources of information and news. While all major mobile-phone companies' signals can be picked up in the area, only one of the women owned a mobile phone. (However, the women said that the male members of their families had mobile phones.)

The participants knew the Lady Health Workers that visited the community once a month as '[polio] drops ladies', but didn't think they were reliable or trustworthy channels of information. On the other hand, despite their complaints about the quality of

education at the girls' primary school, they considered the female teachers reliable and trustworthy channels of information.

When asked how they had received information, the women named mosque loudspeakers, community and religious leaders, peer-to-peer contacts, and information from their community and family elder. They said that a local religious leader had arranged boats for the community to escape from the floods and informed the community through loudspeaker announcements and person-to-person communication. Thanks to this, the women had managed reach the camps in the city, but they had not had any other helpful information related to their needs.

The women knew that there was a Basic Health Unit in their area and the District Headquarter Hospital in Layyah, but they had no information about or access to life-saving drugs. Only a few of them knew about the water purification process and tablets.

They explained that women in the community are not allowed to go out of their houses without a male family member and that they have no independent access to sources of information like mobile phones, radios and TVs, or to two-way communication channels. While they urgently needed information about aid, food, health and water purification, they had no way of asking questions and getting answers from the government and organizations about the help they needed.

Finally, when they were asked about the best ways were for organizations or the government to get information to them, they repeated that announcements through loudspeakers were the best way, but also suggested messages through local school teachers, community leaders, elders, religious leaders and Lady Health Workers.

3.4 Disabled People

A sixth focus group discussion was held with six disabled individuals in Damdam Camp Taluka Sujawal, Thatta District and Tent City Camp Taluka Jamshoro, Jamshoro District, both in Sindh, over two days from 1 to 2 December 2011.

Before government vehicles started moving people to the camps, residents had used donkey and bull carts to get there. Most of the camp residents are dependent on agriculture and livestock, and are not literate. Even so, a few of the disabled individuals were able to read and write.

Under normal circumstances, close family members are the main channels of information for people with special needs, and while participants reported that, since the floods, community workers and camp organizers had been providing them and their caretakers with information, they said that not only their dependency, but also low literacy rates, poverty and the resulting lack of access to modern means of communication were stopping them from getting information.

They had received only limited information about access to aid, food, shelter, medicine and WATAN cards, and had received this information mainly through social mobilizers, camp organizers and NGOs, CBOs and community workers. They suggested that, in big camps, there should be closed circuit radio systems to give people information in case of an emergency, and that announcements should be made through low-range loudspeakers or megaphones.

They were not yet able to ask questions and get answers from organizations or the government about the help they needed, but said this could happen through CBOs and nazims ('organizers'), or if government officials and CBOs regularly visited the communities and camps.

Most of all they needed information about getting tents, shelter and blankets; medicines for themselves; food for themselves and their animals; and aid and rehabilitation. They also wanted to know about the availability of canal water and seeds for their crops, and how and from whom to get wheelchairs, white sticks, hearing aids, and regular medication and treatment.

3.5 Elderly People

Finally, on 23 November 2010 a focus group discussion was held with 12 elderly people, age 50 and above, in Chah Pathi Wala, Tehsil Kot Addu, Muzaffar Garh District in Punjab.

This small community is 7 kilometres east of the city of Kot Addu (which is known for its large thermal power generation plant) and approximately 60 kilometres northwest of the city of Muzaffar Garh. The community has 60 houses and about 600 inhabitants and is situated quite far from the river Indus; floodwaters normally don't reach it. Nevertheless, the Chah was extremely affected by the floods due to the breach of the Taunsa-Panjnad Link Canal and Muzaffar Garh Canal. Both of the canals are to the northeast of the community.

As a result of the canal breach, the floodwaters had reached the Chah without any early warning from a government agency. No evacuation announcements had been made through any of the available channels of information, including loudspeakers, and the people had made their own arrangements to evacuate after water had reached their houses. They helped each other and all elderly people got help from younger members of the community during the evacuation process. Using the tractor-trolley of the community leader, they had managed to reach a safer place almost 60 kilometres from the Chah where they stayed at relatives' houses before returning to their homes two weeks later, when they heard that the floodwaters had begun to recede.

Most of the people in the area depend on agriculture and the community does not have an asphalted road to the city. Not many people can read or write, but a few of the elderly were literate and owned mobile phones. Except for one or two, who listened only to Radio Pakistan, none of the participants were regular radio listeners, and while they received information from PTV, none of them had access to cable or satellite channels. They were also aware of Lady Health Workers in the community, and called them 'polio drops ladies'.

As for available channels of information before and after the floods, one person said that they had heard about the floods only through word of mouth and that they had seen the water approaching from the distance. They had to leave their homes in a hurry and weren't able to take their animals with them.

They said that, so far, they had not heard anything about aid distribution, food distribution, or other related information from any government organization, but community workers and local CBO representatives had been keeping them informed. The little they had heard about access to aid, food, shelter, medication, WATAN cards, etc., had come to them through these community workers and CBO representatives, and through local journalists.

They said that the lack of an access road to the city and limited literacy had made it hard to get information, and while all of them had mobile phones in their homes, only one or two knew how to use them. So, when asked to rank channels of information in order of usefulness, they named community workers and local CBOs first, then mosque loudspeaker announcements, Lady Health Workers, local newspapers, mobile-phone calls, TV and radio. In particular, they said that CBO representatives, community workers and local journalists were helpful for two-way communications, and stressed that local community workers were the only channel of information and communication between the community and relief organizations. A few of the villagers had tried to reach some government officials directly, but with no luck. And while they weren't able to ask questions and get answers from organizations or the government, they thought that complaints through local newspapers and journalists, regular visits by officials to the community and public hearings would be good ways to do so.

As the community was agriculture-based and the elderly participants were mainly farmers or landowners, the information they most needed concerned the availability of canal water, seeds, and fertilizers/pesticides. They also needed information about tents and shelter, blankets, medicine for themselves and for their animals, aid and rehabilitation, food, oil, and health-related information and treatment. They said that one low-ranking health department employee had come to the community and made announcements about health-related issues through the loudspeakers, but emphasized that no formal, organized information structure was available in the community.

Finally, they observed that an alert or call to a mobile phone from a trustworthy source was a quite effective means of providing information. One of the participants said that they had received a phone call telling them that the irrigation department was once again closing the canal for repairs; this had allowed them to adjust their plans for their crops accordingly.



Elderly people in Kot Addu, District Muzaffar Garh, highlighting the need of information to rehabilitate. (© Internews)

4. Conclusion and Recommendations

The overall goal of this research is to support the development of effective, adaptable and relevant platforms for disseminating information that humanitarian agencies will use to reach affected populations, helping them get immediate help to stabilize their lives and rebuild their communities. This research also sought to find out what means of two-way communication exist between humanitarian providers and affected populations and how these can be strengthened so that beneficiaries can take part in their own relief.

This study and the findings it present are intended to be a starting point for independent and collaborative review, and ultimately action, by partners and stakeholders in support of better means, measures and systems for humanitarian information.

Most pointedly, this study shows that humanitarian partners and information professionals need to work together to agree to a plan of action to:

- set immediate goals for applying this research to improve information efforts for flood-affected people in Pakistan
- work out which short-term measures they can take to improve information delivery in Pakistan
- make a plan for developing model processes and application systems for putting information-delivery systems in place in emergencies
- consider the standard of application for these measures, meaning if, and if so how, to embed humanitarian information access as part of standard emergency rapid response protocols.

Here are several more recommendations from this study.

Plan around returns

Some audiences, especially women, found communications networks more accessible in camps than at home. So, camps offer the chance to develop communications networks that women can carry over on their return – whether through community support networks, radio distribution, or other means.

Localized promotion

Some channels are clearly powerful across many areas but are under-used. These include contact numbers and call centres, used by only a small number who have mobile phones. Other channels are found in some areas, but not in others – for example certain local radio stations. Promoting the whole range of communication possibilities in a given area may help overcome this. A simple summary of communication capacities, developed for local circumstances, could be shared among humanitarian field staff, government and other representatives, and community leaders to simply promote channels that people can use to find information in their area.

Promotion by platform

TV has much greater reach than other mass media, but its use is restricted in many ways. TV formats are typically quite restricted for programme needs, making it harder to place specialist programming that targets humanitarian needs. Plus, production and broadcast costs are far higher than other formats, and so on. But TV can be used to let people know where they can get more information – call centres, radio programmes, specific local networks, etc.

Listening groups, watching groups

Listening groups (where audio files are played or groups listen to broadcast radio programmes), in places like health facilities and child-friendly spaces, are an effective way of reaching out to people outside broadcast areas and vulnerable groups who don't have direct access. TV is already largely accessible to collective neighbourhood audiences, so DVDs could be too. Already-produced radio and TV programmes (IFRC is producing weekly TV programmes) are an opportunity to do this.

Outreach to limited areas

It's not possible to set up mass communications infrastructure in areas where it doesn't exist. But it could be possible to use networks that cross from an area of coverage to an area that has no coverage. For example, teachers work in areas that have radio or TV coverage, and areas that do not. They could share information on electronic media through networks that are outside of the broadcast areas.

Mainstream efforts

Several very positive initiatives are already in place and are making vital contributions. But it's clear that they can't overcome the obstacles and gaps on their own. Many people will not be reached by electronic media or mobile phones; social mobilizers are important but would need to be deployed in the thousands. However, if humanitarian programme staff across the sector – in health, in shelter, in protection – are given some communications tools, ways of gathering feedback, and simple ways of promoting accessible channels that already exist, this will help fill some of the gaps. This approach sees communication as not only a service, but also a practice by all. Coordination and co-operation are crucial for this to work effectively.

Appendix I: A Sample of Existing Humanitarian Communication Initiatives

Locally-based communications

Many humanitarian providers, both international and national, rely on their local partners in CBOs, social networks and rural support networks, as well as on community mobilizers and other community-based representatives, as primary means of communication with beneficiary communities in Punjab and Sindh. These local links carry information out to people in need as well as complaints and requests back to humanitarian providers.

Organizations often use a web of primarily locally based communications systems held together by organization-trained and supported individuals. For example, UNICEF works with the Lady Health Workers, who are ideally placed in the community, have local knowledge and are well trusted. Lady Health Workers and other community networks work to reach targeted populations in different areas, circulate campaign-based or overall humanitarian information, and provide the community with a trusted communications link – helping to bridge the communication gap with women and other isolated populations. Local partners are also engaged to hold public meetings, again as a forum for two-way communications.

Local representatives or field teams of organizations that work with particularly isolated and vulnerable populations, such as handicapped and elderly people, often go door-to-door identifying individuals and registering them. Organizations are using areas such as female or child-friendly spaces to reach out to target groups, all of which supports service delivery and two-way communication links.

Rights-based and protection-oriented agencies work closely with local partners to teach the public about their rights and how they can be protected, and to try to overcome the communications barriers that make it difficult to reach vulnerable or at-risk populations. Community representatives and established community organizations form a vital link in communications with groups under threat or confronting sensitive issues. These trusted links are primary for providing information to people in need and allowing them to ask for help.

Hotlines are often made available but cannot always be accessible by everyone. Efforts are underway to give mobile phones to, for example, women under threat of domestic violence. But this communication channel is proving inadequate, as social customs lead women, even in these cases, to turn over mobile phones to their husbands. The United Nations High Commissioner for Refugees (UNHCR) and other Protection Cluster members are working in Sindh and Punjab to open centres with established information desks as contact points for people with protection concerns.

National and international humanitarian organizations are often on-site to tell people about what they can expect to receive from them and to provide means of two-way communications. Organization representatives and local partners give details at distribution sites, post signs listing the content of specific aid packages, with each pack containing a list of what should be included. Humanitarian representatives consistently set up information booths, complaint boxes or tables at distribution sites or at their more permanent field sites to spread information about their efforts and to be available for feedback. Humanitarian organizations have different ways of making sure that complaints and concerns flow up to the people who can address them and that solutions then get back down to those who need them. Systems vary, but some organizations, such as Save the Children, support this redress mechanism with a database tracking system.

Loudspeakers are used at distribution sites to communicate directly with people gathering. Organizations also make announcements or communicate other information using mosque loudspeaker systems. This links closely with the use of religious leaders or other respected community individuals, including school teachers, as messengers to and from local populations. Also, organizations will set up mobile communication teams or communications systems alongside delivery mechanisms, like mobile health units, to get their messages across, make announcements or provide a means for feedback.

Hotlines and mobile phones

Often, organizations will establish telephone hotlines as a simple way for those they are helping to give feedback and pass on specific needs, concerns or complaints. Organizations publicly post their hotline numbers, include the number on flyers in aid packs, and announce them on radio broadcasts. In a simple expansion of the hotline model, organizations are setting up menu-based 'information portals' where people can get specific recorded information. Also, mobile phones offer a way for people to pass on valuable information about the situation on the ground, with, for example, BBC Lifeline using a hotline link to gather information and to inform story development.

Organizations say they are increasingly using SMS messages to send out information about services, delivery schedules or changes in distribution locations when situations are insecure. Interactive mobile-phone assessment systems are being used as spot survey tools, sending out messages asking about access to help, etc., and allowing people to answer 'yes' or 'no'. Providers are also using mobile phones to send out pre-recorded messages. For example, the International Federation of the Red Cross and Red Crescent Societies (IFRC) can send out pre-recorded messages to a geographically identified audience by calling mobile phone users who are located near specific mobile phone towers. IFRC uses SMS gateway and Google Maps and collaborates with national providers to find out how many mobile phones are switched on within the area of a mobile phone tower. And one-minute recorded information broadcasts are being distributed through mobile phones by BBC Lifeline.

Ushahidi has been working in Sindh and Punjab, using mobile phone connections to gather information from crowds in affected areas, which Ushahidi volunteers then add to a web-based database. This is presented via a detailed map with specific locations based on a growing GPS database which Ushahidi is putting together for the flood-affected areas. Basically, Ushahidi receives phone calls or text messages from people on the ground who give information like reports of the situation where they are, their personal or broader community needs, and more. These then are filtered by Ushahidi into messages linked to the map which appears geo-located on the web. This crowd-sourced information can then be accessed on the Ushahidi site; the map appears with red dots indicating the places from which information has been received, with dot size relative to the amount of information from each location. Users can see each report that has been transcribed into English text by hovering their mouse over each dot.

Ushahidi also allows citizens to register to be linked through their mobile phones directly to information that Ushahidi receives from their geographic area. When Ushahidi receives information from the registered person's area, it's automatically transmitted to the person's mobile. For example, a camp manager can send in information to Ushahidi about events or needs at the camp. The manager can register to be linked to surrounding information posts and can then gain information about unfolding security concerns or other situations that other people in the area might be sending. Ushahidi, which began its work in Sindh on 12 August 2010, is now looking to put in place an 'expert crowd sourcing' mechanism where, for example, medical professionals can send in information about nutrition and other medical issues.

Radio, TV and print

Organizations say that radio is being used, often at district level, to send out general information about their services, to try to help clarify government activities and services, and to provide overviews of the humanitarian situation. Some organizations rely specifically on radio to reach a variety of people not congregated in camps, including those still in patches isolated by the flooding, as well as those who have returned. A few organizations say they have used TV, some with a focus on reaching populations that have returned in Punjab. Very light use of print is reported. Organizations say they work with radio, TV and print news outlets to pass on information and many make representatives available for interviews which are broadcast.

Many organizations, notably international humanitarian providers and United Nations agencies, are relying on the service of the International Organization for Migration (IOM) to produce and distribute radio broadcasts and some TV with agreed messaging determined at cluster-level. This link has been made possible formally by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), which has made IOM the lead organization for the Mass Communication Coordination Group – which exists as a technical expert group in connection with OCHA. The IOM service, which began as a pilot project last year, links directly into the cluster groups to support collaboration and determine a consistent, meaningful message. Private firms then produce radio broadcasts with this message, under IOM supervision, and with IOM arranging the airing of these on local outlets. As well as these mass media broadcasts to affected people, IOM distributes a periodically updated factsheet which provides information to more than 40 IOM-affiliated representatives in the field who, while distributing the information on the factsheets, are able to see which information needs and pressing queries are not being met. Then, in turn, are included into the next version of the factsheet. IOM maintains also has a national hotline for feedback.

Beyond the collaborative, cluster-based messaging fed into IOM, mass media messaging from organizations is most often focused on communicating primary organizational goals, including education about rights, service provision and other aspects specific to humanitarian operations. In some cases, messages will be designed in response to feedback, questions or concerns received from the community. For example, when UNICEF heard that communities in flood areas were concerned about the smell of water-purification tablets, it used radio broadcasts to inform the public that the smell was normal and to emphasize how the tablets were to be used. And, in some cases, humanitarian providers are attempting to increase awareness of government activities, to help clarify government activities and compensate for ineffective or insufficient government communications. For example, some national and international humanitarian providers have made efforts to help people understand their rights and the process for registering for the government-provided WATAN cards.

Following a year helping local media organizations in Khyber Pakhtunkhwa (KPK) and Swat to produce radio programmes about humanitarian issues, Internews is now providing relevant, timely and accurate information to flood-affected populations in Sindh and Punjab in partnership with local radio stations in those areas. Internews' mentors work directly with staff of local FM stations and work with humanitarian liaison officers who can connect them to the humanitarian communities. The aim is to ensure that flood-affected people become more aware of what help is available and how to access it. At the same time the humanitarian aid community will receive feedback from these people about their needs, as well as about gaps in the delivery of aid and assistance.

The BBC World Service Trust has been broadcasting Lifeline, daily information bulletins and humanitarian programming in Urdu and Pashto. Rather than news, these programmes have focused on broadcasting information that directly helps people stabilize their immediate situations. They also address topics that will help them rebuild their lives. Focusing programming at the district level, BBC Lifeline has primarily been generating public service announcements and programmes about pressing topics of concern – providing resource information, phone numbers, contacts, etc. at the district level. As well as broadcasts, BBC Lifeline has a hotline which lets people call in with questions, and which it relies on to direct editorial development. BBC Lifeline began using mobile phones in late November 2010 to deliver one-minute information pieces directly to people in flood-affected areas.

Setting standards and advocacy

The Humanitarian Accountability Partnership (HAP), supported by its local representative in Pakistan, Church World Service (CWS), is working to teach humanitarian partners about the importance of including communications as part of their primary operational template.

Appendix 2: Mix of Radio and TV Broadcasts in Research Areas

The access people have to electronic media is relative to the coverage of different outlets in different areas. Here is general breakdown of television and radio reach in Sindh and Punjab, with a short brief for each district.

Please note: this information is meant to be a general, common knowledge consideration of the media channels available in these areas; it's not based on a technical media-mapping exercise.

Television

- PTV and ATV, the terrestrial TV channels, are available in most parts of the country, including in the districts covered by the survey.
- Private satellite television channels are available, through cable operators and satellite dish/receivers, in urban areas and big towns. Small villages and goths have little access to cable TV.
- Among the recently emerged private satellite channels in the country, there are channels with programming in the local languages spoken in the districts covered by the survey. These channels include Waseb TV and Rohi TV, in the Saraiki language of Southern Punjab, and Kawish Television Network (KTN), in Sindhi Language.

Radio (state-run)

- The Pakistan Broadcasting Corporation (PBC), a state-run agency, operates Radio Pakistan and has a network of radio stations and transmitters in most parts of the country. Radio Pakistan is available through MW and AM.
- Radio Pakistan operates FM 101 Network in Islamabad, Lahore, Karachi, Peshawar, Quetta, Faisalabad, Sialkot, Hyderabad, and Multan.

Private radio stations (FM)

At the moment, there are more than 100 private FM radio stations in the country. Most of the districts covered by the survey have their own private FM radio stations. Some receive the signals of FM radio stations in nearby districts. Here's a more detailed breakdown:

Punjab

Dera Ghazi Kahn

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- No private FM radio

Rajan Pur

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- Private FM radio

Mazaffar Garh

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- There is no private FM radio station in this district, but signals from nearby radio stations, such as FM 103 and FM 101 from Multan, can be picked up in many parts of the district.

Layyah

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- Private FM radio

Sindh

Dadu

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- Private FM radio

Jacobabad

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- Private FM radio

Thatta

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- There is no private FM radio station in this district, but signals from nearby radio stations, such as FM Highway and FM 101, can be picked up.

Jamshoro

- Radio Pakistan (MW/AM)
- BBC World Service (SW)
- There is no private FM radio station in this district, but signals from nearby radio stations, such as FM Highway and FM 101, can be picked up in most parts of the district.

Appendix 3: Accessing and Analyzing the Survey Results Online

- Go to the following url:

http://www.surveymonkey.com/sr_pass.aspx?sm=6kD5Jyh0YxjWMx%2bZFvKzEvm49fKvHSoCxVOS4IGL08I%3d









- Enter the password 'InfoPakFloods'
- You'll see a summary of the survey results.

View Summary

[Filter Responses](#) [Download Responses](#) [Browse Responses ▶](#)

PAGE: SURVEY OF FLOOD-AFFECTED POPULATIONS IN SOUTH OF PAKISTAN - INFORMATION ACCESS AND NEEDS

1. Researcher conducting this survey


		Response Percent	Response Count
1		13.5%	145
2		13.5%	145
3		12.1%	130
4		11.9%	128
5		12.6%	135
6		12.7%	136
7		11.9%	128
8		11.7%	125
		answered question	1,072
		skipped question	0

- Clicking the '**Browse Responses**' button at the top of the page will allow you to browse through individual respondents' completed surveys.

- To download the entire survey, click '**Download Responses**' at the top of the page.

You can download:

- a summary report of the survey, in csv, Excel, xml, html or pdf format



Download Responses

« Back to Report View Download History

You can download the responses you've collected at any time, even while you are still receiving responses. We simply take a snapshot of your current responses, without disrupting your survey. If you are trying to retrieve a previous download, click "View History".

Choose Type of Download

Summary Report
Download a summary report of your survey that you can save or print.

All Responses Collected
Download the entire response set of your survey, for importing into a spreadsheet or database.

Choose Format

CSV Format
The summary is formatted as a comma separated values file.

Excel Format
The summary is formatted to open with spreadsheet software.

XML Format
The summary is formatted as an XML file.

HTML Format
The summary is formatted in HTML, and can be easily posted on a website.

PDF Format
The summary is formatted as a PDF, and can be easily printed.

Open-Ended Responses (optional)

Include Open-Ended Responses in Download

[Request Download >](#)

- the entire response set of the survey for importing into a spreadsheet or database.



Download Responses

[« Back to Report](#)[View Download History](#)

You can download the responses you've collected at any time, even while you are still receiving responses. We simply take a snapshot of your current responses, without disrupting your survey. If you are trying to retrieve a previous download, click "View History".

Choose Type of Download

Summary Report

Download a summary report of your survey that you can save or print.

All Responses Collected

Download the entire response set of your survey, for importing into a spreadsheet or database.

Choose Format

Spreadsheet Format

The data is formatted to open with spreadsheet software. Choose the options below to change how the spreadsheet columns are exported. *Please note that if the exported data cannot fit in 256 columns, it will be split into multiple files.*

Columns:

Choose whether question choices are condensed or expanded to fit one or multiple columns.

Cells:

Choose what data appears in the spreadsheet.

Advanced Spreadsheet Format

The data is formatted to open with spreadsheet software, however the columns and responses are organized to better suit advanced statistical and analytics packages. *Please note that if the exported data cannot fit in 256 columns, it will be split into multiple files.*


Send Results to this Email Address

Email address:

Enter an email address where a link to your download will be sent.

[Request Download >](#)

- To filter responses and analyze survey results in more depth, click '**Filter Responses**' at the top of the page. Then tick the 'Filter By Responses' box and click the '+ New Response Filter' button.




Filter Editor

Filter Name:

Filter By Responses
Click "New Response Filter" to add a new response filter. You can have multiple response filters, and combine them together in a logical expression.

Filter By Properties
Click the "Filter By Properties" checkbox above to filter by properties such as response date, IP address, etc. Only responses that match all the properties you define will be visible in the analysis.

- Select a survey question and answer that you want to show (e.g. 'What is your gender?' and 'Male').



Filter Editor


Filter Name:

Filter By Responses
Click "New Response Filter" to add a new response filter. You can have multiple response filters, and combine them together in a logical expression.

Filter Description	
1. Show responses of people who answered question	<input type="button" value="Delete"/>
What is your gender?	<input type="button" value="↓"/>
with choice Male	<input type="button" value="↓"/>

Filter By Properties
Click the "Filter By Properties" checkbox above to filter by properties such as response date, IP address, etc. Only responses that match all the properties you define will be visible in the analysis.

- Click '+ New Response Filter' again to add more filters (e.g. filter for male respondents who speak Sindhi and have access to a functioning radio).



Filter Editor

Cancel
Save Changes

Filter Name:




Filter By Responses

Click "New Response Filter" to add a new response filter. You can have multiple response filters, and combine them together in a logical expression.


Filter Description	Delete
1. Show responses of people who answered question <input style="width: 100%; border: 1px solid gray;" type="text" value="What is your gender?"/> with choice <input style="width: 100px;" type="text" value="Male"/>	Delete
2. Show responses of people who answered question <input style="width: 100%; border: 1px solid gray;" type="text" value="What language/s do you speak?"/> with choice <input style="width: 100px;" type="text" value="Sindhi"/>	Delete
3. Show responses of people who answered question <input style="width: 100%; border: 1px solid gray;" type="text" value="Since the floods, have you had access to any of these: ..."/> with choice <input style="width: 100px;" type="text" value="Functioning radio"/>	Delete

+ New Response Filter

How should the filters above be combined?

-  every filter must match ("and" logic)
-  any filter can match ("or" logic)
-  custom combination of filters

- Then give your filter a name and click 'Save Changes'.



Filter Editor

Cancel
Save Changes

Filter Name:

Filter By Responses

Click "New Response Filter" to add a new response filter. You can have multiple response filters, and combine them together in a logical expression.

Filter Description	Delete
1. Show responses of people who answered question <input style="width: 100%; border: 1px solid gray;" type="text" value="What is your gender?"/> with choice <input style="width: 100px;" type="text" value="Male"/>	Delete
2. Show responses of people who answered question <input style="width: 100%; border: 1px solid gray;" type="text" value="What language/s do you speak?"/> with choice <input style="width: 100px;" type="text" value="Sindhi"/>	Delete

- You'll see a summary of results corresponding to your filter.

View Summary

Filter Responses
Download Responses
Browse Responses >

Active Filter: Male/Sindhi-Speaking/Radio Access

Total: 1,072 Edit

Filtered: 113 Unapply

PAGE: SURVEY OF FLOOD-AFFECTED POPULATIONS IN SOUTH OF PAKISTAN - INFORMATION ACCESS AND NEEDS

1. Researcher conducting this survey

		Response Percent	Response Count
1		0.9%	1
2		0.0%	0
3		0.9%	1
4		0.0%	0
5	██████████	39.8%	45
6		0.0%	0
7	██████████████████	58.4%	66
8		0.0%	0
answered question			113
skipped question			0

- You can create any number of filters, but **PLEASE NOTE:** the filters you create during your session won't be saved and can't be seen by users who are accessing the survey from other computers at the same time as you.

- To save the data sets obtained through filtering, please click the '**Download Responses**' button at the top of the page and select the relevant filter under '**Apply Existing Filter**'.

Download Responses [« Back to Report](#) [View Download History](#)

You can download the responses you've collected at any time, even while you are still receiving responses. We simply take a snapshot of your current responses, without disrupting your survey. If you are trying to retrieve a previous download, click "View History".

Choose Type of Download

Summary Report
Download a summary report of your survey that you can save or print.

All Responses Collected
Download the entire response set of your survey, for importing into a spreadsheet or database.

Choose Format

CSV Format
The summary is formatted as a comma separated values file.

Excel Format
The summary is formatted to open with spreadsheet software.

XML Format
The summary is formatted as an XML file.

HTML Format
The summary is formatted in HTML, and can be easily posted on a website.

PDF Format
The summary is formatted as a PDF, and can be easily printed.

Open-Ended Responses (optional)

Include Open-Ended Responses in Download

Apply Existing Filter (optional)

Use Current Filter Named "Male/Sindhi-Speaking/Radio Access"

[Request Download »](#)

This study was sponsored by Infoasaid, a consortium by the Department for International Development (DFID), and comprising BBC World Service Trust and Internews. It was administered by Internews Europe, and supported in Pakistan by the Communicating with Disaster Affected Communities (CDAC) Network.

The objective of Infoasaid is to improve how aid agencies communicate with disaster-affected communities. The focus is on providing humanitarian information. The emphasis is on the need to deliver information, as aid itself, through the most appropriate channels.

Infoasaid also works to increase the capacity of humanitarian aid agencies to respond to the information and communication needs of affected populations, and their preparedness.

Infoasaid mounts immediate rapid responses to select emergencies to enable communication between humanitarian agencies and affected communities.

(www.infoasaid.org)



Internews is an international media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard.

(www.internews.eu)



The BBC World Service Trust is the independent international charity of the BBC, which uses media and communications to reduce poverty and promote human rights, thereby enabling people to build better lives. All its efforts are aimed at ensuring some of the world's poorest and most vulnerable people have access to life-changing information.

(www.bbc.co.uk/worldservice/trust/)

Infoasaid is funded by UKaid from the Department for International Development.

CDAC brings together humanitarian and development agencies and media development organizations to integrate two-way communication, which includes information provision, into humanitarian preparedness and response in the areas of both policy and practice.